



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 18th Annual

March 17, 2012

**Spring Bull &
Heifer Sale**

Selling:
250 Black Angus Bulls
Stout, slow-grown, coming two's

Also Selling:
**450 Fall-calving
Premium Heifers**

**Fetal Sex & due date
by ultrasound**

Someone You Should Know



Lester Bailey of Marshall, MO is well known for producing great cattle and his partners Kevin Boston and Lynn Sullivan (not pictured) are better known as great farmers. Together they are producing great calves for Circle A Feeders and at a good profit.

Lester was a cow/calf man for many years before he decided to develop heifers and sell them as pairs. He built an outstanding reputation of selling high-quality females. The Sullivan/Boston partnership primarily focused on farming, but ran cows through the winter to make use of crop residue and extra grass. When they decided to get together on a cattle operation in 2009 Lester only had one stipulation, "we have to buy the best, with today's high overhead we need an animal and a program that can provide a high return."

After visiting Circle A Feeders and knowing Circle A's reputation, they purchased 60 bred heifers in the fall of 2009. Their first calves sold to Circle A Feeders in January of 2011 returned 70% of the heifer purchase price. Their second calf crop sold in January 2012 returned an additional 93% of their heifer purchase price. In two years they have realized a 160% return on their original investment.

In the fall of 2011 they came back and purchased 45 more heifers claiming their first 60 head were the best milking heifers they had ever seen. Lester figures they are making at least \$90 per head more by selling to Circle A feeders. This partnership does a great job bringing us well-managed cattle that are young, heavy, gain well and are properly vaccinated. We're pleased to pay good money for good cattle and pleased to have them as customers.

Circle A
Angus Ranch

**PARTNERS
FOR PROFIT**



Winter 2012

It's Finally Payday!

For all those cold winter nights calving heifers in the snow, the family fights after you spent the morning gathering cattle and someone forgot to latch the gate, the cow that put you under the truck when tagging her calf, the bull that put you over the fence for no good reason, the tractor that broke-down in a foot of mud when you were late for church and wearing dress shoes, the calving book that got put through the wash machine and looks like a giant spit-wad, for when your most expensive bull got hit by lightning, your best cow choked on a hedge apple and your biggest calf just keeled over for no reason at all; it's finally payday.

Think back over the last five years and see if there wasn't at least one time when you thought to yourself, "life would sure be easier without cattle." Maybe when the phone rang at 2am and it's the highway patrol letting you know your cows are out, or when 20 inches of snow hits and you've got several hundred mouths to feed counting on you for their survival. Many have taken the easy way out, cashed in the cows, tilled up the grass and farmed the ground; and thanks in part to them, we're experiencing the highest profits the cow/calf sector has ever seen. Your persistence has paid off and you will be rewarded.

There are years, maybe even decades, when cattlemen work hard the entire year in hopes of breaking even. Some years we make it, and some we don't. If we don't, we dip into savings, take out a loan or have a city job to support our cattle habit. Some own a substantial sum in land and cattle, yet we burn wood for heat, raise our own gardens, patch our jeans, dry clothes on the line and own equipment that's more duct tape and bailing wire than rubber and steel. Not that there is anything wrong with these things, rural folks have been "green" by reducing, recycling and reusing way before it was the trendy thing to do. We sacrifice and live frugally because it's the right thing to do for our land, for our animals, for the next generation and for our pocketbooks. These next few years are our repayment.

Cattle-Fax is predicting a record average profit of \$225 per head for cow/calf producers in 2012 and \$300 plus in 2013. They say the top 1/3 of producers, and I'd like to think Circle A customers are in the top 1/3, will make another \$75 to \$100 per head more than average. Undoubtedly, some of that profit will go in the rainy-day fund, we're farmers and that's what we do, but don't forget to reinvest in your operation. Sure there's fence to mend and tractors to replace, but don't neglect your source of income, the cowherd.

As export demand continues to grow and cattle supplies look to remain tight for a few years, these prices are here for a while. It's an excellent opportunity to upgrade your cowherd. Buy that complete bull with calving ease, growth, carcass and phenotype who will add value to your cowherd for years to come. Move some of those older cows and revitalize your herd with fresh genetics and young females. Whatever you do don't miss out on this opportunity to invest in the best genetics, the best service and the best calf buy-back program your well deserved money can buy.



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

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Sale Dates

- March 17, 2012
Spring Bull & Heifer Sale
Iberia, MO
- October 20, 2012
Fall Bull & Heifer Sale
Iberia, MO

Tradeshaw Dates

- January 21, 2012
Cornbelt Cow-Calf Conf.
Ottumwa, IA
- February 13, 2012
Forage & Beef Conf.
Cuba, MO
- October 5-7, 2012
Farm Fest
Springfield, MO
- December 7-8, 2012
MO Livestock Symp.
Kirksville, MO
- December 14-15, 2012
MO Cattlemen's Conv.
Columbia, MO



Circle A Feeders News

The Importance of Calf Health

Good health in the feedlot is the number one profit or loss motivator in the feeding industry. Circle A Feeders makes every attempt to control as much risk as possible in the calves we purchase. At \$1100 per calf who can afford not to. Unlike most commercial feedyards, we know something about the genetics we purchase, we have been on our supplier's operations and we have many management and animal performance requirements in place to assure we are getting a high-quality animal deserving of the premiums we pay.

Every requirement has a specific purpose designed to limit our risk and increase customer returns. The fact that the calves are required to be half Circle A genetics tells us they have the potential to grade choice or higher, gain well and do so efficiently. The fact that they have to weigh at least 600 pounds and be less than 11 months old tells us the calves are healthy and have been started on feed. The requirement of two rounds of shots at weaning is to help limit our risk as they are exposed to other cattle. But, no matter how healthy they look at the ranch, so much of their feedlot health risk is determined by how well those vaccinations have been handled and administered.

Occasionally, even with all the vaccination requirements at Circle A Feeders, an outbreak will occur. Producers are always surprised to hear that their calves got sick when they looked perfectly healthy on the farm. The feedlot is for cattle like the airport is for people, they will be comingled and mixed and exposed to contagions that are foreign to their immune system. It isn't until their immune system is tested that we know how well your health program was performed.

Get your Circle A Calendars!

As a token of our appreciation and as a useful planning tool, Circle A plans on annually distributing Circle A calendars to friends and customers. The Circle A calendar is marked with delivery days for Circle A Feeders and includes 30 days notice dates prior to delivery and 45 day weaning dates prior to each delivery date. It also includes all major holidays, seasonal changes, time changes, moon phases and the ever so important, Circle A sale dates.

Each month features a picture related to Circle A and a profit tip designed to improve your customer experience at Circle A sales and as a supplier to Circle A Feeders. In the back of the calendar is a compilation of all 12 profit tips and a worksheet intended to record birth date, weaning and vaccination information for up to 4 groups of calves.

This year the calendars will be distributed at Circle A Feeders, various tradeshows, and at the March bull sale. We intend on making the calendars an annual gift at the Fall Bull & Heifer Sale starting with the 2013 calendar this October. If you have suggestions on how to make the calendars more useful or great photos of Circle A genetics at work on your operation, contact Nick at 573-280-5308 or email at nick@circlearanch.com.



There are many parts to a successful herd health program and if any one of them fails, all the rest could be in vain. Few producers think about the handling and storage of their vaccines. Improper temperature, sunlight exposure and expiration dates can rendered vaccines ineffective. Go as far as to check the temperature of the refrigerator or cabinet in which the vaccine may be stored. Be sure you're using the correct sized needle and the correct application technique. Needles should be clean, sharp and replaced often. When using a Modified Live Vaccine (MLV) do not use chemical disinfectants.

Calves need to be in a calm and rested state when vaccinations are administered. Stressed cattle will not readily utilize the vaccine. Timing of administration and between boosters is critical. Our requirements are not just to so you can say you completed them, they are to provide effective immunization against disease. We highly recommend one complete round of vaccinations at around 60 days of age and require two rounds at weaning. These two rounds need to be 2-4 weeks apart, anything else is unacceptable. The second round needs to be in the calves at least 21 days prior to delivery. If it has been over 90 days from the second round to delivery, an additional round should be administered at 2-3 weeks prior to delivery.

We monitor calf health closely and provide feedback of problems whenever they occur. We offer our services and consulting veterinarian services to solve problems as we take feedlot health very seriously.



Inputs too high? We can help.



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.

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.

Fall Bull & Heifer Sale Report

Circle A Angus Ranch, was proud to host their largest ever Fall Bull & Heifer sale selling 595 head on October 15th. The bleachers were filled with potential buyers vying for the opportunity to become part of the Circle A Feeders buy-back program by bidding on the 134 bulls, and 461 bred heifers.

134 bulls averaged \$3242 with a three way tie for the high selling bull at \$8,000. The first was lot 1 a Shipwell Chinook son who was in the top 10% of the Angus breed for 9 different EPDs, selling to T-K Farms, of West Plains, MO. Next was lot 6, a son of Circle A Objective 6667 with a 66 WW EPD and a 71.52 \$B, selling to Danny Helton of Brinktown, MO. Lot 20 a stout, Woodhill Foresight 285M-S103 son also sold for \$8,000 to Randy Winkler of Overland Park, KS. High selling Circle A Premium Bull was lot 115, a son of Circle A Objective 6667, selling to the Vannoy/Smith Partnership in Shelbyville, MO for \$7,500. Another CAPB bull, Lot 120, sold for \$7,000 to Powell Farms in Bunker, MO. 36 bulls sold for \$4,000 or more, with 42 bulls selling for \$2,500 or less.

The bred heifers, sold in lots of five head ultrasounded to calve within ten days of one another and fetal-sexed, averaged \$1792 per head. The Vannoy/Smith Partnership took 49 head of the AI bred carrying bull calves to Shelbyville, MO. Flat Creek Cattle took 50 head to Black Rock, AR. Bailey/Boston/Sullivan took 45 head to Marshall, MO and Mike Kostelac took 40 head to Newburg, MO.

The optimism concerning the future of the cow/calf business was apparent. Circle A 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 on March 17th offering 250 bulls and 450 fall-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 \$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.