

Meanwhile... Back at the Ranch

 DOWNEY RANCH, Inc.

Kniesel Cattle Co. 

Coming This Fall: 120 Older Bulls!

Bulls are done with test, and the data is in. They performed extremely well this winter & we're confident you'll like them! Remember, they'll be 20 months old at our Nov. 2 sale!

Red Angus Sire Groups



HXC Salute
5500C (left),
is a Pledge
son KCC
purchased
from Hueftle

Red Angus. He is a 3/4 brother to the ABS bull Allegiance and Genex's Declaration. The Pledge sons are known to have improved feed efficiency, increased carcass performance, and our Salute bull is still in the top 4% of the breed for Herdbuilder, with a whopping 174!



We also have 5L **Defender** sons, one of the most sought after sires in the breed to-

day. His dam had 16 *natural calves*, and proved her worth many ways. Remember, the "cake" (see p. 2) is very important! He adds dimension and fleshing ability and still has extreme carcass value along with being a heifer bull.

Our Hard Drive sons were right behind Salute's in gain test and type. LJC Merlin is another sire that has some tremendous bulls in the pen. The Merlins have body, depth and eye appeal, and are also heifer bull candidates!

Rounding out the offering, sons of Heritage, Pursuit, Pinnacle, Hard Drive, and Marblin' Man and more!

Black Angus Sire Groups

We'll have some of the first **Jindra Acclaim** sons anywhere.



While moderate, fertile cows will always be our focus, we recognize the need for some growth-type sires in the mix, thus our use of Acclaim (above). A true calving ease bull, he posts top 1% WW & YW EPDs. Carcass EPDs are in the top 25%. As you might expect, his \$Beef is top 1% too. We think he has a carefully thought out place in our herd and yours.

Keeping in mind that fertility and moderation is the key to long-term financial soundness, we continue to use DRI Super Bowl where we can. High-fertility semen, natural fleshing ability, longevity (his 14 year old dam just dropped another 1st service AI calf), and several full brothers doing the same thing in other herds make him one we want to stack up in our pedigrees.



Other sires represented in this year's bulls are Capitalist (left), Mohenen Substantial, Comrade, CTS Remedy, Rockmount, Guinness and more.

We work hard to bring you balanced genetics that'll keep you in the black now & 10 years from now!

Available NOW! Select Yearling Bulls!

You've asked, so we're now offering bulls for spring delivery!

We want to be your full service genetic provider for spring AND fall. We'll still have our age-advantaged 20 month old bulls in our Nov. 2 sale, but **if you need a bull now, come see the line up!**

They are fully tested, guaranteed and

ready to go to work, just like everything we sell.

For more information:

KCC - Red Angus (620) 767-2180
www.KCattle.com

DRI - Black Angus (785) 556-8160
www.DowneyRanch.com

Call or visit today!



Kevin Kniesel (620) 767-2181
Mary Ann Kniesel (620) 767-2180

Joe Carpenter (785) 556-8161
Barb Downey (785) 556-8160
Spencer Jones (620) 640-4593





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Important Dates:

- ASAP - Breeding Soundness Exams on all bulls before spring turn out
- Sept. 20 - cut-off date to preg replacement heifers, then call KCC and deliver to KCC Feedyard (see "Lemonade" article)
- Fri, Nov. 2, 2018 - DRI/KCC Annual Production Sale



Why Should YOU Do Business With US?

This month, we're turning Lemons into Lemonade!

No one wants to have open heifers at pregnancy check time, but let's face it, 100% bred is rarely ever accomplished (and probably shouldn't be!). So now you have a few open heifers and off they go to the sale barn, usually during peak cull cow dispersal time, which means lower prices. We have an alternative option.

18 month old heifers are still young enough to feed without risking hard

bone issues (less value), feed like a dream and usually return much more value than selling them as feeders. We have pooled customers' open heifers for a few years now, feeding them together and marketing in early January.

Open heifers this past fall averaged \$1016/hd value in September, cost about \$269 in the feedlot, and sold for \$1,570 returning an **additional \$285 per head** to the operations!

How do I participate?

First, let us know you are interested! Then, it is as simple as getting your **heifers pregnancy checked by the third week of September**, bring them to our feedlot making sure they have appropriate tags, vaccinations, and deworming (we can help with that), and leave the rest to us!

Cakes & Frosting - an Editorial

You'll hear us talk about our cowherds as well-made cakes. And we want you to say, "Oooh. That looks good!" But what if you get home from the bakery only to discover under the pretty frosting is only a cardboard form instead of substantial layers of delicious cake? If we're truly talking cakes, well, your party's ruined. But if we're talking about your cowherd, then your financial future may be ruined.

A whole lot goes into our cake-baking. Thoughtfully designed matings that emphasize reproductive efficiency out on range FIRST. Then we mix in the optimum blend of structure, milk, growth, temperament, etc. so that

your cake is substantial and delicious. We develop bulls slowly so the bake is just right. Then we frost the whole thing with service, honesty, and integrity.



More Calves at Weaning Pays the Bills.

Reproductive efficiency is the #1 predictor of profitability, period. All the EPDs in the world are no good if there's no calf in the weaning pen. You can't get dollars at the sale barn nor carcass premiums on the grid if you don't have that calf to begin with. Your seedstock provider

can make or break you, so bet your future on someone who's betting *with* you.

We promise a well-baked cake. With frosting. Everytime.