

Meanwhile... Back at the Ranch

Fall 2018

 DOWNEY RANCH, Inc.

Kniebel Cattle Co. 

I'm not done harvesting and I can't go to your sale!



A month ago, it looked like we would have plenty of open, dry days to get weaning, wheat planting and fall

harvest accomplished in a timely manner. However, Mother Nature said, "Hah...I will show you who is boss!" Now we're anxiously awaiting dry days to attack the fields. May we suggest some alternate ways to still take advantage of the benefits of buying your bull now.

Look at the bulls now while they are still out in the pasture or watch the videos online. Depending on your preferences, we can go a couple of ways. Some folks like to do everything on their own.

Others like to visit with us about their parameters before the sale and choose bulls that fit those specifications.

Regardless, if your sight-unseen purchase walks off the trailer and is not what you want, he goes



back on...no questions. We have sold many bulls this way and have had 100% satisfaction.

OR, you can mark the ones you like, and go to DVAuction.com and bid on those bulls during the sale. If you can not be online "live," DV offers "Proxy Bidding." Put in the max bid you would pay on a bull and the system will bid for you while you are working elsewhere. It does not run your bid, AND, we don't either!



Videos are online now. Take a look and choose a course of action.

1. Sit at home online during your lunch hour and bid at DVAuction.com. This option gives YOU the most control.
2. Be on the phone with someone at the sale. Please work with us ahead of sale day so we can make sure you're on the line at the proper time.
3. Give your bids to one of the ringman or a rep from the breed associations to bid for you. Their names and numbers are at the front of the catalog. This is also an excellent option that many customers like.

4. Go over your thoughts with us beforehand and let us handle it start to finish. We will never abuse your trust or run you on a bull. EVER. We do this for a number of customers!

Our goal is to make your bull purchasing experience as easy as possible! Don't let the fall weather and busy schedules keep you from getting the bull you need from KCC & DRI this fall.



Don't forget the Heifers!

We offer heifers every year selected from the heart of our herds. These are not put-together heifers! We offer them in groups of 3-5 so that you can get true, replacement quality heifers without setting aside pasture and resources to raise your own. Buying also lets you depreciate and possibly pay less in income taxes (consult your tax advisor). And don't forget, we offer our exclusive

Live Calf Guarantee!

That means we keep your heifers, calve them out and guarantee you a live calf. A lot of our customers have come to appreciate the ability to get some of the best replacements anywhere without having to check heifers. Let us go out through the night, in the cold and snow while you stay snug in your bed!

This option is available on sale day.

Bidding Online with DVAuction.com

1. Visit DVAuction.com and click "Create New Account" at the top of the page.
2. Complete your registration, go to the KCC/DRI production sale page and click "Apply to Bid." You will be asked for some banking information.
3. DVAuction.com will contact your bank to verify your information.
4. DVAuction.com will contact you to let you know you've been approved.
5. Put in a proxy bid ahead of time OR log in on sale day and bid live. There are bidding tutorials online at DVAuction.com!



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Important Dates:

- November 2: SALE DAY!
- ASAP: Have your vet conduct Breeding Soundness Exams on your bull battery BEFORE sale day. That way you have options if you need to replace a bull.



Why Buy a Bull This Fall? (Even if you Calve in the Spring)

While some of you have fall calving herds, most producers in our area are spring calving herds. Those of you with fall herds know the benefits of turning out that 20 month old bull on your cows.

Those of you with spring herds however may be thinking to yourself, why would I want to buy a bull now when I don't need him until spring? Our customers have really come to appreciate some points you may not have considered, regardless of when you calve.

Benefits of Buying your bull(s) from DRI/KCC this fall:

- Depreciation expense is available THIS YEAR. Why lend Uncle Sam your hard-earned money?
- Your older bull can cover more cows, requiring fewer bulls and saving you money. An 18 month old bull is worth more to you this fall than a yearling! A two year old is worth almost TWICE as much in the spring as a yearling!
- Your older bull does not need a lot

of extra care, unlike a yearling. He is a working man now.

- You don't have to work around calving, spring planting, burning, snow storms etc to attend a bull sale in the spring.
- Your KCC/DRI older bull is backed by over 20 years of dedicated programs that places the needs of the commercial producer first.
- You'll be doing business with programs backed by people with unmatched integrity who treat you like friends. In fact, our neighbors are amongst our longest standing customers!

Growth and Mature Size

It's a trade off. We all need cattle that can GROW. Our industry pays on pounds. Whether you sell calves at weaning, grow those calves and then sell, or retain ownership through the feedyard, pounds pay.

If you use a bull as a terminal sire (you're selling ALL the calves), then you don't really need to worry about the mature size of those calves. Most of us retain females though, and unless you're very careful about your bull selection, you can end up with elephants for cows.

Both operations look at EPDs & data for yearling frame and mature frame. We like to see their yearling

frame estimate bigger than their mature. That tells us something about the growth curve of those animals. It means they have the punch to grow rapidly, gain nicely for you through the feelot phase, but then shut it down.

We've seen bulls over the years that leave females that are still growing at 3 & 4 years old. Not only do they end up huge, they have a lot more trouble getting bred, especially for that 3rd pregnancy when they're still growing but not getting extra feed.

What does this mean to you? Be assured we're watching that relationship between growth and mature size and like everything, we're working towards a balance.

Remember; optimum vs. maximum.

