

# Schiefelbein Farms

## Risky Steaks

Picture of  
Dad goes  
here

In the past few months, we have experienced record high prices for fed cattle. Of course when fed prices climb, feeder prices tend to join in for the ride. For once, all the beef segments can enjoy some profits and be fat and happy. With these soaring prices, we must ask ourselves the following questions: how and why is the market so strong, and can we keep the momentum going?

To answer this question exactly you would need a formula designed by Einstein himself, but there are some big picture factors that have definitely given the beef industry a shot of price adrenaline. The recent restrictions on Canadian beef certainly help the American market share. Last year's widespread drought cut down cow numbers and pushed prices higher due to the trusty old supply and demand model. The last factor that had a positive effect on the beef market was consumer demand. A lot of that can be attributed to the further push of value based marketing and grid pricing that gives producers an incentive to grow good beef. Schiefelbein Farms believes that consumer demand needs to continue upward and remain positive if we want high beef prices to last. This is one of the only factors we as producers can improve and control in the future beef market. All the other factors are just too unpredictable or risky to put faith in. The best way for us to keep consumer demand

*(Continued on the Back)*

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*“We must follow our taste buds and reduce the number of 'risky' steaks”*



## FAST FACTS

### About the Farm

- Established in 1955 by Frank & Frosty
- Run 700 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 & 28 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 Swift and Company the nation's 3rd largest packer
- Procure cattle for Meyer Natural Angus



### Females Available This Fall

- 100 purebred Angus Heifers
- 35 Black Balancer Heifers
- 15 Balancer Coming 3-year olds cows

### Spring 2004 Bull Sale

- Faith Sale - Saturday, March 20

*For more information, contact:*



## Schiefelbein Farms

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## Close-out Successes... Vinton & Burney Cattle Gain & Grade

It was nearly a decade ago when we began analyzing the effects of breed make-up on how cattle would gain in the feedlot and grade on the packer's rail—two main components of profit. We were fortunate to have access to over 2 million records of known cattle genetics to show us that  $\frac{3}{4}$  Angus by  $\frac{1}{4}$  Continental crosses excel in both gain and grade. This is precisely why we added Balancers to our breeding program.

Two outstanding ranches in the Sandhills of Nebraska were the first to jump on board. Bill Vinton, Whitman, NE was using Charolais bulls on predominately Angus

*"The results were remarkable. The steers gained 3.4 pounds per day right through weaning and winter"*

cows and Angus on his younger animals. He switched from Charolais to Balancers and continued using Angus on his young stock. This past year we had a three-way partnership between Vinton, Schiefelbein Farms and Circle Five Feedyard and fed the Vinton cattle through our buy-back program. The results were remarkable. The steers gained 3.4 pounds per day right through weaning and winter. The cattle began slaughtering in March, which is usually good for feedyard performance and marketing, but younger cattle have a much harder time grading Choice than older animals. By maintaining the proper blend of Angus and Balancer genetics the cattle graded 80% Choice.

Tim and Helen Burney of Brownlee, NE, were using

straight Gelbvieh bulls on their Gelbvieh Angus cows. Their cows were getting too big, so the Burneys needed to moderate their size; they also knew that Angus genetics would improve the grade on the cattle. They have been buying our top Angus bulls for the past several years to move their herd into the  $\frac{3}{4}$  Angus  $\frac{1}{4}$  Continental window. We purchased their calves (both steers and heifers) in February to finish in September for the Nebraska Corn Fed Beef Program. We had one problem: they gained so quickly we had to slaughter them in mid-July. The steers gained 3.88 pounds per day, and the heifers gained like great steers at 3.54 pounds per day. The heifers also graded a whopping 80% Choice while the big group of steers graded 67% Choice.

Two quality programs and two great families successfully show the industry what can be done in a breeding program to make cattle gain and grade.

Picture of cattle goes here

## On the road again...

Once again, we'll be making the rounds at auction markets across the country this fall purchasing Schiefelbein-sired calves. Existing customers: Please let us know a couple of weeks in advance of your sale date so we can be sure to attend. Potential new customers: We'd enjoy the opportunity to sit down with you to discuss our program and look at your calves. Give us a call at 320-398-6952. Let's work together to make a better beef industry.

**Check us out on the web at  
[www.schiefelbeinfarms.com](http://www.schiefelbeinfarms.com)**

## Preconditioning Shots Work

### Pfizer Health Program gets the job done

Over the past three years, Schiefelbein Farms has weaned over 6,000 calves from our customers. We've worked with our customers to ensure that all the calves we purchased received Pfizer preconditioning shots. The results speak for themselves... less than 0.5% death loss.

#### **Pre-weaning** (3-4 wks)

1. \*Bovi-Shield 4 FP + L5
2. One-Shot Pasteurella
3. Ultrabac-7/Somubac

#### **At Weaning**

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

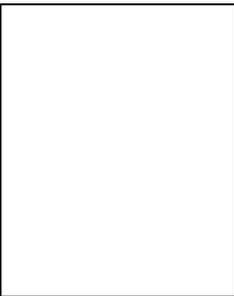
\*requires that cows be vaccinated previously

\*Consult your local veterinarian for specific recommendations

## Meet the Family

The success of any organization always comes down to the people involved. Schiefelbein Farms is no different. We have been blessed to be able to work together as a family... not an easy task considering that our family consists of Frank & Frosty, their 9 boys, 7 daughters in-laws and 28 grandchildren.

The key to our working family relationship is that each member of the family has a unique role in our operation. We'd like to share with you our family that we are so proud of:



### Spotlight on Frank & Frosty

Each newsletter, we feature one of the key members of Schiefelbein Farms. This time around we are featuring two. Frank and Frosty Schiefelbein, the founders and co-owners of Schiefelbein Farms are being featured due to an extraordinary feat. They celebrated their 50th anniversary this August with all their

family and friends. If you ask either one of them, how did they do it along with raising 9 sons, here's the answer you'll receive. "It takes faith, family, and friends, as well as trust, commitment, and hard work." These incidentally are the same characteristics they have installed in the family operation.

Currently, Frank is the chief financial officer and the general manager of Schiefelbein Farms. Outside of the farm, he serves on the Minnesota Mental Health Advisory Board. He has dedicated much of his free time to the prevention and treatment of mental illness. Frank and Frosty's third son, Bill committed suicide due to paranoid schizophrenia. Frosty currently is the seam that keeps the Schiefelbein Farms and family so tightly knit together. She also is the mastermind behind many of our large, family gatherings during the holidays. She is also famous for putting together a four star meal in a matter of minutes, just prior to visits from our loyal customers. Outside of the farm, she is active in the Kimball Catholic church as their weekly organist. Congratulations Frank and Frosty and here's to many happy years to come.

## Schiefelbein Farms Teams Up with Meyer Natural Angus

Schiefelbein Farms has teamed up with Meyer Natural Angus Beef, a Montana based certified beef program. Meyer Natural Angus is a leading beef processor and marketer of great tasting all-natural beef who has experienced tremendous growth over the past several years.

The Meyer Natural Angus program fits nicely into the long-term goals of the Schiefelbein Farms' unique buy-back program. The Meyer program is obsessed with processing and selling the highest quality beef in the country; Schiefelbein Farms, along with our powerful commercial customer base, is currently producing the most consistent, high quality carcass genetics in the country. As well, the Schiefelbein Farms and Meyer Natural Angus share the same passion about putting the desires and wants of the consumer first in our quest to produce great tasting beef.

Meyer Natural Angus is a leading processor and marketer of hormone-free, all-natural beef (no implants or antibiotics). Meyer Natural Angus currently purchases approximately 50,000 head of all-natural Angus cattle for their program each year. Currently, Meyer is processing cattle at the IBP/Tyson packing

plant in West Point, NE. The cattle are being further processed and distributed at the Meyer plant in Lincoln, NE. Based on the rapid growth the Meyer program has experienced over the past several years, it is apparent that consumers are willing to pay a premium for consistently, tender and tasty beef. In response, Meyer Natural Angus pays a premium of up to \$12 per cwt in the meat based on a grid that rewards cattle for outstanding marbling and acceptable levels of finish.

Schiefelbein Farms is currently procuring all-natural fed cattle in the Minnesota and surrounding areas for the Meyer program. If you have cattle that qualify for the program, please contact Don Schiefelbein at 320-398-6511.

### Meyer Natural Angus Criteria

1. At least 50% Angus
2. No Implants
3. No antibiotics
4. Must be U.S. born and fed
5. Preconditioning shots are encouraged
6. Must be managed and handled humanely

### **Risky Steaks** *(Continued from Page 1)*

high is to produce beef that tastes good all the time and decrease the amount of "risky" steaks that lack tenderness, juiciness, or just plain taste.

Just recently a new beef improvement additive called Optaflexx has been introduced to the industry. This product is a feed additive that is incorporated into the fed cattle diet towards the end of the finishing period. Optaflexx changes and increases the size of the muscle cells in the animal, thus adding more potential carcass pounds and dollars in the feeders' pockets. But as Paul Harvey says, "Here's the rest of the story...." The major negative effect that this new product can have is a decrease in the palatability, and overall taste of treated beef. These are the essential ingredients that create market share for beef.

The old rule of thumb is that the beef industry tends to follow the pork industry. This is generally true in terms of cutability increase, hormone shots, cross-breeding systems and, yes, new feed additives. Some time back the pork industry was introduced to a feed additive called PayLean. Its effect was increased carcass weight via changing and increasing the muscle cells of the pig during the finishing process. The negative side effects were a reduction in taste quality of the PayLean pork, as well as an increased stress level for the pigs exposed to it. With that said, consider: when was the last time you had a tasty pork chop from the store?

Schiefelbein Farms believes that we as cattle producers can increase feed efficiencies while maintaining tender, juicy, tasty beef by using good genetics, a smart breeding program, and proper feedlot management.

We have continued to search for and raise Angus, Gelbvieh, and Simmental cattle that have excellent palatability traits through genetics. We have implemented a breeding program that can increase feed efficiencies and carcass cutability through hybrid vigor—a "secret ingredient" we call Black Balancers. Finally, we have managed and sort our fat cattle thoroughly. None of our Balancer oriented calves get hormone implants or other feed additives at Schiefelbein Farms, so they are marketed to Meyer Natural Beef. Our higher percentage Angus calves are given a low potency implant that will increase feed efficiencies without affecting the overall quality of the end product.

Let's keep pushing those prices higher by continuing the great value based marketing trend. Let's learn from the pork industry and not go down that risky road of artificially increased carcass weights and poor tasting meat. We must follow our taste buds and reduce the number of "risky" steaks entering the food chain, so we can continue to dominate the meat market share that's based on taste. Let's ride this high price momentum into the far reaching future.

## **2004 Bull Sale Date**

**Sat. March 20**

1 pm MT

**Faith, SD**

100 Angus Bulls

25 Black Balancer Hybrids



**Schiefelbein Farms**

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**First Class**