

2013 Event Schedule

Friday, February 15, 2013

- Noon Sale cattle available for viewing
Free sandwich lunch will be served
- 3:30 p Bus tour of Schiefelbein Farms
- See our expanded feeding facility
- Calving facility in full swing
- 5:30 p Social Hour
* Open Bar
* Hors d'oeuvre featuring gulf coast shrimp, stuffed mushrooms, chicken wings & jalapeno poppers
- 6:30 p Prime Rib or Fish Dinner with all the fixings
- 7:30 p Premium Beef Panel...featuring
- Steve Christensen - Montana Livestock Mktg
- Mark McCully -V.P. of Certified Angus Beef
- Jim Phillips - Pfizer Animal Health
- Tim Schiefelbein - Buy-back Manager
- Kim Ulmer - moderator

Saturday, February 16, 2013

- 9:00 a Sale cattle available for viewing
- 11:00 a Free barbeque brisket lunch
- 1:00 p Sale begins

You're Invited *(Continued from Page 1)*

Our bull lineup is impressive from start to finish. Those that have come by thus far have marveled at the uniformity and excellence from Pen 1 to Pen 8! Each bull passes a tremendous amount of scrutiny in order to sell in our sale. Our breeding program is deeply rooted in the reality of the beef business. Every cow on the place is required to get bred in a 60 day breeding season and raise a marketable calf without exception. We continue to have a zero tolerance policy when it comes to bad disposition, bad udders or poor conformation.

No one works harder than us to make sure the investment you make in our genetics meets strong demand when you, our customers, sell your calves. Each year we invest millions of dollars in purchasing customer calves, we doubled the size of feeding facility this year alone! As well, we have developed working relationships with calf buyers, feedlots and packers across the country who want to buy high quality genetics that you produce.

This year's sale will for the first time feature 200 fancy, open commercial Angus heifers. Each of these heifers is GeneMax tested to verify excellent carcass quality and superior gain. Plan to be with us Friday evening and hear firsthand from Steve Christensen and Certified Angus Beef about this innovative approach.

We hope you will consider making the journey to our headquarters in Kimball, MN to see this impressive set of animals. We will be rolling out the red carpet beginning on Friday, February 15 and invite you to be our guest at the social and prime rib dinner that evening. Let us know if we can assist you in any way. It's an event you won't want to miss!

“After more than 80 years of living, nothing is more important than family and friends”

You're Invited!



It is with a tremendous amount of excitement and enthusiasm that I invite each of you to our 22nd annual event at our sale facility near Kimball, Minnesota.

It has truly been a banner year for our family, on this our 58th year in the Angus business! We were blessed to be selected as this year's Certified Angus Beef Seedstock Excellence winner. The Minnesota Angus Association honored us as this year's "Breeder of the Year." Our son, Don, was elected to the board of the American Angus Association. And, our portrait was hung in the Minnesota Breeder's Hall of Fame. Frosty and I are both in excellent health as we both turned 80 in December... we are so blessed!

Although greatly appreciated, we were humbled by all of these special recognitions. We know that none of these would have been possible without all of you, the professional cattle producers who support our program. We count ourselves as blessed to have so many of the most elite cattlemen and cattlemen in the United States that rely on our genetics to move their programs forward. After more than 80 years of living, nothing is more important than family and friends. We truly feel fortunate to be able to work together as a family in rural America doing something we enjoy and working with the best down-to-earth people in the world... THANK YOU!

(Continued on the Back)

In This Issue:

- Register in advance for Superior Livestock.....2
- Flexible bull arrangements.....2
- Schiefelbein Farms - the best value.....3
- 200 Fancy Open Heifers Sell.....3
- Cattle Feeding Facility Expands.....3
- 2013 Schiefelbein Farms Sale Schedule.....Back

FAST FACTS

About the Farm

- Established in 1955 by Frank & Frosty
- Run 800 registered Angus cows
- Feed several thousand cattle annually
- Own 4500 acres of grass and crops

A Family Operation

- Frank & Frosty
- 9 sons, 8 daughters in-law & 32 grandchildren, 11 great-grandchildren

Industry Focused

- Family is involved in the beef industry on both a national and state level
- Tim works for American Foods Group, the largest area packer
- Don is on the board for the American Angus Association

2013 Bull & Female Sale

- At the Ranch, February 16, 2013
- 260 Registered Angus Bulls
- 40 SimAngus Hybrid Bulls
- 45 Registered Angus Bred Heifers
- 200 Fancy, commercial Angus heifers
GeneMax verified for carcass quality

For more information, contact:

Schiefelbein Farms
74208 360th Street
Kimball, MN 55353

320-398-6952 or 6953 (fax)
email: info@schiefelbeinfarms.com
web: www.schiefelbeinfarms.com

Make your hotel reservations!
Quality Inn of St. Cloud

(Continental breakfast, pool, hot tub)

320-251-1500 - special sale rate of \$84.99

Annandale Lodge & Suites

(Continental breakfast, pool, hot tub)

855-878-6172 - special sale rate of \$79.90

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74208 360th St., Kimball, MN 55353

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Pre-register to bid using Superior Livestock



This year's sale will be broadcast live on RFD TV through Superior Productions. Superior also makes it easy to bid over the internet through their "Click to Bid" service. You must pre-register to receive a bidding number whether you plan to purchase using the internet or by bidding by phone.

HERE'S HOW IT WORKS

Bidding by phone. This is our traditional method of buying livestock. First, you must pre-register to get a buyer number. To pre-register either simply call 1-800-431-4452 OR register on-line at www.superiorlivestok.com and click on the tab titled "Register for Your Buyer Number." After you are assigned a buyer number, Superior will provide you with the bidding phone number.

Click-To-Bid. This is Superior's newest way to buy cattle! Registration is free, but you must become a member of www.superiorclicktobid.com to sign up. Becoming a member is easy – just go to the homepage of www.superiorclicktobid.com and follow the outlined steps to get started. Input your information and select a username and password. You will receive an e-mail confirming you are a member. From that point forward you just have to sign in and select the sale you would like to register for and once approved by the ranch you will receive an e-mail confirming which sale you are now registered for.

Viewing the Auction. The sale will be broadcast via satellite on Dish Network channel 231 and DirecTV channel 345. The sale will also be broadcast live on the internet at www.superiorelicktobid.com – just go to the home page and select the auction. Remember you can call in to bid whether you watch on the TV or on the internet, but you must be a member of www.superiorelicktobid.com to "click-to-bid". Your computer must have Flash Media Player installed to view the auction.

Bidders who are successful in making purchases via satellite or internet will be contacted by Schiefelbein Farms after the sale to settle payment and make shipping arrangements.

Flexible Bull Arrangements

Schiefelbein Farms is committed to making your post-sale bull arrangements an overwhelmingly positive experience for all of our customers. Because we have the ability to keep and care for your bulls after the sale, we are giving you 3 different options for delivery... you choose what works best for you.

Option 1. Take your bulls home sale day and save \$100 per bull.

If you don't mind hauling a trailer or you are already bringing a "trade-in" bull, you can pick up your bulls on sale day and receive a \$100 discount per bull off your purchase price.

Option 2. We'll deliver your bulls to central points shortly after the sale free of charge.

If you don't want the hassle or cost of hauling a trailer, we'll deliver your bulls to central locations via a semi trailer some time shortly after the sale (likely 2 to 3 days later) at no cost to you!

Option 3. We'll keep your bulls until April 1 and then deliver them to central points.

For just \$50 per bull, we'll keep your bulls and feed them until April 1. We will gradually lower the energy of their diet and condition them for breeding. Then, we'll deliver them at no additional cost to central points throughout the U.S. You keep the bulls at our place at your risk for injury or death. Those that participated in this option really appreciated the breed-ready condition of the bulls.

Note: All bred and open heifers must be picked up sale day or please make arrangements with us.

Schiefelbein Farms - the best value!

Our goal is to make your experience buying from us the best value in the business.

Industry Leading Buy-Back Program

Nobody works harder at helping their customers market their calves than Schiefelbein Farms. Last year alone, we purchased more than 25,000 head of customer calves for ourselves or feedyards that wanted value-added cattle. Whether you sell them off the ranch, at the sale barn or on the video, we are there to make sure you get the extra value you deserve... just ask any of our customers. Schiefelbein genetics are worth more!

Receive \$200 in "Beef Bucks"

We are excited to show you the operation and let you see first-hand our impressive cow herd and our expanded and improved facilities. In fact, if you call or email us prior to February 1, we'll send you a \$200 "Beef Bucks" gift certificate good towards your 2013 purchases provided you attend our sale in person (only one certificate per ranch, please).

Get \$100 of Dectomax with each bull purchase Pfizer Teams Up with Schiefelbein Farms

We have always believed you get what you pay for... whether it's genetics or animal health products. Through our experience, Pfizer is the best and only vaccination program we use and recommend.

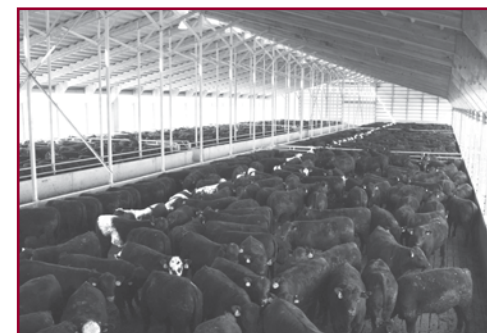
This year, in appreciation for your continued use of the premier SelectVac program, Pfizer has generously offered to provide a 200 ml bottle of Dectomax injectable for each bull purchased... a \$100 value per bull! There are no strings attached. We simply ask each of you to seriously consider using the vaccination program that has proven its value to us many times over!

Bull Trade-in Program

Schiefelbein Farms will have the nation's leading bull processor, American Foods Group, on hand to buy your cull bulls... they pay top dollar! Plus, we'll add \$100 credit per bull you trade-in. Simply bring your cull bulls to the sale, unload & weigh. No commissions + \$100 credit! (only one trade-in credit per bull purchased)

Snap-shots of our expanded cattle feeding facility...

Inside our cattle feeding facility... comfortable and healthy



An outside shot of our newly expanded feeding barn... 1/8 of a mile in length!

200 Fancy, open heifers sell!

Each GeneMax verified for exceptional carcass & growth

For the first time, this year's sale will feature 200 head of fancy, open heifers from some of our premier commercial customers. Due to dry conditions, these are the front end of some of the top commercial herds in the country.

These heifers are the best among over 400 elite females purchased. The heifers have been culled for superior phenotype and confirmed excellence using Certified Angus Beef's *GeneMax* genetic test. If you are looking to expand your commercial operation, you won't find any heifers better... anywhere.

We will be selling these heifers in groups of 10 with the buyer's option to roll as many heifers as desired. View the heifers on-line at www.schiefelbeinfarms.com.

Call & request your sale book today!

320-398-6952 (Farm)

320-224-5830 (Tim)

or visit www.schiefelbeinfarms.com