



PIERCE ANGUS FARMS 2010 NEWSLETTER

I want to thank everyone that purchased bulls or females from Pierce Angus Farm this past year. I enjoy helping customers select seed stock, be it bulls for helping our commercial customers get more profit from their cow herds, or helping a new breeder get started on good footing for a successful career in the Angus seed stock business.

You could say we are in a bull market now, one that I have thought was coming for some time now in the cattle biz. The cow numbers are low and demand is high all around the world. One expert told an Angus group in Montana that we will see prices for bred females that we could not have dreamed of, in the next year. We have seen a big change in interest in female demand the last 12 months; last year there was almost no interest, to having lots of inquiries this year, and it has really improved the last month. I talked to one of the Schabens this week from Dunlap and they say they have noticed the sudden improvement in demand at their sale barn.

Money is flowing into commodities, some say it's inflation, but the truth is, it is just plain big demand. With some crop short falls around the globe, prices have to go up to get that demand satisfied. In one year we will have another crop, in the cattle industry we know that things move a lot slower than that. After the extremely rough winter last year, production of beef was off some, cows were shipped due to a number of conditions, now we will have to find a way to satisfy the demand for high quality beef and, as economies improve around the world, the demand will be that much higher. Those ready to take advantage will have some very strong profits, so it's time to get ready to improve your genetics, management, and marketing.

I think the election last month has been somewhat of a help in improving the attitude; there is a long way to go. Business people in all walks of life have been worried about hiring and committing to new expenses when they didn't know what the government was going to do next. I don't remember much of anything that gets better when the government gets involved. Free markets work when allowed to function, they will clean out over-supplies by finding a price that a product will move at or give a producer the signal to increase production if a price is offered that will make a profit. The housing industry was overbuilt and that market needs to clear out over-supply before values can improve. That bubble was created by government intervention. There are some politicians that belong in jail, in my opinion, instead of being re-elected, and some of our urban brethren never seem to learn.

The crop on our farm was good, but about 20% off from last years' big one. Lots of people I talk with forward-sold a good share of their crop only to find out that they sold a larger percentage than they thought because of reduced yields. It's pretty bad when 160 bushels of corn seems like a short crop, but when we were used to 180 plus averages for the last 6 years, your expectations do get high.

We are running our December special again this year on bulls. A bull purchased and paid for before 1/1/11 gets a 10% discount. We keep the bull until you are ready for him, even if it's next July. If anything happens to him, you get a bull of equal value. You have no extra risk, and we feed him free of charge until he leaves our farm. It gives you the chance to get your pick of our bulls, at a good price, without risk, with a good savings. You can step up the quality of your bull purchase for the same price you paid for a lower quality bull before. If you purchase your bull in January, the discount would be 7.5%, and 5% in February. If you can't get here, we can talk about your bull needs and I will pick a bull for you. We sell quite a few bulls sight-unseen and I've never had one turned down yet. So if a bull's list price is \$3000, and you pick him up, you save \$50 and then take off 10% for a price of \$2655 -- a savings of \$345. If you need more than one bull, then you get another \$50 off each bull.

We have 2-year-old bulls, fall yearlings, and January to March 2010 bulls. Included are sons of TC Total, Woodhill Foresight, New Frontier 095, Mytty In Focus, AnT Scout, and AnT Current. The Total sons have been extremely well received, are high performance, very eye appealing, with not one weak spot in their genetic contribution. Foresight and "095" sons have been very popular for excellent growth, phenotype, and carcass traits. The Mitty bull offers excellent calving ease and fleshing ability. Scout and Current are "095" sons that are our herd bulls, and have done very well for us. Current has been our calving ease bull for use on heifers for a number of years, and then we started to use him on cows to get more sons to offer and have been very happy with them.

We have 9 cows bred for February to March calves, 4 are bred to the \$80,000 TC Total. The rest are bred to AnT Scout and RMP On Target 9035. There are 2-2007 models, 2 -2006, 2-2005, 1-2004, and 2-2003. We can price individually or your best buy is the group. Call for details.

Give us a call for your breeding needs. We wish everyone a very Merry Christmas and a Happy and prosperous New Year.

2010 finds us celebrating 45 years in the Angus seed stock business – November, 1965.



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