

Schiefelbein Farms

Don't Take Chances...

Work with someone you can trust!

Picture of Dad goes here

Study the pork industry and you'll likely see the future of the beef industry. I can recall some 15 years ago when the pork industry was going through major changes similarly to the current beef

industry. The pork industry, like the beef industry, was on the verge of moving towards value-based selling of livestock. Back then, seedstock hog producers were on every corner and purebred breeders dominated the market.

Then, almost overnight, everything changed. Major hog packers decided to purchase as close to 100% of their procurement needs as possible on value-based grids. This abrupt move took many commercial hog producers by surprise. They're genetics weren't ready for grid selling. Packers, soon after, began turning away market-ready hogs regardless of price. The result was a complete shake-up in hog industry. Commercial hog producers could no longer take the risk of purchasing seedstock genetics from just any purebred breeder. Seedstock producers that concentrated their efforts on producing hogs that worked all the way through the industry from farm to plate took hold. The rest is history.

The beef industry is on a similar track. One of my sons, Tim, is in charge of value-based cattle

(Continued on the Back)

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THE PROGRAM THAT OFFERS A PROGRAM

Producing cattle that excel in the pasture, at the feedyard and on the packer's rail

Schiefelbein Farms is a family operation started in 1955. From the beginning, the goal of the family farm was to produce cattle that worked for the cow/calf producer, the feedyard and consumer. Schiefelbein Farms was a pioneer in carcass data, collecting carcass data on hundreds of cattle each year.

Schiefelbein Farms expanded that commitment several years ago by initiating a customer buy-back program. We stand behind the product we sell by actively purchasing customer's calves. This ensures that our genetics work for you.

Females Available This Fall

- 100 purebred Angus Heifers
- 50 Black Balancer Heifers

Bulls Available Winter 2001

- 150 purebred Angus Bulls
- 50 Black Balancer Bulls

For more information about our program or our cattle, contact:



Schiefelbein Farms

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"We worry about carcass and feedyard genetics so you don't have to"

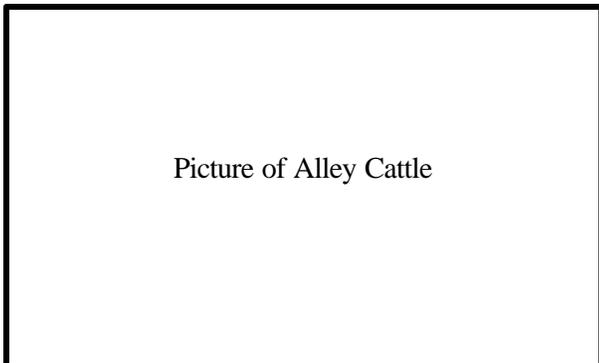


4 Easy Steps to Produce Market-topping Feeder Cattle

With the move towards grid selling, more and more feeder buyers are now heavily discriminating between calves that are capable of working in the feedyard and on the rail and those that aren't! Calf prices are becoming increasingly widened based on quality. Following is a four-step approach to producing market-topping calves.

Step 1 – Buy your Bulls from Reputable breeder

If your seedstock producer believes in straight breeding, buy from someone else. Purchase your bulls from a seedstock program that backs up their product by purchasing your feeder calves and sharing carcass and feedyard information with you.



Picture of Alley Cattle

Step 2 – Produce the Right Breed Mix

Strive to produce ¾ Angus x ¼ Gelbvieh or Simmental calves. The calves will be black and polled plus have tremendous growth and produce premium carcasses. Use a blend of Angus and Black Balancer bulls to attain this optimum mix.

Step 3 – Give Pre-weaning Shots

Calves with pre-weaning shots have a tremendous amount of value to cattle feeders because the risk of health problems is dramatically lessened. Calves with shots bring significantly more at sale time! Give your calves the following preconditioning shots:

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

Step 4 – Sell at a Reputable Auction Market

Put competitive bidding to work for you. Reputable auction markets work hard all year to get you buyers willing to pay top dollar for quality cattle. The great thing about America is that when 2 or more people want the same thing, the price adjusts accordingly.

Predictable Genetics is the Key

When we started our customer buy-back program back in 1995, we knew the true pay-off would come when we could purchase feeder cattle that would perform in the feedyard and on the packer's rail time after time. With this assurance it would be much easier

They began exclusively using Schiefelbein Farms genetics in 1997. Our buy-back program has purchased the Koskan calves for the past several years. The results speak for themselves... predictable, consistent genetics is the key in a value-based marketing system.

***The results speak for themselves...
predictable, consistent genetics***

paying top prices if feedyard and carcass performance was a given. Predictable, consistent genetics was our goal! If the beef industry is going to be able to compete, we knew we had to concentrate our efforts on producing a consistent product.

The Koskan brothers from Wood, South Dakota knew that consistency was even more important on the ranch.

Consistency You Can Bank On

USDA Grade	1999	2000
% Prime	3%	0%
% Certified Angus	29%	32%
% Choice	87%	83%

Beef Is Back

Since February, both beef production and cattle prices have been higher than a year earlier. This represents a "best" case scenario for beef demand. In 2000 consumers are projected to spend 3.8 billion dollars more on beef than 1999.

Black Balancer vs. Charolais... It's an easy call

Cattle producers that have been using Angus genetics for several years continually ask the question: What breed should we use next? They know they can't afford to give up all the advantages of hybrid vigor. Often times they choose Charolais. A Charolais bull used on Angus cows does produce a very desirable feeder calf. But, it leaves your hands completely tied when selecting replacement females, your most important long-term investment. The Charolais-cross female is simply too low in milk and fertility to keep as a replacement. The result forces you to either select replacements from a smaller pool of available heifers or purchase replacements.

This is the very reason Schiefelbein Farms started our Black Balancer program. Black Balancers add heterosis to your cowherd while producing market-topping calves and exceptional females. The chart to the right shows how Black Balancers compare to Charolais.

Profit-making Calves

The Black Balancers sire calves lighter at birth. We match our very lowest birth weight cows to elite Gelbvieh and Simmental bulls capable of producing moderate birth weight and explosive growth.

Market-topping Feeder Calves

Black Balancers maintain the optimum mix of Angus and Continental genetics that work best in the feedyard.

Black Balancer vs. Charolais		
	Charolais	Black Balancer
Birth Weight		Advantage
Weaning Weight	Same	Same
Maternal Traits		Big Advantage
Marbling		Advantage
Lean	Advantage	
Marketability		Advantage
Quality Heifers		Big Advantage

Grid-Premium Carcasses

Black Balancer produce the proper blend of marbling with muscle to capture top grid premiums on the packer's rail.

Exceptional Females

The Black Balancer females combine the maternal strengths of Angus with the hybrid vigor and growth of Gelbvieh and Simmental to produce the country's best replacement females.

Great Cattle Producers Joining the Program

The Spring, 2000 Schiefelbein bull sales were a huge success as we had cattle producers from 10 different states stake their claim to the future by purchasing our genetics. All told, we sold more than 180 bulls for an impressive average of \$2452! Our genetics and unique program attracted many new buyers along with our strong repeat customers.

We apologize to area Faith cattle producers as strong demand simply outpaced bull numbers. We are already making plans to sell significantly more quality bulls next year. For the 4th consecutive year, strong demand has caused us to sell out of bulls early in the sale season. Because we don't want to deny anyone from getting involved with our unique seedstock program, we continue to expand with record number of calves being born in 2000 and even more planned for 2001.

We appreciate all of our past customers plus the new customers who placed their faith in our genetics and our program by purchasing their bull needs from us.

Our sincere thanks to these new Schiefelbein customers. They purchased a total of 62 bulls!

Brett Baxter - NE	Tom Metzger - NE
Tim Burney - NE	Roger Morlang - NE
Bow & Arrow Ranch - NE	Joe Stovell - CO
Joe Clavel - NM	Bill Vinton - NE
Vern Genzlinger - MN	Cody Weyer - SD
Francis Heath - NE	White Sage Ranch, UT

We Raise Cattle That Work

Schiefelbein Farms has a simply philosophy when it comes to our cows. They either work for us or they work for McDonalds. We simple do not tolerate open cows, cows with an attitude, cows that don't raise a calf every year or cows that don't wean a high percentage of their weight... it's as simple as that.

Schiefelbein Farms 1999-2000 Statistics:

Pregnancy rate
Calf liveability
AI Detection Rate

More Bulls, Better Bulls

Our 2000 born calf crop is by all accounts the best ever. Our philosophy of using proven curve bending AI sires with a balance of traits continues to produce the kind of cattle that work for all phases of the industry.

We're using only the best AI sires we can get our hands on. With over 275 bull calves on the ground, we'll be able to offer not only more bulls but better bulls as well. Every cow gets precisely mated to just the right sire to produce cattle capable of working in the pasture, in the feedyard and the packer's rail. Here's a sample of the sires represented:

Sitz Alliance	Emulation EXT
Schiefelbein Exposure	Fame
Focus	Connealy Dateline
New Design 036	Fortune 2000
Connealy Frontline	High Valley Ambush

Don't Take A Chance *(continued from page 1)*

procurement for ConAgra, the world's 3rd largest beef packer. Tim provides us valuable insight to beef's future. And, the cattle industry's future places tremendous value on feedyard and carcass genetics. Our family has been preparing for this change for many years. In fact, our buy back program was started for this very reason. We sell 100% of the cattle we feed on value-based grids. We believe the seedstock producer controls the cards relative to value-based genetics. Our program is geared around producing and documenting genetics that excel in the feedyard and on the packer's rail. We worry about carcass and feedyard genetics so you don't have to. Give us a call. Become a Schiefelbein customer, don't take a chance.

Thanks To Our Feedyards

All feedyards are not created equal. We learned early on that great genetics can not overcome mediocre feeding and management. That's precisely why we spent an enormous amount of time and effort searching for the very best feeders in the country. This past year our cooperating feeders showed the world what great genetics will do by producing impressive close-outs from start to finish.

If you have a pen to feed or simply want to visit about the feeding business, give one of our cooperating feedyards a call. You'll be impressed with what you see.

Circle Five Feedyard
Alan Janzen
402-723-5764
Henderson, Neb.

Bezner Beef
Michael Bezner
806-333-2350
Dalhart, Texas

Teague Diversified
Gary & Laura Teague
970-867-3344
Ft. Morgan, Colo.

ConAgra Better Beef
Al Perez
970-395-8544
Greeley, Colo.

Give Us a Call...

To learn more about our program or if you have Schiefelbein-sired calves for sale

Once again, we'll be making the rounds at sale barns across the country this fall purchasing Schiefelbein-sired calves. 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.



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First Class