



Musgrave Finalist



TC Doc Holliday

## **PIERCE ANGUS FARMS 2014 NEWSLETTER**

Connie and I are wishing everyone a very happy Holiday season. I enjoy this period, great food, visiting with family, seeing the young folks growing up. I am to the point where gifts aren't necessary, just family and fellowship is what I love the most, and the food.

Each December, I send out a newsletter to update the offerings of Pierce Angus Farms for the coming year. In May, Warren Buffet sends out his Berkshire newsletter, we each do one per year. So much for what I have in common with Mr. Buffet. I know his letter is highly covered by the investment industry, and we have lots of folks show up now and into the summer and ask about bulls that I have mentioned in this letter. If I lived many more lifetimes I still wouldn't be as wealthy as him, but I sure do like working with great cattle and wonderful customers.

Wow, what a record breaking year 2014 has been. Big crop of corn and hay, excellent grass; extraordinary fat, feeder and replacement female prices. The kill market for cows and old bulls are fantastic. Prices most of us didn't think would ever happen. Some of the first Angus sales are coming in now; bull sales are averaging \$6,000 to \$9,000 on large groups of sale offerings. Just saw the sale totals for Vermillion Ranch in Montana -- 126 yearling bulls averaged \$9,732, and 123 head of 2 year olds bulls averaged \$8,022. They also sold 1,190 commercial bred heifers for \$3,244 each. Don't worry, you can buy bulls here for less than that.

The market is sure giving us the signal to breed more beef. It is going to take some time to get the herds up to numbers the industry needs to cover all of the demand. With the possibility of the growing middle class in countries around the world, demand is not going to let up anytime soon. We need lots of new producers to take the place of some of us older guys that aren't going to increase the size of our herds. That is a problem all around the world, old guys. With so much of the tillable land in crops, and it being hard for young producers to get land, there are going to have to be new ways for dry lot production or some other form of intensive production. It's hard to own the cows and the land -- that has been a stumbling block for generations.

Iowa State University has a record enrollment in the agriculture school. They have a big demand for grads for jobs, and many young folks wanting to come back to the farm. A lot of these young people are women, something we didn't see back in my younger days. Girls weren't in FFA back in my school days. Today maybe half of the chapters are girls. If you go to ISU Vet School with livestock, a lot of the students are women. I have worked with four different women vets over the years. How things have changed. And for the good.

### **2014 bull offerings**

We have 5 coming 2-year-old bulls, 16 fall yearling, and 20 yearling bulls -- all are sons of Musgrave Finalist, and TC Doc Holliday.

These 2 herd bulls are siring the best bulls we have ever produced. We have sold 2 calf crops of Finalist sons now. They are very popular with producers, and his first daughters have produced calves this spring and are going to be some of the best cows we have raised -- great udders, easy fleshing. I have 5 sons of Doc out of Finalist heifers that you will want to consider for young heifer bull needs. Finalist has bred about 220 cows in 3½ years, working both spring and fall. He breeds them once and moves on, and his sons are the same way. They don't fall in love with one cow and miss others. A bull can cover a lot of females if they do their job right.

TC Doc Holliday sons have been very popular this past year on his first crop -- and I have some great ones by him this year. We have an excellent set of his sons in the fall bulls, and 5 sons out of Finalist daughters in the spring bulls. If you like great dispositions on your bulls, the Doc's are some of the best in the breed for that trait. He is a maternal brother to TC Touchdown, and TC Franklin -- 2 bulls in studs, and very popular sires. His dam is the famous TC Marcia 1069. He is going to leave some outstanding females.

We also have 11 spring bulls from the Brayton Cattle Company this year. They are our partners on some of the herd bulls, and their cow herd is pretty much Pierce Angus breeding based.

We have 5 spring bulls sired by TC Shakespeare; he was one of the top selling bulls in the 2013 TC sale. His performance is off the charts, 205 - 724, 365 - 1518, epds: B +1.9, yearling + 135. He will flat out add performance to any herd. Pounds make big profits with the prices we have today.

We also have 2 sons of Kesslers Frontman, 1 son of Sitz Upward, and 3 ET sons of Musgrave Foundation, all out of a great Mytty In Focus cow.

### **DECEMBER SPECIAL**

Buy a bull and pay for him by 1/1/15 and receive a 10% discount, plus other discounts for pick up and multiple bull purchases. We feed him free of charge until you need him. If anything happens to him while at our farm; we replace him with a bull of equal value. There are tax

advantages in that you can expense the bull on this year's business, and save more. With the high kill bull market, it's time to step up to better genetics

## DISCOUNT DETAILS

December ---10%  
January----- 7½%  
February----- 5%  
March-----2½%

If you can't make it here to the farm in December, or any other time, we sell a high number of the bulls sight unseen. Almost 40% of the bulls sold that way this past year. We've never had anyone turn one down. In fact, we sent 4 to Arkansas this spring, he was very happy with the bulls, said they were what I said they'd be.

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We also have 3 bred heifers for sale for spring calving - Musgrave Finalist daughters bred to TC Doc Holliday.

1 - 4 year old Scout daughter bred to Finalist.

Call us for details on these females.



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