

Schiefelbein Farms

One Goal NOT One Trait

Picture of Dad goes here

As we enter the fall season and it's time to sell those weaned calves, one must ask themselves, "What else can I do to improve the worth of these calves?" Are there certain traits that I need to improve that will make me a more profitable producer? The answer to these important questions can be a simple one if you just apply a common sense approach to your breeding program. If your goal is to achieve the most profitable animal, you won't get it through single trait selection. This may be the trendy technique that the industry promotes (i.e.-the bull of the month), but long term profits for commercial producers will endure the flaw of this narrow approached method.

Herb Brooks, the head coach of the 1980 Olympic Gold Medal winning USA hockey team was asked how did you pick your players for that heroic team? His quote was the following; "I didn't pick the greatest players, but I picked the right players for the team." Before USA came home with their gold medals upon defeating the Russians in there "Miracle" mission in 1980. All the hockey experts looked down upon Brooks' team for their somewhat no name mediocrity team. Why in the world wouldn't he pick the greatest players? Once the so-called experts with dropped jaws saw the Gold medals come home to USA, they realized the bigger picture that was seen only by Brooks at the

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“If your goal is profitability, you won't get it through single trait selection”



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, 7 daughters in-law & 28 grandchildren, 2 great-grandchildren

Industry Focused

- Family is involved in the beef industry on both a national and state level
- Tim is the head cattle buyer for Swift and Company, the nation's 3rd largest packer
- Procure cattle for Meyer Natural Angus



Females Available This Fall

- 40 registered Angus bred cows
- 20 spring-born open Balancer heifers

Spring 2007 Bull Sale

- Faith Sale - Saturday, March 17

Coming Fall, 2007

- 1st Annual Female Sale

For more information, contact:



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Predictable Genetics Pay More Than Ever

The 2006 feeding year was disastrous for most cattle feeders. The futures market hit all-time highs--only to erode in one of the biggest drops in history. Fortunately, the cattle that we fed fared much better than average. Nearly all of the cattle we bought were sired by a high percentage of our bulls, and we had experience feeding these cattle in prior years. There were no questions about how they would gain or when they would finish, so the cattle were much easier to hedge. Placing hedges

"The key is knowing how your cattle will perform on the rail"

earlier rather than later was a huge advantage with the decline of the market. In addition, cattle with the ability to marble can be pushed harder and still grade choice; knowing the consistent performance of these cattle, we were able to push them to finish more quickly--before the big drop in the market. But one of our biggest

advantages was knowing how our genetics perform on the packer's rail. Because of this, we put all our cattle in value-based carcass programs without any hesitation. Some of the cattle were marketed as natural, and others were marketed on a source-verified grid--both yielding strong premiums. The key to taking advantage of these programs is knowing how the cattle will hang on the rail. Inferior carcasses cause huge losses in either program--which is why most feeders cannot take the chance. Reliable performance is the reason it is crucial for us to buy calves from our bulls. Even before we buy them, we know what to expect in the feedyard and on the rail.

We closed out the 2006 feeding year slightly profitable at +2.20/head; not much, but it beats the \$150/ head hit some took. A few customers asked why we take such risks for a couple bucks per head. The answer is simple: We believe in our cattle and our program. That's why we bid aggressively on calves from our bulls. In this way, the value of our bulls' feeding and carcass traits is passed on to the cattlemen who use them...as it should be.

Building New Opportunities

We are just in last finishing touches of our newest cattle facility. This state-of-the-art building is designed to give us more flexibility to better serve our customers. The facility has been on the drawing board for almost 3 years. We are really excited about its potential.

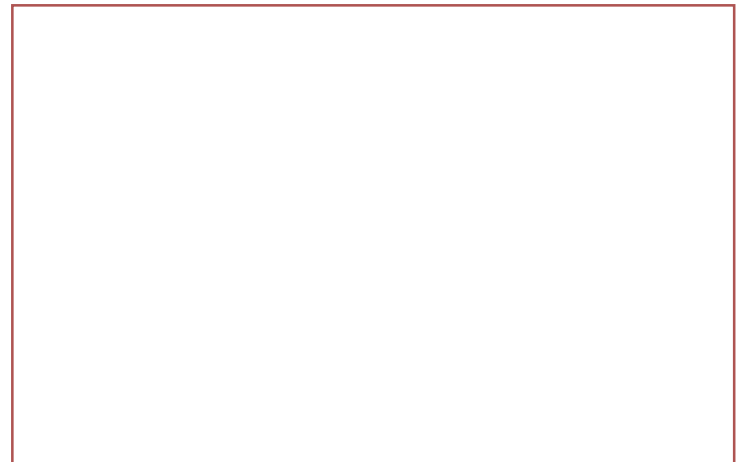
The primary facility is a 420 foot by 65 foot monoslope bull development center with a concrete bunk, and feed alley all under roof. The building is divided into seven (7) sixty foot wide pens, each with an 150 foot outside run. This unique setup will allow us to conduct exclusive feed efficiency research by sire groups. We have long known that significant variation occurs in efficiency. Now, we'll be able to document and propagate those sire lines with improved ability to convert feed to gain.

Connected on the west side our bull development and research facility is our processing and sale arena. This processing area consists of a circle tub with flowing water underneath to maximize cleanliness and multiuse. This 40' x 120' building will allow us to host an annual seedstock Angus female sale beginning Fall, 2007. We plan on offering 100 cutting edge, bred Angus heifers along with a few elite show heifer prospects.

This new facility will also allow us to develop some of our later born bulls (end of April) into 18 month old bulls. We are contemplating offering a select group of these 18 month old bulls at the sale event as well.

Additionally, this new facility will allow us to calve a couple of weeks earlier as the sale facility can easily be converted into a heated calving barn.

We are extremely excited about all the opportunities this new facility will allow us to provide for you. If you find some time, we'd love to show you around.



Genetic Edge

There are two main genetic "buzz words" that are being talked about today in the industry; performance and carcass. Although these are important traits, they aren't the only traits that need to be examined when creating a profitable calf. Many seedstock producers are using embryo transfer programs to find these outliers in those specific traits. The problem that can occur from this activity is single trait selection.

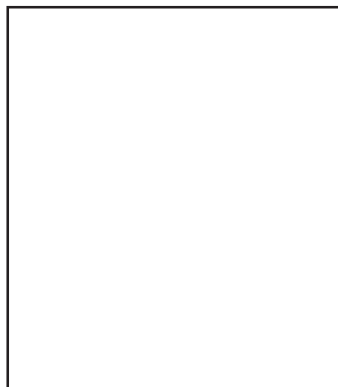
Schiefelbein Farms in the past few years have aggressively implemented an embryo transfer program. Unlike other seedstock producers who focus on single traits, Schiefelbein Farms focus on a complete genetic package. Single trait selection can benefit short-term gains by being a fashionable trend in the industry. However, in the long haul, superior balanced genetics can and will create the most long-term gains for the average commercial producer.

Schiefelbein Farms pursuit for the "complete" genetic package always starts at our embryo transfer program. Each year, we sort through our 700 genetically engineered females and narrow those numbers down to a dozen, elite flush candidates. These elite cows not only have superior EPD's, but they excel in the "real world" characteristics (i.e. maternal ability, disposition, feet and legs, and of course longevity). In this past spring, Schiefelbein Farms matched these elite ET donors with some of the best AI sires offered in the country. These precision matched matings produced 250 embryos that have been implanted not only into our herd, but also into three other elite commercial operations. Our goal is to meet our expanding demand with a supply of full blooded bulls and heifers offered for sale in the coming years.

The future is not the pursuit of just one trait, but it's finding that perfect balanced genetic beast. Schiefelbein Farms through our extensive ET program is on the brink of discovering this genetic edge through our "balanced trait attack" philosophy. Feel free to give us a call and learn about our exciting and ambitious ET program.

Schiefelbein Farms...
the 21st largest seedstock
producer in the U.S as
reported by Cattle Fax.

Meet the Family



Spotlight on Mike

Mike is brother number six. Mike owns and operates his own prosperous trucking company, Schiefelbein Trucking, headquartered just North of Kimball. When Mike is not trucking, he is pitching in on the farm.

Mike, along with brother Bob, manages our grain marketing program. Mike has specific responsibilities when it comes to contracting and delivering corn and soybeans.

Mike is married to Teresa, a native South Dakotan hailing from the corn capital - Mitchell. Teresa works hard raising two wonderful twin boys, Skylar and Brandon. Teresa stays busy volunteering at the local food shelf and teaching religious education.

Pfizer's Select Vac - Source Verification plus 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.

Years and thousand of calves later confirm that there's a reason Pfizer's health program is number one... plain and simple it works! Plus, now Select Vac is your quick and easy way to capture those valuable source verification premiums. 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)

1. *Bovi-Shield Gold 5
2. One-Shot Ultra 7

At Weaning

1. Bovi-Shield Gold
2. Ultrabac-7/Somubac
3. Dectomax

* requires that cows be vaccinated previously

* Consult your local veterinarian for specific recommendations

One Goal Not One Trait *(Continued from Page 1)*
time. Don't focus on just individual stars, instead focus on one balanced overall team.

Oddly enough, this parallel can be easily seen in today's cattle industry with the popularity of single trait outlier sires. It seems as though if a bull with an outstanding EPD for marbling is deemed the greatest thing since sliced bread, a bull like that has to be the bull to use for my breeding program. This thinking goes for many of these other single trait elite sires that could focus on just milk or a big popular movement (growth). Many experts will jump on the bandwagon and praise them for improving the breed and the overall industry. Currently, not one bull in the Angus Sire Summary has an above average number for all 20 major traits! This is the evidence that popular belief suggests go for the outliers instead of a complete package. But let's all remember the "Miracle on Ice" lesson that Herb Brooks unwittingly taught the beef industry 26 years ago. Don't focus on the greatest individuals for your team, but pick the right players to make a great team! The parallel you can see in the beef industry is that instead of pursuing seedstock producers who have the elite single trait sires that leave many other important traits on the wayside of a long term profitable cattle herd. Find a seedstock producer who looks at all the traits and views them with equal importance for long haul profits.

Schiefelbein Farms follows the Brook's model for a

solid breeding program. We don't focus on producing cattle with just one solid trait; we have a balanced trait attack. Our approach is having good numbers across the board and leaving no traits behind. Each trait can be a valuable asset, but having a solid set of monitored traits can create even more profits. Many times when you single trait select, there can be an adverse relationship

with another important trait, thus getting you nowhere fast. If you give a balance of merit to all the important traits, you'll find yourself with a breeding program that will be more profitable through the long-term test of time!

So when you ask yourself, what traits can I look for to improve my breeding program to make more profitable calves? The answer is simple, go for the gold and find a producer who has a common sense

approach and focuses on all the traits. No traits left behind will equal no dollars left on the table. If your goal is to become a more profitable producer, it will certainly take more than one trait to accomplish this mission. Schiefelbein Farms follows this strategy, give them a call and get in on their game plan for a profitable future.

**One of our typical balanced Herdsires...
Schiefelbein Excel**

2007 Bull Sale Date

Sat. March 17

Faith, SD

200 Angus Bulls



Schiefelbein Farms

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