

Schiefelbein Farms

Record Times

Picture of Dad goes here

These are indeed exciting times. Never before in my lifetime has the beef industry been poised for such long-term profitability. Calf prices have continued to rise nearly almost all of this year as demand for quality beef continues to outpace supply. Calf prices in October broke all-time records with mid-500 pound calves earning as much as \$1.60 to \$1.70, netting some \$900 to as much as \$1000 per calf in some instances!

“The demand for Schiefelbein-sired calves has never been greater!”

While it has been a long time coming, finally cattle producers are getting the rewards they deserve for producing the greatest tasting beef in the world. As we've traveled across the country bidding on and buying our customers calves, it has really been a pleasure to see first-hand the value of quality genetics. The demand for quality Schiefelbein-sired calves has NEVER been greater!

Long-term Profitability Ahead

Even more exciting is the fact that long-term profitability is almost guaranteed for producers of high quality, value-added beef. Due to the unfortunate drought conditions in the southern plains, best estimates call for the cowherd to dwindle another 1% to 2% this year. Do some quick math and add a little dose of common sense and you quickly realize that these record prices are just the begin-

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FAST FACTS

About the Farm

- Established in 1955 by Frank & Frosty
- Run 800 registered Angus cows
- Feed several thousand cattle annually
- Own 4000 acres of grass and crops

A Family Operation

- Frank & Frosty
- 9 sons, 8 daughters in-law & 32 grandchildren, 10 great-grandchildren

Industry Focused

- Family is involved in the beef industry on both a national and state level
- Tim works for American Food Group, the nation's largest cow buyer
- Procure cattle for Niman Ranch



2012 Bull & Female Sale

- At the Ranch, February 18, 2012
- 300 Registered Angus Bulls
- 50 SimAngus Hybrid Bulls
- 30 Registered Angus Bred Heifers

For more information, contact:



Schiefelbein Farms

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Weaning Weights on the Rise

Schiefelbein Farms is happy to announce that the 2011 bulls have outdone themselves with some of the greatest weaning weights in our history. Not only did the WW EPD's incline, but the adjusted weaning weights were outstanding. During this fall, we've seen historic high calf prices, so all you need is an Angus or Balancer bull battery that creates big time weaning weights! More Angus pounds equals more dollars in your pocket.

This set of Schiefelbein bulls won't have any problems adding some extra pounds to your calf crop, coupled with our unique You buy, We bid policy, you shouldn't have any problem getting those market topping prices on your calves. As February comes closer, make your bottom line count and invest in Schiefelbein Farms. We'll add pounds to your calf crop and dollars to your check book, a nice rare combo in the beef industry.

Picture C

A Powerful Cow with a Powerful Calf

Give us a call and let us provide you with exceptional genetics that enhance your entire cowherd for now and years to come. Remember were in it for the long haul, just like you.

More Bulls, More Options

As the fall of 2011 rolled in, Schiefelbein Farms is happy to tell you that we've weaned the largest number of bulls in Schiefelbein history. Over 300 Angus and Black Balancer bulls are currently being developed for this February's sale. This will be a great advantage for you giving you many more options come sale day.

This group of bulls is not only are largest set, but the most complete set of bulls ever produced to date. The consistency and the quality run deep in each of the sire groups offered, thus giving you more options within sire groups. Also, with this batch of bulls, we are able to offer you larger sire groups, giving you more opportunities to buy a set of half brothers. Another advantage of this year's crop should lead you to the potential of more great buys. Increasing the bull supply can always create more economical benefits for, you, the buyers.

Mark down your calendar and highlight next February 18, if you're looking for a great buy at Schiefelbein Farms. More bulls will certainly benefit you come sale day with many more options including price, large sire groups, and deeper quality. If you weren't able to get that winning bid at last year's sale, your odds have just gotten better. More bulls do lead to more opportunities, especially for you.

***Check us out on the web at
www.schiefelbeinfarms.com***

Sale Facility Expanded!

Our state-of-the-art sale facility has undergone a major expansion due to the overwhelming size of the sale crowd last year. The new expanded facility will feature a near doubling of the capacity with a huge balcony addition along with a televised sitting area complete with a warm fireplace. The entry doors were also redesigned to keep all of our customers and guests warm and comfortable during the sale and pre-sale get togethers.

The new facility was designed to handle the capacity needs for sale day along with the comfort needs of all those that attend including ladies and young children. Come see for yourself this wonderful sale facility.

Picture A

Picture B

A huge crowd was on-hand

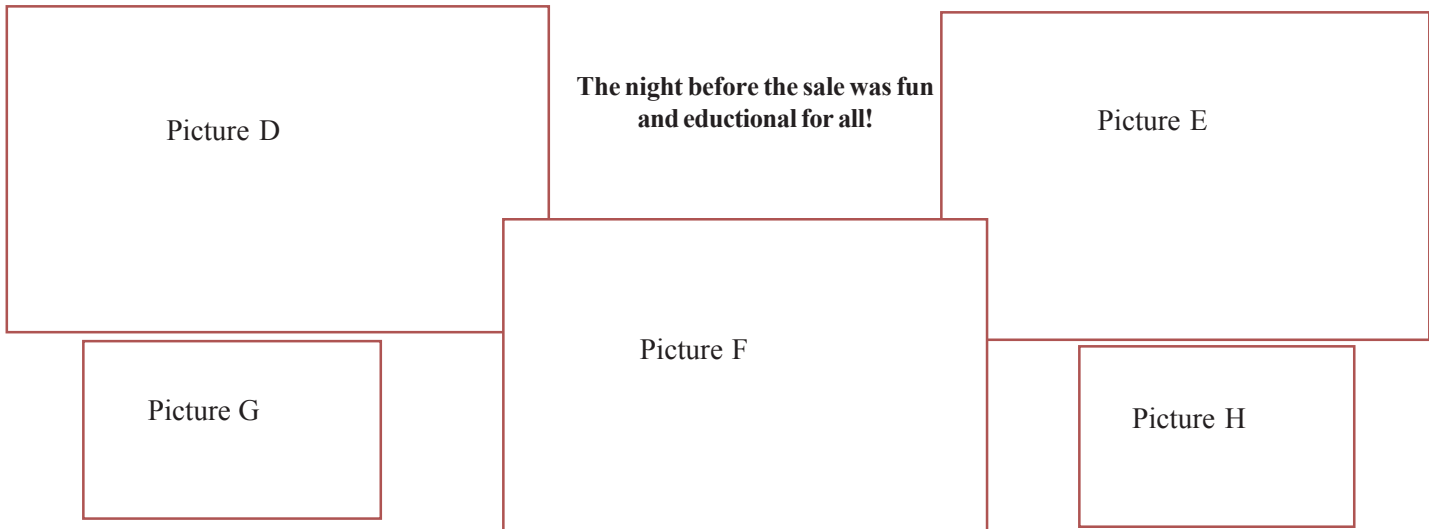
The Night Before the Bull Sale

Twass the night before the bull sale at Schiefelbein Farms
 The cowboys were looking at bulls till they saw with alarm
 The prime rib was being served and it was going quick;
 Everyone wanted more of their stuffed mushrooms on a stick!
 The open bar was a great big hit
 The Form-A-Feed people served drinks with some wit
 The speaking panel was full of industry leaders
 Talking about the value of Schiefelbein-sired feeders.
 When it was all said and done, it was interesting and fun!
 Join us February 17, as a thanks for the business we've done!

2012 Event Schedule

Friday, February 17, 2012
 Noon Sale cattle available for viewing
 Free sandwich lunch will be served
 3:30 p Bus tour of Schiefelbein Farms
 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 Dinner with all the fixings
 7:30 p Premium Beef Panel.

Saturday, February 18, 2012
 9:00 a Sale cattle available for viewing
 11:00 a Free barbeque brisket lunch
 1:00 p Sale begins



We Get Visitors

*In June, a **delegation from the country of Turkey** viewed the operation and discussed the possibility of sending Angus seedstock to their country.

* In July, **United FCS** (farm lender) toured the farm with their entire board of directors..

* The Dr. Tim Goldsmith and the entire **freshman class of vet students from the University of Minnesota** visited with the Schiefelbeins about the beef business. Dr. Goldsmith's advice has been invaluable.

* **Accelerated Genetics field staff lead by Don Trimmer** stopped by the farm to get more acquainted with our seedstock operation. According to Mr. Trimmer, to say they were impressed would have been an understatement.

Visitors are ALWAYS welcome!

Pfizer's Select Vac - The industry's leading preconditioning health program

We want our customers to receive maximum dollars for their calves. That's why once again Schiefelbein Farms has teamed up with the industry's leading preconditioning health program... Pfizer's Select Vac.

Many years and thousand of calves confirm that there's a reason Pfizer's health program is number one... plain and simple, it works! Sign up today for Pfizer's Select Vac program and let's work together to ensure that you get the top premiums that you deserve.

- | | |
|------------------------------|-----------------------|
| Pre-weaning (3-4 wks) | At Weaning |
| 1. Inforce 3 | 1. Bovi-Shield Gold 5 |
| 2. One-Shot Ultra 7 | 2. Ultrachoice 7 |

* Consult your local veterinarian for specific recommendations

Record Times (Continued from Page 1)

ning of what likely will be the best 10 year period ever in the history of the cattle industry. Keep in mind, to grow the cow herd, we have to keep back heifers. If we keep back heifers over the next 3 to 5 years, calf numbers will shrink dramatically more. The results will be sure to put smiles on the faces of cattle producers all across cattle country.

Shift in Demand for Quality Beef

Combine the decline in cattle numbers with the recent move by mega-meat seller Wal-Mart and the stage is set for long-term premiums for producers of high quality cattle. Wal-Mart shocked the retail world when it announced in October that they were going to immediately begin converting all 3800 of their stores to a

"Choice" beef product from a lower grade "Select" product. The result of this major move was a dramatic increase in value of high grading Choice cattle, currently valued at over \$150 per head more than their Select counterparts. If your genetics of your calf crop are capable of grading even 20% better than others, there are big premiums to earn.

Schiefelbein Genetics in the Drivers Seat

What does this mean to you? With your quality Schiefelbein genetics, you are positioned to be tremendously profitable over the next decade. Not only are the next few years likely to be among the best years ever for beef producers, but those with high quality, value-added genetics will stand to gain significantly more! Enjoy the ride. We all deserve it!

Annual Bull Sale... Saturday, February 18, 2012

At Schiefelbein Farms, Kimball, Minnesota

Featuring 300 Bulls: 50 Black Balancer (100% ET derived)
250 Registered Angus (mostly AI sired)

AI sires include: Alliance 6595, Objective T510 OT26, Final Answer 0035, Traveler 004, In Focus, Rito 112, Image Maker, Upward 307R, Magnitude, Bismarck, Pendelton, Total 410, New Frontier 095, Midland, Predestined, CAR Efficient, Lead On, Woodhill Mainline, TC Aberdeen, HA Program, Chisum, Pioneer, C C & 7, Network, B/R Ambush

Plus 30 Bred Heifers: Elite registered Angus mostly bred AI

Call & request your sale book today!

320-398-6952 (Frank)

320-224-5830 (Tim)

320-266-8487 (Dan)



Schiefelbein Farms

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