

# Schiefelbein Farms

## New Bull Sale Place, New Bull Sale Date



If you haven't heard the news, we have decided to change both our sale date and location for our 2011 bull sale. Please plan to be with us on February 19 at our ranch in

Kimball, Minnesota. I know you may be asking, "Why change anything when our bull sale has been among the most successful in the nation?" Yes, we know the old adage, "If it ain't broke, don't fix it." Believe me, the decision to move our sale was extremely difficult and was discussed among many different people. The final decision revolved around two major factors: 1) Weather risk and 2) Providing our customers with maximum flexibility.

**Weather Risk:** As our sale continued to grow, the weather-related risk grew even greater. Each year we stood a tremendous gamble that the weather would cooperate for the 3 to 4 days that the bulls spent away from their regular feed, water and surroundings. Had a quick-moving storm taken us by surprise while the bulls were at the sale barn, the results could be devastating. You just can't load up the feed and resources needed to care for 300 plus bulls for any extended time. It didn't make sense anymore for us move the now nearly 300 bulls from our state-of-the-art facility, haul them 425 miles and pray that the weather cooperates.

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## FAST FACTS

### About the Farm

- Established in 1955 by Frank & Frosty
- Run 700 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 & 30 grandchildren, 7 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 largest area packer
- Procure cattle for Niman Ranch



### 2011 Bull & Female Sale

- At the Ranch, February 19, 2011
- 250 Registered Angus Bulls
- 50 SimAngus Hybrid Bulls
- 35 Registered Angus Bred Heifers

For more information, contact:



### Schiefelbein Farms

74208 360th Street  
Kimball, MN 55353

320-398-6952 or 6953 (fax)

email: [info@schiefelbeinfarms.com](mailto:info@schiefelbeinfarms.com)

web: [www.schiefelbeinfarms.com](http://www.schiefelbeinfarms.com)

*“While no change is easy, we hope to make our sale change a positive experience for our valued customers”*



## Flexibility of Buy-Back Program

The Schiefelbein buy-back program was started in 1996 to help our bull customers market their high quality Schiefelbein sired cattle. After talking to many cow-calf producers it was obvious marketing was one area where ranchers appreciated help. The program has grown larger than we ever imagined as nearly one full-time person from Schiefelbein Farms works our customers marketing cattle.

From the start of the buy-back program we wanted flexible marketing alternatives for our bull customers. Whether our customers want to sell their cattle at the auction barn, on the video, or direct off the ranch, our goal is to help them get top dollar. This flexibility played a big role in this years' calf marketing because many customers wanted to sell early to lock in prices much higher than last year. Although buying from the auction barns is the easiest way to buy, we do not dictate any method of how our customers sell because nobody knows what the market will do. Already this year we have purchased over 10,000 calves (10,220 to be exact). We still will have plenty of buying power for those that have not sold yet so you can count on us to help in the barns as usual this Fall. The buy-back program has been a big undertaking, but we feel this added service, along with the best genetics in the industry, will keep our customers happy and loyal to our program. Thanks for the confidence you have had in the Schiefelbein program! See ya this Fall.

## Mark It Down

**New Sale Date:** February 19, 2011

**New Sale Location:** At our state-of-the-art sale facility in Kimball, Minnesota

**New Bidding Option:** Sale to be broadcast live on Superior Livestock, both over the internet and over satellite television.

**More of Everything:** 300 bulls will be offered including 40 outstanding Sim x Angus Balancers. Plus, 35 Elite Registered Bred Angus Heifers, all AI Bred!



Our State-of-the-art sale facility in Kimball, MN

## Schiefelbein Farms - the best value!

Schiefelbein Farms is committed to making our sale changes an overwhelmingly positive experience for all of our customers.

### Flexible Bull Arrangements

Keep your trailer at home! Schiefelbein Farms will deliver your bull purchase(s) at no charge to central points. You decide! Either deduct \$50 a bull off your invoice and we'll deliver your purchase(s) shortly after the sale OR we'll keep and feed the bulls for only \$50 and deliver them April 1.

### Make the Trip to Kimball

We are excited to show you the operation and let you see first-hand our impressive cow herd. In fact, if you

call or email us, we'll send you a \$200 gift certificate towards your 2011 purchases provided you attend our sale in person (please one certificate per ranch only).

### Source and Age Verify Your Cattle

Once again, Schiefelbein Farms has teamed up with Tri-Merit to provide age verification. Simply make a bull purchase and we'll pick up the \$100 audit fee.

### 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!

## Modern-Day Breeding with Old-Fashioned Values

In today's beef industry, it seems like more and more seedstock producers are making their breeding decisions based solely on paper genetics and today's fads. For example, they take Cow A's yearling EPD and add it to Bull B's yearling EPD and hope to get progeny that will

*"Our approach is based on breeding uniform cattle for uniform results"*

rocket to the top. This may seem like the best method to achieve the highest yearling EPD but don't forget about the several other genetic traits cattle possess as well as their visual appraisal. This method may produce one elite bull in a million, but what about rest of the bulls? Schiefelbein Farms believes that cattle need EPD's that are balanced straight across the board as well as looks to back them up.

Schiefelbein Farms takes a different approach to our

breeding program, a combination of modern methods with old-fashioned values. We believe cattle should have quality paper genetics and look the part. We match each individual cow up with AI sires that complement their EPD profile and also visually appraise each cow for its perfect match. We believe a combination of balanced EPD's and superior looks create the best genetics over the long haul. Our goal as seedstock producers is to produce over 300 bulls that will work for each individual customer EQUALLY. Whether you're looking at Lot 1 or Lot 300 we want to ensure you will get the best combination genetics offered in the country.

Our approach is based on breeding uniform cattle and getting uniform results. Isn't it nice to know what you're getting in genetics rather than hoping your seedstock producer did their math right? Schiefelbein Farms believes in cattle that look the part on paper and out in the pasture. Come out and see our cowherd and you'll believe in modern day breeding with old fashioned values.

## 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, Schiefelbein Farms hosted a group of University of Minnesota students conducting internships interested in seeing a progressive beef operation.

\* The entire freshman class of vet students from the University of Minnesota visited with the Schiefelbeins about the beef business.

\* Tom Emmer, candidate for Minnesota Governor, and his family stopped by the farm to get more acquainted with agricultural issues.

\* Plus, we had many, many bulls customers and other small groups or individuals stop by. **Visitors are ALWAYS welcome!**

*Big Frank and Tom Emmer talk candidly on an ATV*



## 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. *Bovi-Shield Gold 5 | 1. *Bovi-Shield Gold 5 |
| 2. One-Shot Ultra 8    | 2. Ultrabac-7/Somubac  |
|                        | 3. Dectomax            |

*\* requires that cows be vaccinated previously*

*\* Consult your local veterinarian for specific recommendations*

**Call & request your sale book today!**

**320-398-6952 (Frank)**

**320-224-5830 (Tim)**

or visit [www.schiefelbeinfarms.com](http://www.schiefelbeinfarms.com)

## New Bull Sale Place and Date *(Continued from Page 1)*

**Providing our customers with flexibility:** While no date is perfect, Feb. 19 was our attempt to move the sale date prior to when most ranchers begin calving. However, for those of you who simply can't get away, we have contracted with Superior Livestock Auction to broadcast the sale over the internet and on satellite television. Additionally, we now can offer you the flexibility of when you take delivery of your bulls (see article on page 2 for complete details).

While no change is easy and completely seamless, we do hope to make this sale change as easy as possible for you our customer. We want to thank Gary and Scott Vance for all of their support over the years. We truly value their friendship and appreciate the powerful bull market they have helped us develop. As always, if we can help you in any way, please don't hesitate to give us a call. We look forward to seeing all of you at our home headquarters on Feb. 19. It's an event you won't want to miss!

## Balancer Bull Power

This year's Simmental Black Balancer motto is quality and quantity. It's our most complete set of Balancers to date and we are going to be offering over 40 Black Balancers and Balancer II's for sale.

Once again all of our Balancers are a result of our embryo transfer program and all are homozygous black and polled. Here's a brief recap of our ET program: We sort through our entire Angus cowherd and pick our most elite cows and match them to the most popular Simmental bulls in the country. Examples of these awesome Simmental sires are Lucky Man and Invasion. These sires proved to be exactly the right fit with our elite Angus females. Our Black Balancer II's are the result of taking ET produced Black Balancer females and breeding them to the calving ease stud Mytty In Focus. The results from this mating are  $\frac{3}{4}$  Angus powerhouse bulls-- everything you wanted in an Angus with a hybrid kick. Please stop out and take a look at these futuristic bulls and become a Balancer believer.

## Annual Bull Sale... Saturday, February 19, 2011

At Schiefelbein Farms, Kimball, Minnesota

**Featuring 300 Bulls:** 40 Black Balancer (100% ET derived)  
260 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, Extra K205, Pendelton, Total 410, New Frontier 095, Midland, Predestined

**Plus 35 Bred Heifers:** Elite registered Angus guaranteed AI bred



320/398-6952 or 320/224-5830  
Email: [info@schiefelbeinfarms.com](mailto:info@schiefelbeinfarms.com)  
Web site: [www.schiefelbeinfarms.com](http://www.schiefelbeinfarms.com)  
74208 360th St., Kimball, MN 55353

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