

# Schiefelbein Farms

## Branding Cattle without an Iron

Picture of Dad goes here

Cattle have been iron branded since the early stages of their existence in this country. Each and every year, the boys go out to round up their herd, and with the

assistance of their family or neighbors they put their brand on their cattle. That brand not only stands for their ownership, but it stands for their pride and joy in what they accomplished during the year. While times may not be changing the brands on the side of the cattle, there is a knew kind of "brand" that represents the reputation those cattle have in the pasture, in the feedyard, and on the rail. And this reputation-oriented brand can certainly pay dividends when it's time to sell those calves.

A perfect example of the power of a reputable brand can be found in the fast-food industry. McDonald's is one of the largest, most successful fast-food restaurants in this country because of three main components: they are fast, they are cheap, and they use American beef. Recently, due to competitive pressure in the fast-food industry, McDonald's made a tactical error. They changed one of the three main components that made them king of the hamburgers. To lower their initial costs, they decided to use the cheaper priced, imported beef. The "brand" that existed

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## FAST FACTS

### About the Farm

- Established in 1955 by Frank & Frosty
- Run 600 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 & 25 grandchildren

### Industry Focused

- Frank Jr. & Frank III are involved in the beef industry on both a national and state level
- Tim manages live procurement for Swift & Company, the nation's 3rd largest packer
- Don is the executive director of the American Gelbvieh Association



### Females Currently Available

- 150 purebred Angus Heifers
- 50 Black Balancer Heifers

### Spring 2003 Bull Sales

- Faith Sale - Saturday, March 15
- Valentine Sale - Thursday, April 3

*For more information, contact:*



**Schiefelbein Farms**

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*"The Schiefelbein brand stands for high quality, consistent cattle"*



## Value of Cooperation

Vertical cooperation is a necessity for maximum profit. Over the years, Schiefelbein Farms and their customers have certainly understood the value of cooperation. A recent example of this value is the Schiefelbein buy-back program in New Mexico. In the last two years, through the efforts of beef extension agent and local cattle rancher Blair Clavel, Schiefelbein Farms Buy-back program was implemented in the great southwest. New Mexico ranchers purchased Schiefelbein bulls and the Schiefelbein Farms followed up by purchasing some New Mexico calves.

That first year, we experienced significant health problems with the calves we purchased. Death losses were high resulting in big feeding losses. Through the cooperation of Schiefelbein Farms, Bezner Beef, Blair Clavel, and the New Mexico ranchers, we came up with an effective vaccination and management program. This year, Schiefelbein Farms once again purchased calves from those New Mexico ranchers. As of right now, the mortality rate for those calves at Bezner Beef is well within acceptable ranges. Now that's an example of the value of cooperation!

## Branding Cattle without an Iron *(Continued from Page 1)*

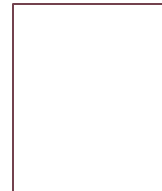
on the famous Big Mac could no longer include "made with 100% American beef." Since the inclusion of imported beef, McDonald's market share has taken a turn for the worse; for the first time in their long and profitable history, the McDonald's corporation lost money. Consumers are dissatisfied with the consistency of the burgers and are much more suspicious of the imported beef. No longer does McDonald's offer the same proven Big Mac brand, made with American beef. Without that brand, McDonald's has become just another cheap burger place.

Schiefelbein Farms understands that putting a reputable brand on your cattle can be a valuable asset. The Schiefelbein brand stands for high-quality, consistent cattle, with a solid reputation. Such a brand is wanted and needed in the beef industry. The goal of the Schiefelbein brand is to put more dollars in your pocket, and the formula is simple: use Schiefelbein bulls in your herd and watch the returns come in. Not only will you receive a premium price for your predictable calves through the Schiefelbein Buy-Back program (where we bid on or buy Schiefelbein sired calves), but each year afterward the reputation of those calves will grow by leaps and bounds. Your Schiefelbein sired

## Meet the Family

The success of any organization always comes down to the people involved. Schiefelbein Farms is no different. We have been blessed to be able to work together as a family... not an easy task considering that our family consists of Frank & Frosty, their 9 sons, 7 daughter in-laws and 25 grandchildren.

### Spotlight on Bill Schiefelbein



Bill was the 3rd oldest of the nine sons. Bill attended the University of Minnesota majoring in Animal Science. Unfortunately, Bill developed a mental condition in his early twenties... paranoid schizophrenia. This terrible disease takes

control of the mind, turning yourself into another person that believes everyone is out to get you. Bill battled this relentless disease for over 10 years before taking his own life in 1992. Since that time, Frank has devoted a huge portion of his time and energy towards working to cure mental illnesses. Frank currently serves on the Minnesota Mental Health board where he is working to ensure that people suffering from mental illness are able to receive equitable treatment and health coverage.

calves will be sought after because of their reputation of consistency and quality in the pasture, in the feedyard, and on the rail. These are the traits that the industry has been looking for in recent years. The Schiefelbein added-value brand will put you ahead of the cattle industry curve—genetically *and* financially.

This spring, when it's time to purchase bulls for the upcoming year, remember: your iron brand will stand not only for the ownership of your calves, but also for the quality of the calf behind it. Make sure that your brand stands for reputable, Schiefelbein sired calves that will perform well across the board. Just ask a McDonald's executive if brands are important and affect the bottom line. And if you don't believe them, ask a Schiefelbein customer if their calves are worth more at sale time. The answer is simple: "It pays to have **Schiefelbein** sired calves!"



**Schiefelbein Farms**

*check us out on the web*

**www.schiefelbeinfarms.com**

## A Sample of the Bulls Selling

Tag	Calved	Sire	----- Angus Based EPDs -----										
			BW	AWW	BW	WW	Milk	YW	SC	CW	Marb	Rib	Fat
252	02/26/02	CONNEALY DATELINE	82	669	2.0	39	16	74	.52	6	.13	.16	.00
282	02/26/02	SCHIEFELBEIN HILTON 416	85	744	2.9	44	14	79	.63	0	-.08	.05	.02
362	03/01/02	CONNEALY DATELINE	72	711	1.1	42	14	73	.47	8	.11	.24	.00
392	03/03/02	MINERTS FORTUNE 2000	76	680	1.0	36	17	65	.46	-2	.17	.06	.01
432	03/04/02	SITZ ALLIANCE 6595	78	694	2.1	45	23	80	1.05	-1	.09	.04	.02
632	03/10/02	S A F FOCUS OF E R	85	670	2.0	35	23	64	.18	-3	.09	-.01	.01
762	03/13/02	S A F FOCUS OF E R	76	680	1.1	41	19	71	.38	3	.14	.12	.00
802	03/14/02	HIGH VALLEY 4C6 AMBUSH	84	664	1.8	39	21	67	-.05	5	.02	.05	.02
812	03/14/02	S S Traveler 6807 T510	84	710	2.0	35	15	69	-.02	-2	.02	-.03	.01
822	03/14/02	Rito 6I6 of 4B20 6807	81	658	1.7	35	18	66	-.14	-1	.12	.12	-.01
982	03/16/02	S A F FOCUS OF E R	68	682	2.3	38	16	61	.45	-1	.09	.08	.00
2002	03/25/02	T C A Blackhawk	102	669	4.3	41	24	72	.64	8	.04	.07	.00
2122	03/26/02	SCHIEFELBEIN TARGET 439	89	695	1.9	38	20	66	.16	-6	.12	.14	.00
2862	03/29/02	N BAR EMULATION EXT	96	704	5.7	38	19	69	-.05	11	.05	.09	.02
2892	03/29/02	GW LUCKY BREAK 047G (SM)	96	660	7.9	42	26	71					<b>Simmental Black Balancer</b>
3062	03/30/02	TC STOCKMAN 365	100	686	3.2	36	26	65	.23	5	.17	.22	-.04
3402	04/01/02	SCHIEFELBEIN WALL ST 1409	101	715	3.6	49	13	76	.56	-3	.11	.03	.01
3442	04/01/02	SCHIEFELBEIN COMFORT 1418	103	718	4.3	44	19	66	.03	4	-.01	.17	.00
3482	04/02/02	M/L ADVANTAGE (GV)	93	640	4.8	42	27	61					<b>Gelbvieh Black Balancer</b>
3662	04/02/02	S A F FOCUS OF E R	87	665	1.4	40	20	70	.23	-2	.07	.05	-.01
3702	04/03/02	SITZ ALLIANCE 6595	90	685	1.2	42	21	61	1.00	-2	-.01	.03	.02
3762	04/03/02	SCHIEFELBEIN SEMIFINAL 78	93	754	3.8	41	18	72	.46	6	-.18	-.04	.02
4242	04/07/02	SITZ ALLIANCE 6595	88	652	2.8	40	23	73	.96	1	.03	-.06	.03
4292	04/07/02	S A F FOCUS OF E R	92	655	2.2	42	18	73	.16	1	.13	.06	.00
4422	04/09/02	B T Ultravox 297E	88	642	2.9	42	24	74	.22	8	.18	.18	.01
4452	04/10/02	B T Ultravox 297E	98	705	4.5	38	28	67	.37	2	.14	.10	.01
4592	04/12/02	SITZ ALLIANCE 6595	92	658	2.9	39	21	72	.79	3	.07	.03	.03
4622	04/12/02	SITZ ALLIANCE 6595	94	668	2.9	37	28	68	.64	1	.06	.01	.02
4752	04/14/02	CK BRONCO 411G (GV)	92	678	5.1	48	16	64					<b>Gelbvieh Black Balancer</b>
4852	04/16/02	GW LUCKY BREAK 047G (SM)	93	675	5.7	36	27	64					<b>Simmental Black Balancer</b>

### Clip and Mail Today:

Please send me more information on:  Faith Bull Sale  Valentine Bull Sale  Private Treaty Bulls



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 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Email \_\_\_\_\_

# You Buy, We Bid!

***At Schiefelbein Farms, we don't just sell bulls!***

*We ensure our customers' success by actively purchasing calves sired by our bulls. Each time our customers have calves for sale, we're either in the seats or on the phone: protecting, bidding or buying our customers' calves -- helping them bring top dollar.*

*Over the past 10 years, we've been bidding on and buying calves sired from our bulls. In 2002 alone, we bid on 7,500 head of customer calves -- purchasing 50% of them. 100% of our customers received a premium... and most topped the market.*

*Contact us today for more information on our unique program and our upcoming bull sales.*

## 160 Quality Bulls

**Sat. March 15**

1 pm MT

Faith, SD

Faith Livestock

80 Angus Bulls

20 Black Balancer Hybrids

**Thurs. April 3**

1 pm CT

Valentine, NE

Valentine Livestock

50 Angus Bulls

10 Black Balancer Hybrids

**Sell in Two Big Days at Two Locations**



**Schiefelbein Farms**

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**First Class**