



PIERCE ANGUS FARMS 2011 NEWSLETTER

MCALT Final Product 1310

Well, here we are at the end of another year. It seems to go by really fast. Everyone in agriculture would have to call the year a pretty good one; prices have been good for the cattleman and the grain farmer. We saw really good demand for bulls and females this year, and I would like to thank each of you that purchased breeding stock from us. We enjoy both the cattle and the people. Sometimes during the summer, with haying and farm work, I don't get away to visit with people, so I enjoy visiting with the folks that come to the farm and look at and purchase bulls. I have been in this business for 46 years and there are mornings I can feel every one of those years. I enjoy the birth of new calves, the selling of a bull to help a customer -- it just gives me a lot of satisfaction. They say the average age of a cattleman is 59, so I am just past the average. The future looks very bright for the young folks that like to work with livestock.

The future for the cattle industry sure does look good. With the announcement that Walmart is going to sell Choice beef has to be one of the best demand-side situations for us. Connie and I visited my sister in Florida last winter and dang near every eating establishment down there was selling CAB beef, and you know Florida isn't the highest state in Angus cattle numbers due to heat and insects, so people are buying quality. Another thing is the Japan market opening up to 30 month old beef. One wonders when the heifer retention starts what the market is going to do. \$2000 steers aren't too far away, in fact, some on the grids aren't missing it by much now. Killer bull and cull cow prices were fantastic earlier this spring and summer; then the large cow kill coming out of the Texas and Oklahoma drought slowed that market down some. Those ranchers are going to have to rebuild, which will increase demand for females, and make market beef numbers very tight.

This spring we made a new herd bull purchase that I am pretty excited about. We went to the Musgrave Angus sale in Illinois in March and went through the bulls checking their performance, pedigree, epds, good feet and disposition, eye appeal -- just a total package bull. We wanted a total outcross bull to work on our line-bred cow herd. I selected the youngest bull in the sale, but the bull I liked the best. He is a son of Connealy Final Product (ABS), and out of the Bando 1961 (Accelerated) daughter. EPDS: B +1.5, W 58, M +24, Y 101. ww -687 and yw -1309. He is thick butted, long bodied, has great feet, and a perfect disposition. Nearly all of our spring 2012 calves will be by him. We used him A.I. and natural service and we have excellent semen on him if you are looking for an A.I. bull. I saw his mother this summer at Musgraves, and she is a good one. We think he will give us some great females.

Right now we are trying to cover a big group of fall calving females, so we are going to have a big selection by him in 2013 and 2014. His name is MCALT Final Product 1310.

We are having our annual December bull special again this year. A bull purchased and paid for before 1/1/12 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 replacement bull of equal value. You have no extra risk, and we feed him free of charge until he leaves our farm. This program has become very popular, it lets you purchase more bull for the same money. The other thing that is a plus, for those of you that need some more tax right off, you can expense him in 2011. If you are in a 20% tax bracket you can save as much as a 1/3 off the bull, and don't have to mess with him 'till you need him.

If you purchase your bull in January, the discount would be 7.5%, then 5% in Feb. 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.

We have 2 year-olds, fall '10s and spring '11 bulls. Included are sons of SS Objective, Mytty in Focus, TC Rito 416, TC Total, CC & 7, plus our own bulls AnT Scout and AnT Current. We've got a super set of yearling bulls, some of the best we have ever had. Several outstanding 2 year olds are available. I also have one coming 3 year old that was leased to a purebred herd this summer, sired by the Scout bull out of one of our best Omega daughters.

We will also have volume and pickup discounts on these bulls. If you think you are going to replace a bull this year, this is the time to get the job done. Last summer, used bulls were bringing upwards of \$2000 and more going to hamburger.

We have 5-7 head of cows for sale, 1 with a Nov. calf at side and the rest for spring calves bred to our Final Product bull.

Give us a call for your breeding needs. To everyone, we wish you a very Merry Christmas and a prosperous New Year.



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