



Circle A Angus Ranch

41 Hwy K
Iberia, MO 65486



Return Service Requested

1-800-CIRCLE A

www.circlearanch.com

Please Join Us:

March 21, 2009

for our 15th Annual Spring Bull & Heifer Sale

Selling:

300 Black & Red Angus Stout, slow-grown, coming two's Ready for Service

Also Selling: 300 Fall-calving Premium Heifers Angus & Black-baldy

Fetal Sexed with EPDs

Someone You Should Know



The Powell Family of Bunker, MO has learned a lot about the cattle business in their 15 years of operation. Richard, along with sons Nathan and Stacey, have gone from a fairly typical "salebarn" cowherd to producing some of the highest quality calves you'll find in Southeast Missouri. They

attribute their success to buying good genetics and installing a set of scales in their chute to measure their management changes.

The Powell's purchased three calving-ease, Circle A bulls in 2005 and noticed a jump in weaning weights over their previous genetics. In 2006 they purchased three more Circle A bulls built for growth and power and saw a 100 lbs. advantage in weaning weights over previous years. "The neighbors thought we were crazy, giving over \$3000 for bulls, but with that kind of weaning weight advantage you can pay for better bulls in a hurry," says Richard.

Today, they gladly make the 200 mile drive to sell their calves to Circle A Feeders. They like to feed their calves after weaning and the best will weigh over 800 lbs. at 9 months of age. They administer the required two rounds of shots and age and source verify through CattleLog. "Selling to Circle A Feeders guarantees us a fair price for our good quality calves, that makes the drive well worth it," explains Richard. With partners like the Powells, the Circle A buy-back program is sure to work for everyone for many years to come.

Circle A Angus Ranch

PARTNERS FOR PROFIT



Summer 2009

The Balancing Act to Profitability

As Americans we've been trained that bigger is better and as agricultural producers we're not immune. We've all heard the guy at the coffee shop bragging about his 850 lb. weaning weights or 300 bushel corn, but when was the last time you heard someone say, my cow's annual maintenance costs was \$200 less than yours? Heavy calves and high yields can come with big costs, if his costs are greater than his returns he may be wiping down the tables at the coffee shop in the near future.

Like everything we do in life, the key to profitability lies in balance. Circle A has always pushed the envelope of beef cattle production. Our genetics are capable of finishing at 1300 lbs. at 15 months of age, grading over 90% Choice and 60% CAB. These results put Circle A genetics in the upper echelons of the Angus breed for growth and carcass, but where we distinguish ourselves is our genetic selection for profitability.

Only by measuring, tracking and selecting for traits that affect the input side of the profit equation has Circle A developed the most accurate profitability indexes used in beef cattle breeding in the country. For two decades, Circle A has collected data on our now 8,000 head commercial herd. In 1998, Circle A began recording individual feed intake measurements and continues those efforts today through the use of a GrowSafe feeding system. With feed costs comprising 70% of beef cattle production expenses, purchasing genetics from a supplier who measures and selects for

more efficient cattle is one way our customers continue to drive down input costs. We calculate exclusive EPDs for feed intake, heifer pregnancy, cow stayability, average daily gain and tenderness. These proprietary EPDs along with basic growth and carcass EPDs are compiled into maternal and terminal profitability indexes which drive the mating and selection decisions at Circle A.

Our quest for profitability results in many unmeasured benefits for our customers. Our cows are managed at a rate of one man per 500 cows in a commercial, fescue-based environment. Cows are expected to breed, calve and wean a healthy calf unassisted. If not, they go down the road. We don't have time to deal with bad tempers, bad udders, bad eyes, or bad feet. I'm not saying we don't occasionally have them, but their life here is short lived and ultimately our genetics become more durable, more adaptable and more problem free.

The increased returns from the Circle A Feeders buy-back program is easy to calculate. Customers are guaranteed top of their regional market plus \$25 per head from calves out of bulls purchased from Circle A, \$10 per head for calves out of females purchased from Circle A and \$10 for age and source verification.

The value of genetics that lower your input costs is more difficult to assess, but should be demanded by customers from their seed-stock suppliers. Our customers can rest assured that double-sided profitability is bred into every animal Circle A sells.

Circle A has done more to accurately define true profitability and make genetic selection decisions based on their findings than any beef operation in the world!

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Sale Dates

- February 8, 2009
Commercial Heifer Sale
Fort Worth Sock Show
- February 22, 2009
MO Angus Futurity
Columbia, MO
- March 21, 2009
Spring Bull & Heifer Sale
Iberia, MO
- April 25, 2009
Red Angus Female Sale
Iberia, MO
- September 19, 2009
Annual Production Sale
Iberia, MO
- October 17, 2009
Fall Bull & Heifer Sale
Iberia, MO

Cattlemen's Meetings See you there!

- Feb. 12 - Polk Co.
- Feb 23 - Forage & Beef Conference, Cuba, MO
- March 5 - Dent Co.
- March 11 - Gentry Co.
- March 12 - Henry Co.



AN UNPARALLELED COMMITMENT

TO INCREASING THE QUALITY OF CATTLE THROUGH THE USE OF PROFITABLE GENETICS



Circle A Feeders News

A Model Operation

Things at Circle A Feeders are going exactly as planned. The cattle are gaining well year around under the roof, the carcass data is coming back excellent and the composting process proved to save a lot of money on commercial fertilizer. What we had not planned on is the educational and ambassadorial role of the feedlot.

On October 30, 2008 we were honored to host Governor Matt Blunt at our facility. Governor Blunt's efforts to support agriculture will be missed and we hope the livelihoods and value of Missouri agriculture remains top of mind for lawmakers at all levels.

Also, in attendance was Director of Agriculture Don Steen and Deputy Director of Agriculture Matt Boatright, both of whom previously visited on October 2nd when the Missouri Market Reports came for their annual grading workout.

Director Steen was quoted as saying, "Circle A's early development in innovative technology has provided our state with very efficient, high-quality beef. This feeding establishment and ranch is a model to other facilities in the Midwest."

On December 1st, Circle A Feeders was privileged to host the State House Agriculture Committee. The Ag. Committee was able to see first hand an example of a confined animal feeding operation that is neighbor friendly, animal friendly, and environmentally friendly. We discussed ways for more

Continual Improvement

An uncertain economy and dramatic fluctuations in commodity prices has left us all a little shocked. Never before has shaving input costs and maximizing returns meant so much. During challenging times the Circle A Feeders program really proves its value. Where else are you guaranteed top of your regional market and up to \$45 per head on top of that? You keep bringing us top quality calves and we'll keep paying you top dollar.

In accordance with our plans for continuous improvement and producing a better product we are stepping up efforts to achieve 100% Circle A genetics and 100% age and source verification. The vast majority of our customers are already meeting these goals, but a few need an extra shot of encouragement. Beginning in 2009 all calves delivered must be at least 80% out of Circle A bulls or Circle A females with the understanding that everyone on the program is working their way toward 100%. This is one way we can help manage our risk as cattle feeders. We have confidence in the ability of our genetics to perform and still see potential to produce our own branded product; 100% Circle A genetics is a key to making that happen.

Also beginning in 2009, all cattle must be **approved** for age and source verification prior to delivery. Age and source tags



Pictured: Mark Akin (General Manager), Dave Gust Jr. (Owner), Kevin Lennon (Owner), Governor Matt Blunt, Dave Gust Sr. (Owner), Mike Lembke (Owner)

cattlemen to make use of the co-products being produced in Missouri and how to continually protect our rights as farmers and ranchers.

In the past, Circle A has hosted Senator Claire McCaskill, a Lunch & Learn, entertained the Five Nations Beef Tour and numerous county cattlemen's associations and groups. We are pleased and honored to continue educating others as we strive toward sustainable profitability for farmers and ranchers across the United States.

put more money in your pocket as well as ours and is a premium neither of us can afford to pass up. We have so few non-age and sourced cattle that it has become extremely difficult to market them. This means every single animal has to be age and source verified and within a reasonable age to weight ratio to be eligible for delivery. If an animal misses getting tagged, loses a tag or is a much older "holdover" from a previous delivery group, it will not be eligible for delivery to Circle A Feeders. It is imperative that cattle are approved prior to delivery and will take more lead time and planning on producers parts.

Our goal is to produce the highest quality beef possible; that starts with good genetics and involves your good management. Not all calves produced by Circle A Ranch make the cut to be sent to Circle A Feeders. We have been amazed by the honesty and candor of our producing partners who have chosen to market their few ineligible calves elsewhere. It is obvious our partners understand the vision and share our passion for quality.

Circle A offers free nationwide delivery on two or more bulls. Pick them up yourself and we'll take off \$50 per head!

Don't Miss it!

Circle A's sales will not be seen on RFD-TV this year. Instead, log in to

LiveAuctionsTV

to view the sale live and bid online.

You may also contact Nick at 573-280-5308 prior to sale day for buying assistance. Or, call the conference call to bid during the sale at: 888-422-7128 (participant code 329582).

Fall Bull & Heifer Sale Report

Circle A was proud to host their second annual Fall Bull & Heifer Sale on October 18th. Once again the packed house was excited about the chance to become part of the Circle A Feeders buy-back program. The weather was perfect for a sale as the bidders vied at their opportunity to become part of the program by owning the 90 bulls and 282 bred heifers offered for sale.

90 bulls averaged \$3317 with the highest selling bull, Circle A Foresight 7127, going to Kenny Luecke of L&S Farms of Westphalia, MO for \$6,500. 7127 is a powerful son of Woodhill Foresight and boast a 62 pound weaning weight EPD and a 106 pound yearling weight EPD. The second high selling bull, Circle A Foresight 721 was also purchased by Kenny Luecke for \$6000. Greg Wilmoth of Mt. Vernon, MO was the high volume bull buyer, purchasing 8 bulls in the sale. 20 bulls sold for \$4,000 or more, with 15 bulls selling for \$2,250 or less.

The bred heifers were sold in lots of five head ultrasounded to calve within ten days of one another and fetal sexed. At an average of \$1316 per head they went fast with several buyers taking large groups. Clay Lindsay of Amoret, MO was the high volume heifer buyer taking 40 head. Dwayne Groebe was the second high volume heifer buyer purchasing 39 head.

In a time of high input costs the value of Circle A Feeders buy-back program appears to be paying off. The next opportunity to purchase Circle A genetics will be at the Spring Bull and Heifer Sale on March 21, 2009 where we will offer 300 bulls (ready for service), 300 bred heifers (including 75 black baldies) and 50 Spring pairs.



Inputs too high? We can help.



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 \$45/head premium. Guaranteed.
- No other breeder has done more testing to measure and improve profitability.
- 100% satisfaction guaranteed. We stand behind what we sell. It's that simple.
- 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.

Don't miss Circle A's first ever...

**Red Angus Female Sale
April 25, 2009**

Selling Donors, Bred Heifers,
Bred Cows & Pairs