



Circle A Angus Ranch

41 Hwy K
Iberia, MO 65486



Return Service Requested

1-800-CIRCLE A

www.circlearanch.com

Please Join Us:

March 20, 2010

for our 16th Annual Spring Bull & Heifer Sale

Selling:

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

Also Selling: 400 Fall-calving Premium Heifers

Fetal Sexed with EPDs

Someone You Should Know



Ricky and Diana Redies began Redies Homestead, in Urbana, in 1972. Like many commercial cow/calf producers, they've tried it all at one time or another. They started with Hereford and Angus cows, but have used Simmental, Charolais, Salers, Santa Gertrudis and Angus bulls over the years. It was the calving ease of the Angus bulls that originally attracted them to the breed and the fact that black calves seemed to be bringing more money at the salebarn.

The Redies' are relative new comers to the Circle A program, buying their first bulls in the Fall sale in 2007. They first heard about the Circle A program in ads and after talking it over with neighbors thought it sounded like a pretty good deal. After making a tour of the ranch before the sale their mind was made up that the cattle and the premiums were better then what they were currently doing.

"The trip up to the feedlot is a longer drive then to the salebarn, but many times we make it there and back with a check in hand faster than we would if we took them to town," says Redies. They are also very pleased with the price and the premium they receive at Circle A Feeders. Redies estimates they make anywhere from \$50-\$125 more per head by selling to Circle A.

The Redies' are great partners, willing to manage their calves to hit the target of Circle A Feeders and pull off any that don't quite make the grade. Their personalities and attitudes make selling bulls and buying calves enjoyable for all of us at Circle A Angus.

Circle A Angus Ranch

PARTNERS FOR PROFIT



Winter 2010

We Made It!

If you're reading this, then congratulations are in order. It means you're still here and you still have enough interest in the beef industry to take the time to read our newsletter. To many, the last couple of years have felt like a grueling reality game show testing our courage, conviction and even our faith. We've lived through record high prices in feed, fuel and fertilizer and to top off the decade, a prolonged cold snap. Many of us calving in negative 20 wind chills were hoping to get voted off the island, or at least off the ranch, but no such luck.

Too often in agriculture milestones and turning-points go uncelebrated. Birthdays are just another day with chores to be done and hopefully a cake



for dessert. But, the turning of this new decade can't go unnoticed, it means something more, it means we've survived. Don't take it lightly, because not everyone has. According to Cattle Fax, the US cow inventory is as low now as it has been since 1963. Not everyone has simply cut their cow numbers, a great many producers are out of the game, and many never to return.

The good news is supply is tight and demand looks to improve. By 2018 world demand for beef will increase by 8.5 million metric tons. By 2050, beef and dairy will need to double production to feed the world. As the US and world economies recover and people begin to include more beef in their diets, the value of our commodities will rise. Congratulations on surviving and cheers to the opportunities to come!

True Value

Realizing your not the absolute best at something can be a hard pill to swallow, but at Circle A it's something we've come to accept. We know you can buy cheaper bulls, we know you can buy heavier bulls that have been pushed harder. **But, we also know you won't find a better value for your money anywhere.**

No matter how you look at it, a bull is a significant investment in your business. Most producers have moved past buying the \$800 salebarn bull because they realize genetics make a difference. Good genetics can add pounds, create greater uniformity and provide you with good replacement females; great genetics can do much more. Only Circle A can provide you with genetics that have been selected for improved feed intake and gains for over 20 years. Our customers who have put their calves on feed, even just creep feed, have discovered they are putting on more pounds with less feed. Only Circle A has been measuring and selecting for heifer pregnancy, cow stayability, feed intake, carcass merit and even tenderness in a complete profitability-based selection index for over two decades.

Circle A's unique genetics selected for profitability in a commercial-based setting alone are worth every penny. But, at Circle A you get so much more.

You get our industry-leading buy-back program where calves are purchased at top of the market, plus up to \$45 per head in premiums. You get bulls that are developed slowly and sold at 18-22 months old, ready for service. You get breeding soundness guarantees backed by the best standards of animal health, including a negative PI-BVD test. You get females raised in and matched to your fescue-based, commercial environment. You get free delivery on two or more bulls to anywhere in the US. And, you get a partner in the beef industry willing to earn and keep your business. When you go to buy your next bull or replacement females, be sure you're pricing their true value.



Inside This Issue..

<i>We Made It!</i>	Cover
<i>True Value</i>	Cover
<i>Feem 'Em, But...</i>	2
<i>Age & Source Solutions</i>	2
<i>Fall Sale Report</i>	3
<i>Someone You Should Know</i>	4

Sale Dates

- February 28, 2010
MO Angus Futurity
Columbia, MO
- March 20, 2010
Spring Bull & Heifer Sale
Iberia, MO
- September 18, 2010
Annual Production Sale
Iberia, MO
- October 16, 2010
Fall Bull & Heifer Sale
Iberia, MO

AN UNPARALLELED COMMITMENT

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



Circle A Feeders News

Feed 'Em, But Feed 'Em Right

Since the Circle A Feeders program began buying calves nearly three years ago, the change in the quality of calves coming into the feedyard has been remarkable. Knowing that our genetics haven't changed drastically in such a short time period, the difference is attributed to management at the ranch before the calves are delivered. There was a learning curve that needed to take place to get producers out of the big, green and empty mentality that pays more at the salebarn and into a program with specific high-quality goals. A program that actually wants you to feed your calves before you deliver them.

Putting feed into their calves has been a big shift for many producers, but one that when they put a pencil to it, has paid. As the feed bills keep coming in, it can be easy to lighten the feed bucket, but even with calves selling for \$1.00 per pound, the cost of gain on the calves is significantly less than \$1.00 per pound and feeding them is putting money in their pocket. After 20 years of selection for reduced feed intake and increased gains, customers are amazed what these genetics can do when they put the feed in front of them, and we tend to agree as evident by our willingness to buy back the calves and feed them ourselves.



But, feeding calves correctly and profitably does take a little extra effort. It would be easy if we could say feed "X" ration for best results, but every farm has access to different feedstuffs, and different capabilities when it comes to feed storage and feed delivery methods to the calves. Our recommendation is to work with your local feed supplier nutritionist, or seek some guidance from your local or state extension personnel. Our State Extension-Beef Nutritionist, Justin Sexten, is a great resource and can be reached at 573-882-8154.

Here are a couple common issues we run into when looking at calves. Many producers who bucket feed large groups feel like they are feeding their calves a lot, but they're just not gaining. When we do the math we find the calves are only getting 5 or 6 lbs. of feed per head per day. In actuality, not enough nutrition to put on much weight. We also see calves on self-feeders that are fed too "hot" of a ration. These calves get round before they get tall and it can really limit their future growth potential. Make sure your ration has enough roughage in it to allow the calves con-

tinued skeletal growth before laying on too much fat. Another issue is calves on self-feeders apparently eating too much, so excess limiter is added to slow them down. Limiters in self-feeds can be highly useful, but have a good idea as to how the limiter will affect intake before adding a bunch of salt and slowing them down too much. Finally, stockpiled fescue can be great for maintaining dry cows, but it won't put weight on calves. If you want calves to gain on forage alone, it takes legumes and intensive rotational grazing.

Our ideal calf at delivery weighs 700 to 800 lbs. at 10 to 11 months old, has ample frame and is solid, but not fat. With this as your goal, the bare minimum of 600 lbs. by 11 months shouldn't be an issue. The best calves we see are creep fed on the cow for at least two months prior to weaning, and then gradually stepped up to a well-balanced ration for 60 days after weaning. For more details on the program pick up a Circle A Feeders Fact Sheet at any Circle A event or go to www.circlearanch.com.

Age and Source Solutions

A few producers are running into an obstacle trying to make delivery to Circle A Feeders at 600 lbs. by 11 months of age when doing a group age and source audit. When cattle are "grouped", every calf in the group takes on the birthdate of the oldest calf in the group. With a 60 day calving window, this usually works fine. By the time the oldest calf reaches 11 months, even the youngest has made the 600 lb. mark. However, producers with a wider calving window are finding it difficult for later born calves to make weight in time.

If we are just talking about a few stragglers, the best solution is to simply market the late born calves elsewhere. It isn't cost effective for either of us to deal with a few head at a time. Ultimately, the best solution is to narrow the calving window creating a more uniform and easier to manage calf

crop. Since changing your calving window does not happen overnight here are some solutions for sizable groups of later born calves.

Most age and source programs allow you to do individual birthdates for those that record them. From the beginning of ordering your tags tell them you want to do individual birthdates. There may be a nominal fee and a little more paperwork, but every tag can then be tied to the calf's actual birthdate. If you have two distinct calving groups you could also opt to do two separate group audits with different first birthdates, assuming you have the proper records. All age and source programs require you to have written documentation of first and last birthdates at a minimum. If you have more question call Nick at 573-280-5308.

Don't Miss it!

View the sale and bid live online at:

LiveAuctionsTV

You may also contact Nick at 573-280-5308 prior to sale day for buying assistance. Or, be on a live conference call during the sale.

Simply call:
888-422-7128

Enter participant code:
329582

Fall Bull & Heifer Sale Report

Circle A was proud to host their most successful Fall Bull & Heifer Sale to date on October 17th. It was once again a full house with potential buyers excited about the opportunity to become part of the Circle A Feeders buy-back program by bidding on the 131 bulls, and 400 bred heifers.

131 bulls averaged \$3366 with two bulls selling for \$6500. The first was lot 107, Circle A Premium Bull P0177, a very stout Connealy Contrast son selling to Bobby Haller of Freeburg, MO. The other high seller was lot 132, Circle A Direction 8058. Direction 8058 is out of Circle A's own Direction 6150 and sold to Joe and Michael Brockmeier of Hale, MO. The Smith and Vannoy partnership from Shelbyville, MO were the high volume bull buyers purchasing 8 bulls. 30 bulls sold for \$4,000 or more, with 25 bulls selling for \$2,500 or less.

The bred heifers were sold in lots of five head ultrasounded to calve within ten days of one another and fetal sexed and averaged \$1305 per head. Kevin Boston and partners from Slater, MO were the high volume heifer buyers taking home 60 head. 7 other buyers took home 20 head or more.

As calf prices hover around \$1.00 per pound, Circle A feels fortunate to have such a successful sale and attributes their success to good genetics, good service and an industry leading calf buy-back program. The next opportunity to purchase Circle A genetics will be at the Spring Bull & Heifer Sale on March 20th, where they will have their largest offering ever of 300 Black & Red Angus bulls and 400 bred heifers.



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.
- 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.