

Schiefelbein Farms

Real Program... Real Dollars

Picture of Dad goes here

Another summer is quickly departing, letting the shadows of fall approach. Of course, as the fall months enter, this means the time of year when you, the commercial cattleman, receive your dividends for a long year's work. The big questions you will be asking this fall are: "What price will I receive for my calves?" "Which bulls' calves brought the most dollars?" And finally, "Did my seedstock producer help me get a better price?"

Schiefelbein Farms has developed a program that can answer those important questions. We have based our program on the philosophy that if our customers stay in business, we will stay in business. This philosophy came from another business totally unrelated to cattle—Henry Ford's automobile enterprise.

In the early 1900's, Ford's internal combustion engine began to gain momentum as a source of transportation, except for two major drawbacks. His vehicles were too highly priced because of the limited number of vehicles in production, and the majority of Americans couldn't afford them. Ford realized if he wanted to stay in business he had to increase his customer base. His solution to this problem revolutionized the American way of doing business. He increased the number of

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FAST FACTS

About the Farm

- Established in 1955 by Frank & Frosty
- Run 600 registered Angus cows
- Feed several thousand cattle annually
- Own 4000 acres of grass and crops

A Family Operation

- Frank & Frosty
- 9 sons, 7 daughters-in-law & 25 grandchildren

Industry Focused

- Frank Jr. & Frank III are involved in the beef industry on both a national and state level
- Tim manages value-based procurement for ConAgra Beef Company, the nation's 3rd largest packer
- Don is the executive director of the American Gelbvieh Association



Females Available This Fall

- 100 purebred Angus Heifers
- 50 Black Balancer Heifers

Bulls Available Winter 2002

- 150 purebred Angus Bulls
- 50 Black Balancer Bulls

For more information, contact:



Schiefelbein Farms

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"If our customers stay in business, we will stay in business"



Schiefelbein-Sired Cattle Bring Top Dollar

The cattle market is alive and well, with higher prices for the third year in a row. The Schiefelbein program is gaining momentum as buyers across the country search for excellent genetics. It helps when those buyers know that Schiefelbein Farms has the confidence to buy back our genetics through our customer buy-back program.

Here are a few of the high points of last year's buy-back efforts. Last March, **Bow and Arrow Ranch** in Valentine, NE received top price for their 500 pound fall calves. These cattle are going into the Future Beef program. More recently, the USDA reported the **Peterson Brothers'** yearlings in Philip, SD as "fancy". The Peterson's captured the attention of everyone as their 815 pound yearling Schiefelbein-sired steers brought \$97.00. Finally, in one of the best sales of the year, **Scott Shoun** rocked an 80,000 head Superior Livestock video auction, when his 560 pound spring calves topped the market going into the Meyer Natural Angus Program.

As more and more branded beef programs emerge, Schiefelbein cattle will continue to stand out from the rest. This is all part of our plan to return more dollars for our customers' superior calves.

A Winning Combination

Schiefelbein Genetics + Pfizer Health Program

The customer calves we purchased last fall through our buy-back program put our genetic and health programs to the real test. Last year's winter played havoc on feedyards throughout Nebraska. Calves were stressed from the excessive mud and chilly temperatures that lasted most of last winter. Health wrecks and disasters were an all-too-frequent topic of discussion.

How did Schiefelbein genetics and the Pfizer health program fare? Tom Hofferber, who backgrounded all of our calves, said "Don't change anything on the health or genetic program - these were the easiest set of calves I weaned."

Once again, we are asking all of our customers to follow the health program outlined below. Calves with shots bring more dollars at selling plus they have less sickness, lower death loss and better performance. We appreciate our customers working with us to add value to their cattle.

Pre-weaning (3-4 wks)

1. CattleMaster-4
2. One-Shot Pasteurella
3. Ultrabac-7/Sumubac

At Weaning

1. Bovi-Shield 4
2. Ultrabac-7/Sumubac
3. Dectomax

Carcass Genetics You Can Rely on

Nobody works harder at producing carcass cattle than Schiefelbein Farms. We collect carcass data on thousands of cattle each year to help us produce the most consistent carcass genetics in the business.

One way Schiefelbein Farms makes continual improvement in our breeding program is through aggressive culling. This year, our steers once again showed the depth of our genetics with excellent feedyard performance and phenomenal carcass traits. The steers gained over 3 lbs/day from weaning until slaughter, allowing them to hit a high spring market of \$122/cwt. They graded 85% Choice with 50% Yield Grade 1's and 2's, and earned a \$54/head carcass premium. Not bad for the cut that didn't make it to the sale!

Our customers' cattle continue to

put up impressive numbers as well. The sample carcass data displayed below shows what can happen from a consistency standpoint when you work hard at producing carcass cattle. Each of the groups represented contain a minimum of one load of cattle with some groups having over 125 head.

With the beef industry aggressively moving towards branded programs, our customers are in the driver's seat with tremendous value-producing genetics.

2001 Sample Carcass Results

Name	Process Date	Out Cattle	% Choice	Premium/Hd
Schiefelbein - cull str	5/22/01	0.0%	85.4%	\$54.60
Wetz, Mann, Grubl	6/08/01	0.0%	67.7%	\$18.53
Lutz Ranch	6/22/01	0.0%	82.1%	\$47.54
Koskan Brothers	7/19/01	0.0%	83.9%	\$22.05
Randy Alley	7/19/01	0.0%	66.1%	\$12.33
Denny & Rona Ansley	7/19/01	0.0%	74.2%	\$16.27
Clavel Brothers - SD	7/19/01	0.0%	91.7%	\$23.95

Increased Marketing Options Mean Increased Prices

Schiefelbein Farms provides its customers with real marketing options that add real value to your calves. Because we collect feeding and carcass information on our customers' calves, we are able to analyze the data and determine the best marketing option available to get maximum value for them. We collect and provide carcass and feedyard information on all the cattle without requiring our customers to retain any ownership of the cattle.

Customer Buy-Back Program

Our customer buy-back program has begun to revolutionize the seedstock business. We directly purchase thousands of our customers' calves along with our cooperating feedyards each year, literally putting our money where our mouth is. Our buy-back program allows you to rest assured that calves from our genetics will meet strong demand at sale time. We look forward to continuing this program and expanding it more each year.

Picture of feeder calves here

ConAgra Better Beef

ConAgra Beef Company is the second largest feedlot in the country, purchasing several hundred thousand head of calves each year to fit the ConAgra Better Beef program. This alliance can be especially good for our customers in the west and down into Texas where the CBB feedlots are located.

Future Beef

Future Beef is a new, fully integrated company that is actively seeking calves sired by our Balancer bulls. Future Beef has a contract to furnish beef for the Safeway grocery store chain. The goal of Future Beef is to provide tender, great tasting beef every time. We have already bought several hundred of these calves, and from the information we have previously collected on these calves we know the cattle will perform to Future Beef's expectations.

Farmer-Feeder Alliances

Farmer-feeders love to feed good calves! They usually run good operations, and because they sort the cattle so well they can capitalize on value based grids better than big companies. We work with several farmer-feeders that want to buy calves from our bulls that have proven genetics for rapid gain and the ability to produce high grading carcasses.

All of the alliances provide us with feeding and carcass data so we can evaluate the results and continue our pursuit of producing value-added genetics. The information age of cattle buying has just started, and Schiefelbein Farms has a better handle on how our cattle perform in the feedlot and on the rail than any other seedstock producer. If you have Schiefelbein-sired calves for sale, contact Frank at 320-398-6952 so we can assist you.

120 Bred Heifers For Sale

These heifers are from the hearts of the **Clavel Brothers** ranch and the **Denny Ansley** herd, both of whom have used Schiefelbein bulls for the past seven years. All are synchronized and bred AI to Schiefelbein Exposure and cleaned-up with New Design sons. Exposure was used on more than 1500 heifers across the country. Currently these heifers are running on grass in central Nebraska. This is a perfect opportunity to get Schiefelbein influence in heifers and on the calves that will be born next spring.

Exposure's EPDs (all high accuracies)

BW .3 WW 33 Milk 11 YW 65 Marb .16 REA .16 Fat -.01

Contact Alan Janzen for more information on these fancy bred heifers at 402-723-5764.

Expect More Bulls in Valentine

Schiefelbein Farms has always wanted to make our bulls affordable. As prices increase, we try to produce more bulls. With a family of nine boys, expanding is not a problem! This year's Valentine sale was a huge success, averaging \$2750/hd. Next year we plan to increase the number of bulls at Valentine—so more cattle producers can purchase Schiefelbein genetics at reasonable prices.



Schiefelbein Farms

check us out on the web

www.schiefelbeinfarms.com

Real Program... Real Dollars *(Continued from Page 1)*

vehicles available, and by doing this he reduced the cost of each individual vehicle. Simple economics say the increased production of an item will decrease its price, thus allowing more consumers to purchase that item.

Ford also had another radical idea. He decided to increase the hourly wage for his workers. He figured that the average consumer would be one of his workers, and saw that if he increased their pay they would then have enough money to buy one of his vehicles. Ingenious! Ford's initial problem was a small customer base. To solve the problem, he created a real program that would not only produce affordable automobiles, but also allow his customers to have more real dollars for spending.

Just like Ford, Schiefelbein Farms has created a real program that produces affordable bulls while putting more real dollars in our customers' pockets. In the last ten years we have significantly increased the number of bulls we have to offer. Last spring we sold a combination of over 200 Angus and Balancer bulls. Now that's a lot to choose from! We also decided to put our money where our mouth is when it came to genetics, by creating our customer buy-back program. It is designed to do one thing: increase our customers' checkbook balance. We go to the auction barns or to our customers' ranch sites and bid on or buy calves sired by Schiefelbein bulls. The sale reports are proof enough that our customers receive more dollars per pound than the average commercial producer. We also supply our customers with carcass information on calves we purchase, so our customers know where their herds need improvement. It's just another way to help increase their bottom line.

Just like the car industry of the early 1900's, the beef industry is changing fast. Seedstock producers who supply their customers with good genetics, good information and good money for their calves will certainly be in this business for a long time. This fall, when you begin asking the usual questions—"What price will I get for my calves?", "Which bulls' calves brought the most dollars?" and finally, "Did my seedstock producer help me get a better price?"—remember that Schiefelbein Farms has answers. As with Henry Ford, Schiefelbein Farms provides a real, long-term program that creates real dollars for you—increasing the life span of both your business and ours.

2002 Bull Sale Dates

Sat. March 16

1 pm MT

Faith, SD

85 Angus Bulls

20 Black Balancer Hybrids

Thurs. April 4

1 pm CT

Valentine, NE

60 Angus Bulls

20 Black Balancer Hybrids



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First Class