



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 19th Annual
Spring Bull & Heifer Sale

March 16, 2013

Selling:

More than 700 Head!

263 Black Angus Bulls

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

Select group of Top-Cut 15 month olds

450 Premium Fall-calving

Angus and Black-baldy Heifers
Fetal Sex and Due Date by Ultrasound

Someone You Should Know



Brad, Andy, Kenny Luecke, Celsus, Randy, Danny Stegeman

L&S Farms is located near Westphalia, MO in a little community called Folk; where the Luecke & Stegeman families have been working together since 1975.

Their cowherd today stands around 400 head and is primarily made up of Angus/Gelbvieh cross females. Some replacements are raised out of Circle A bulls and some balancer females are purchased out of Nebraska. They have purchased 15 bulls from Circle A since 2007 and also used Circle A semen in

their AI program. They have always purchased the best bulls they could find, often buying bulls that top the Circle A sales.

It was Circle A's buy-back program and the return of carcass data that first drew them to Circle A. They brought their first calves to Circle A Feeders in 2008 and have been back every year since. Their calves and bred heifers they market have continued to improve every year with the use of Circle A genetics.

Last year they built an impressive feeding barn to background calves prior to coming to Circle A Feeders. The barn is concrete, steel and canvas and is working well. The calves in the barn this year have already gained as much as they did until May of last year. Ken calculates the manure will pay for the barn in a few turns and the extra gain on the calves is a bonus. L&S Farms is a well run operation and we love to see good managers doing good things with Circle A genetics.

Circle A Angus Ranch

PARTNERS FOR PROFIT



Winter 2013

How to Be A Boomsday Prepper?

Most of us have heard of the Doomsday Preppers; people preparing themselves for the end of the world or at least a major catastrophic event or crumbled economy. And, I want to make it clear I'm not looking to make them mad, because they have lots of guns and when the time comes I may be knocking on their shelter door asking for food. It is amazing the lengths and expense people go to in preparation for a day that hopefully never comes. For those with a more optimistic outlook on life, are you prepared for the upcoming boom that the beef industry is going to face?

So many times in agriculture we're living for tomorrow and squirreling away money for that rainy day. Our conservation and thriftiness is what has kept us in business for generations, it is what has gotten us through drought, economic downturns and everything else mother nature and the government has thrown at us. In agriculture we endure great risks out of our control related to weather and markets so we tend to be ultra conservative financially to help compensate. These are noble traits that more Americans and our government should admire and adopt.

While our adversity to risk serves us well in times of need, it also limits our potential in times of prosperity. When you examine people who have been successful in business they have one thing in common, they are willing to take calculated risks and lay it all on the line when the time is right. While many recognize a wise investment two years too late, the ones who took the calculated risk are counting their money.

Kevin Good, senior analyst for CattleFax, says commercial cattlemen are in the drivers seat for the next few years. Due to drought, increases in heifer retention and herd building, the US will be harvesting 9000 head less cattle per day by 2015. Combined with the fact that by 2050 the world needs to increase its food supply by 70% and double beef and dairy production to meet growing population needs, cattle are a very lucrative commodity to own.

So the question arises, what are you doing to prepare for this boom? With record prices predicted for 2013 and carrying into 2015, this is a great time to expand and upgrade. Investments in high-quality genetics will not only pay off in the immediate future, but improves your cowherd for years to come. We've spent two decades preparing for this by selecting for high-quality cattle that do more on less. Cattle that breed in a real-world commercial environment on fescue grass and calves that gain quickly and efficiently all the way to finish.

Our cattle grade over 95% Choice and Prime and over 40% Certified Angus Beef. We're excited about the opportunities that lie ahead for high-quality cattle with genetics targeted for profitability and designed to take full advantage of the upcoming markets. We welcome you to join us by taking advantage of our years of preparation by investing in Circle A Genetics. The time to expand and upgrade your genetics is now.

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Sale Dates

- March 16, 2013
Spring Bull & Heifer Sale
Iberia, MO
- October 19, 2013
Fall Bull & Heifer Sale

Tradeshaw Dates

- February 11, 2013
Forage and Beef Conf.
Cuba, MO
- October 4-6, 2013
Farm Fest
Springfield, MO
- December 6-7, 2013
MO Livestock Symp.
Kirksville, MO



AN UNPARALLELED COMMITMENT

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



Calf Health Management Improvements

Calf health is by far our biggest variable when it comes to profit and loss in the feedyard. Since the calves have to be at least half Circle A genetics, we know the potential for efficient gain and high-quality grades are built in. However, when the calves don't stay healthy their true genetic potential is never realized. We're working on our end to continually improve by installing a new ventilation system and refining our receiving and processing protocols under the advice of many top-notch veterinarians. Here are some of their recommendations we're passing on to you to help ensure your cattle reach their true potential.

Many producers have used pour-on wormers for years, ourselves included, but there are many questions about their effectiveness for internal parasite control. We are **solely using injectable, name-brand wormers** moving forward and suggest all our suppliers do the same. The switch will pay you with more pounds to market and may also have an effect on their overall healthfulness in the feedyard. It is just a little more work, but it will pay dividends for both of us. Stay away from generics and pay the few more dollars for the brand-names like Ivomec, Dectomax and Cydectin. These are good name-brand, injectable wormers.

For producers who have had health issues in the past, or just want to insure maximum health coverage, **consider using Pfizer's Inforce 3** (a nasal mist, viral product) along with your usual vaccinations. Like other vaccinations, it

EID Tag Placement Instructions

No matter what company you use for your age and source verification, the **EID button always goes in the left ear**. However, for the matching visual tag, we would like **steers in the left and heifers in the right**. Just remember "the female is always right" for the visual tag and you'll be fine. You're welcome to leave your ranch tag in if you need to or to remove it and use the same hole. The female portion of the tag goes inside the ear (just like normal ear tag). "Free Air Space" is critical for healing and retention, don't over-tighten tags. If using the Microbeef CattleLog program be sure to request the "Circle A" matching set of tags.



EID Button in top lobe of left ear, Matching visual tag in right ear.

needs to be in their system at least 21 days prior to delivery as we will be administering a second round of it at initial processing. Having it in their system prior to hitting the feedyard may be very beneficial.

Many producers weaned early given the summer drought. Check the dates of your vaccinations. **If it will be over 90 days between their second round and delivery, they need another round at least 21 days prior to delivery.**

We continue to see vast discrepancies between the health performance of calves by producer. Just because calves look great coming in and have never been sick prior to arrival, does not mean they are prepared to be co-mingled and exposed to other calves. Our protocols are in place to ensure the healthfulness of the calves which helps to limit our risk so that we may continue to pay suppliers more for calves than they will receive anywhere else. Suppliers are continually being fairly evaluated against their peers and those with habitual health issues are being dropped from the buy-back program to ensure a continued and profitable arrangement

Circle A Genetics are the Key

The only way the buy-back program works for all involved is the guarantee that every calf we purchase is out of genuine Circle A Genetics. The screening process for the bulls we sell guarantees us that we are willing to purchase calves out of every bull that goes through our sale ring. If you have non-Circle A bulls on your operation and are selling calves to Circle Feeders we need to know about them. **We only buy calves out of bulls purchased directly from Circle A.**

We understand that some customers may choose to cross-breed to create replacements, or new, large operations may not be able to turn over their entire bull battery at one time. We need to know about these situations and audit your record keeping practices so that we can assure our buyers that all cattle we sell are out of Circle A Genetics. Outside of these instances, **we expect all bulls on your operation to be Circle A bulls within three years of beginning your relationship with Circle A Feeders.** We collect DNA samples on every bull we sell and will begin randomly testing incoming calves. The buy-back program has always been generous and fair and we expect the same courtesy in return.

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 6th Annual Fall Bull & Heifer sale offering 380 head sold on October 20th. The bleachers were filled with potential buyers vying for the opportunity to own elite genetics backed by great service and a profitable buy-back program by bidding on the 134 bulls, and 235 bred heifers.

134 bulls averaged \$4006 with two high selling bulls going for \$15,000. Lot 1, Circle A Brilliance 1041 a massive, calving-ease son of SAV Brilliance 8077 sold to Gatlin Farms of Bogue Chitto, MS. Also selling for \$15,000 was lot 69 a big-ribbed In Focus bred bull with exceptional growth and carcass EPDs going to Everett Patrick of Bedford, IN. Lot 70 was another bull with great phenotype and EPDs selling to Steve Luelf of Mountain Home, AR for \$12,000. High selling Premium bull was lot 66 a stout CAR Efficient 534 son selling to Powell Farms of Bunker, MO. Dale Bettels of Butler, MO and Pete Bonds of Saganaw, TX were the high volume bull buyers each taking home 5 bulls.

At the hottest commercial heifer sale anyone had ever witnessed, 235 commercial, bred heifers, sold in lots of five ultrasounded to calve within ten days of one another and fetal sexed, averaged \$2421 per head. Doug Ferrell of Hickory Cattle Company, Humansville, MO and Britt Farms of Clifton Hill, MO were the high volume heifer buyers each purchasing 60 head. Frank Hopkins took 40 head to Mountain Grove, MO.

Customers were optimistically looking forward to three to four more years of great prices. Circle A feels fortunate to be part of their 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 March 16th offering 263 bulls and 450 fall-calving, 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.