



Circle A Angus Ranch

41 Hwy K
Iberia, MO 65486



Return Service Requested

1-800-CIRCLE A

www.circlearanch.com

Please Join Us:
for our 7th Annual
Fall Bull & Heifer Sale

October 19, 2013

Selling:

More than 420 Head!

120 Black Angus Bulls

Stout, slow-grown, coming two's
Ready for Service

Registered Angus and Circle A Premium
Bulls (CAPB)

**300 Premium Spring-calving
Angus and Black-baldy Heifers**

Fetal Sex and Due Date by Ultrasound

Someone You Should Know



David, Trent and Charles Vannoy,
Kendle and Curtis Smith

The Smith and Vannoy families are well known in Northeast Missouri, however most people recognize them as sizable grain farmers. But, for years the families have also been stockmen; at one time raising hogs and cattle, now the cattle operation has become a major part of their program.

For years Charles and Bob Vannoy were the cattlemen. When Bob decided to retire, Charles' son David and his cousin Curtis Smith, along with David's son, Trent, bought out Bob's share of the herd. Curtis' son, Kendle, has also gotten involved in the cattle ownership. Today, the Smith Vannoy herd is around 440 head, approximately half of those females were purchased as bred heifers from Circle A.

They bought their first bulls from Circle A in 2009 and have been back every year since. The genetics and management protocols required by Circle A's calf buy-back program have "made a big difference in our calves," according to Trent. "Our calves are healthier, heavier and we like that we can feed our calves without being docked for having them fleshy."

As grain farmers, the Smiths' and Vannoys' realize that you only get out of a crop what you put into it. They run good equipment and plant good quality seed and the cattle business is no different. If you want good calves you have to start with good quality genetics and a great marketing option doesn't hurt either. They calculate they make around \$150 more per head by selling their calves to Circle A Feeders. Circle A is happy to count such good operators among our customers.



PARTNERS FOR PROFIT



Summer 2013

Waiting for your pitch

I feel like for a few years now we've been told that the good times are right around the corner, but they never seem to fully arrive. It's like cattlemen are caught in a battle with a good pitcher, we've been fouling off pitches and just hanging in there waiting on our pitch. I think we're getting close to getting a good one and knocking it out of the park, are you prepared to take advantage?

Cow inventories in U.S. have been declining since 2007, at some point dwindled supply met with even moderate demand equals increased prices. Two things have kept those high prices from being realized recently, high feed costs and a glut of light-weight calves put in the feedyards due to drought. This fall we will hopefully see good crop yields followed by lower feed prices and those calves in the feedyard are about to work their way through the pipeline.

It's In There

Remember the Prego commercial from the 1980's when they coined the phrase "It's In There"? That's how we feel about our genetics. There are so many technologies available these days to the commercial cattleman that it can be a daunting task to keep up on the reading, much less the application and management of it all. Fixed timed AI, sexed semen, and genomic testing are just a few of the technologies available to commercial cattlemen today. No doubt alone or combined these technologies can help make positive genetic progress. The question arises, are they profitable to you?

The vast majority of our customers own 1 or 2 bulls and deliver calves in goosenecks, not pot loads. Many of our larger customers also farm, have hogs or some other enterprise that makes serious demands on their time. One of the greatest aspects of the Circle A program is that our customers benefit from our years of

Lower feed costs, higher calf prices, more green grass and increased hay supplies will lead to increased heifer retention. That will eventually lead to increased supply and the cycle repeats itself. But, there is plenty of time to get in while the good times last. Unlike poultry and pork, it literally takes years to make these inventory shifts in cattle. Gestation is longer, cows don't calve until they are two years old, we average less than 1 calf per cow per year and days to market are much longer.

The building of the U.S. cow inventory will be long and slow, and likely never reach previous levels. Calf prices would have to reach absurd levels for farmers to re-build fence and re-plant grass on ground they bought using \$7 corn as a pricing model. There is still time to load-up while waiting on that perfect pitch and be in good position when the time is right by expanding your herd with high-quality Circle A Genetics.

innovation and dedication to developing truly profitable genetics. For decades we have intensively used AI, we have tested our genetics in the feedyard and on the rail and have the largest individual feed intake database for beef cattle in the world.

Our cowherd is run on fescue grass at about 500 cows per man and culled strictly for being open, inferior udders, bad feet or poor temperaments.

Our calves grow fast, gain efficiently and hang a superb quality carcass. Our selection decisions are based on the most accurate profitability index in the beef cattle industry. So, before you go investing in the next best thing, realize if your buying your genetics from Circle A, you can rest assured "It's In There"!



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Sale Dates

- October 19, 2013
Fall Bull & Heifer Sale
Iberia, MO
- March 15, 2014
Spring Bull & Heifer Sale
Iberia, MO

Tradeshow Dates

- October 4-6, 2013
Farm Fest
Springfield, MO
- December 6-7, 2013
MO Livestock Symp.
Kirksville, MO
- January 2-4, 2014
MO Cattlemen's Conv.
Osage Beach, MO

AN UNPARALLELED COMMITMENT
TO INCREASING THE QUALITY OF CATTLE THROUGH THE USE OF PROFITABLE GENETICS



Who's Your Partner?

The word "alliance" has been used around the beef industry for a couple of decades. The August issue of BEEF magazine lists many of the alliances or programs that exists today. I can remember when this list was many pages long. Nearly every breed association, feedyard, tag and technology company had their own "alliance". Where did they all go? Today the magazine lists 23 programs and only 8 calf-based programs, of which Circle A Feeders is proud to be one.

Later in the magazine James Herring, president and CEO of Friona Industries goes on to discuss alliances in the beef industry. He talks about the futility of the beef producer trying to produce a commodity product and competing with the vertically aligned pork and poultry industries. "It's not sustainable, and the sooner we understand that as an industry, the better off we'll be."

Herring points out that many alliances have been producers producing that they want and have joined forces to produce more of the same and commanding more money for it, with little regard for what the consumer actually desires. He says successful alliances ask and produce what consumers demand and find a way to benefit from it.

Circle A Bulls are Required

After 6 years of buying customer calves every single month, we feel our commitment to our customers is well established. We have been and will remain eagerly willing to pay premiums for calves out of Circle A genetics. We have however noticed an extremely small number of suppliers still running bulls not obtained from Circle A and a few of those calves may have made their way into our program. The only way we can afford to pay premiums on calves is to know that every calf we purchase is at least half Circle A genetics. We have spent years and millions of dollars testing and developing genetics that will gain efficiently and hang an extremely high-quality carcass and we have deals in place with our buyers requiring us to guarantee the beef they buy to be out of Circle A genetics.

We hoped that a sense of honesty and integrity would make this a self-policing issue, but that has not proven to be the case with every supplier. It has been made clear for many years that every calf we purchase has to be out of a bull or female purchased directly from Circle A. In order to assure this is a reality,

So, what is the average small to medium sized cow-calf producer to do? Which alliance is right for you? How do you get involved? Who do you trust?

Since our inception, Circle A's motto has always been "Quality Beef is our Business"! We have focused on producing high-quality, tender beef products and doing so efficiently and profitably. What we offer our customers may not be so much of an alliance as it is a partnership and you can get involved today.

By purchasing genetics from Circle A, customers are offered the option of marketing their calves to Circle A Feeders. It isn't just on our highest-priced bulls or our largest customers, it is on every bull and female that goes through our sale ring. That pledge and belief in our genetics ensures the quality and profitability of the breeding stock we sell.

There's no contract, just purchase Circle A genetics and follow the required management protocols and you're guaranteed top of your regional market and up to a \$35 per head premium on top of that. Details can be found on our website at www.circlearanch.com or by calling 1-800-Circle-A. Don't be left out on your own, find a partner in the beef business you trust.

beginning January 1, 2014 we will require that all suppliers to Circle A Feeders only have Circle A bulls on their operation.

For the vast majority of suppliers this is a non-issue as they run 100% Circle A bulls, for a few, it will be a decision that has to be made.

Pricing on calves over 900 lbs.

Since its inception, the Circle A Feeders program has always promoted the purchasing of calves from 600-800 pounds. As genetics and nutrition have improved we are getting heavier and heavier calves. We have always taken calves over 800 pounds and have no desire to penalize calves for doing well, but calves over 900 pounds often times have few fair market price comparisons and leave little room for efficient gain in the feedyard. We will continue to purchase calves over 900 pounds as long as they meet every requirement (less than 11 months old, proper vaccinations, etc...) but, they will be priced at our current fat cattle base price.

Don't Miss it!

View the sale and bid live online at:

LiveAuctions.TV

You may also contact Nick at 573-280-5308 prior to sale day for buying assistance.

To avoid sale delays, there will be no conference call during Circle A sales. Contact Nick or another sale representative prior to the sale to place your bids.

Spring Bull & Heifer Sale Report

Circle A Angus Ranch, headquartered in Iberia, MO, was proud to host their 19th annual Spring Bull & Heifer sale offering 738 head sold on March 16th. It was a full house with buyers commenting that this was the best looking set of bulls and bred heifers Circle A has ever offered.

238 bulls averaged \$3580 with the high selling bull going for \$10,000. Lot 149, Circle A Stimulus 1301, an extremely stout bull with great EPDs and a 17.2 inch ribeye sold to L&S Farms of Westphalia, MO. Lots 61 and 69 were sold for \$9,000 and \$8,000 respectively and both found a new home in Mountain Home, AR with repeat buyer Steve Luelf. Gary Johnson of Fairfax, MO took home lot 70, a Connealy Final Product son for \$7500. Weatherly Farms of Aurora, MO was the high volume bull buyer taking home 9 bulls and Wyatt Farms of Callao, MO took home 8 bulls. 32 bulls sold for \$5,000 or more, with 88 bulls selling for less than \$3,000.

500 commercial, bred heifers, sold in lots of five ultrasounded to calve within ten days of one another and fetal sexed, averaged \$1902 per head. Tyler Salmons of Eldon, MO took home 50 head with 7 other buyers taking home 15 head or more. The 95 black-baldie heifers averaged \$2089.

Circle A and their customers are looking forward to green grass and great calf prices. Circle A feels fortunate to be part of their customers' success and attributes their part to good genetics, good service and an industry leading calf buy-back program. The next opportunity to purchase Circle A genetics will be on October 19th offering 120 bulls and 300 spring-calving, bred heifers.



Why choose Circle A genetics?

- Conducting individual feed efficiency research since 1998.
- Exclusive EPDs for feed intake, average daily gain, tenderness, stayability and heifer pregnancy.
- The most generous calf buy-back program in the industry—Top of the market plus up to \$35/head premium. Guaranteed.
- No other breeder has done more testing to measure and improve profitability.
- Ninety day breeding soundness guarantee.
- Sight-unseen guarantee. If you don't like them, you don't own them.
- Free bull delivery anywhere in the continental United States with the purchase of two or more.
- \$50 discount on bulls you pick up.

Bring your trailer!



Pick up your bulls on sale day and save \$50 per head when you buy two or more bulls.