

Meanwhile... Back at the Ranch

DOWNEY RANCH, Inc.

Kniebel Cattle Co.



While we've known a lot of you for **MANY** years, we're expanding our reach this year, so...

Allow Us to Introduce Ourselves...

This fall will mark the 18th year of production sales for DRI and KCC. Prior to that, we sold bulls and heifers private treaty, starting in the 1990s. And before registered cows? Both families had (and STILL have!) commercial cow/calf operations with very specific ideas of what "good cattle" ought to mean. Because we both fed cattle (since 1878 in KCC's case!), we had a laundry list of genetic requirements centering around sound, functional & efficient cows that could raise a calf every year who could then go on to perform well in the feedlot.

Sounds simple, right? Wrong.

It was hard to find seedstock providers that put it all together. Some depended on a feedbucket too much and those kind failed to thrive & breed in our environment. Some had no eye on the end product - BEEF - and those cattle didn't perform in the feedyard or on the rail. Some

were after the 'latest & greatest' with no eye on the customers' long-term profitability. And still others? You'd turn around and there was another dispersal - here today, gone tomorrow, and heaven help you if you had a problem.

In It for the LONG HAUL

We started titling our sale and "In It for the Long Haul" came naturally. It put into one, short & sweet sentence what we aim to be; someone you can count on, someone who's here today AND tomorrow, and someone who has YOUR long-term best interests driving everything we do.

There are no shortcuts.

Some say we could have expanded faster. But we think we're right where we need to be. Yes, we're growing our operations, but thoughtfully and deliberately. You see, identifying and amplifying our best cow lines takes time. Becoming the reliable provider of stock that takes your herd consistently forward is not an overnight proposition. No shortcuts

to developing bulls either. Slow and steady, out on pasture or big traps means long-lived, rugged athletes **MADE** for the job



Kevin & Mary Ann Kniebel (top)
Joe Carpenter & Barb Downey (bottom)

Joe's looking for more.

Follow his gaze and turn the page!



Kevin Kniebel (620) 767-2181
Mary Ann Kniebel (620) 767-2180
www.KCattle.com



Joe Carpenter (785) 556-8161
Barb Downey (785) 556-8160
www.DowneyRanch.com

Sale Day 2020: What will happen because of COVID-19?

Our sale is called "In It for the Long Haul." This year, we almost renamed it "The Come Hell or High Water Sale!"

First of all, we all need to be prepared that you may not be able to attend the sale in person nor maybe even WANT to attend, depending on your family situation and what's happening in the world come November. MAYBE we'll have restrictions, maybe not. Regardless, we need to be prepared for just about any situation come Nov. 6.

So, what if we can't have a public gathering or if someone in your household is "at-risk" and you need to stay at home?

1. Check out the offering from now until sale time. We can distance, you can take your time, and we can talk as long as you need to. OR watch the videos of each lot online from home. Our videos show the animal approaching, from the side and walking away so you can see them in 3-D.
2. If you have reliable, high-speed internet, watching

the auction live and bidding online is your BEST choice. If you're new to online auctions, see the box at the right.

3. If you don't have good internet, we have set up a conference line for bidding. You'll be on with a group of bidders. We'll need to get you set up *ahead of time* if you want this option so you know how it's going to work on sale day. Space is limited, so

Our goal is to make your bull and heifer purchasing experience easy as pie and just as satisfying! Don't let COVID, the fall weather and/or busy schedules keep you from getting the seedstock you need to grow your bottom line. Remember, we're in it for the long haul WITH you.

Contact us
ANYTIME!

We're only half joking when we call this "The Come Hell or High Water Sale." While we thought that was funny, you should know we're committed to doing whatever it takes to make sure YOU and your operation don't miss a beat, no matter what gets thrown our way for sale day!

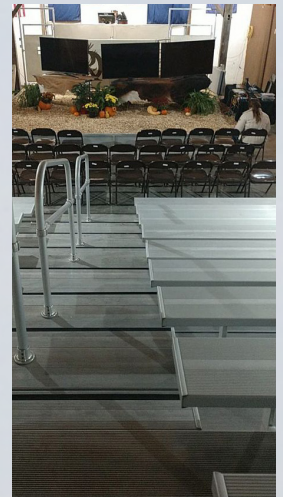
PLEASE work with us ahead of time so no one gets left out.

4. Of course like every year, you can always leave the bidding to us. You look and pick or give us your parameters and let us buy for you. We do this for folks every year. And while it's never happened, we stand behind our sight-unseen guarantee - you either like what gets off the trailer or you don't own him.

At right:

The sale barn all ready to go the night before the 2018 sale. This year??

Who knows!



After careful consideration, our online auction provider this year is CCI.live. They have a user-friendly interface that we think will make the jump to online buying as easy.

Please check them out at cci.live (we know; it's a different kind of web address!). Get familiarized and registered well in advance. They even have a phone app for your convenience.



Bid Live Online CCI.LIVE

"Gavel's Down, The Best In Online Marketing"

(516) 368-0734 CCI.live.schedule@cci.live

CATTLE FEEDING CORNER

- *Try out retained ownership with us.*
- *Get the chance to realize more value for your genetic and handling efforts.*
- *Count on us to help you balance important traits.*
- *Let us help you digest, interpret and implement what you've learned.*

Carcass premiums are the icing on the cake, and we are the first to say that the 'cake' (in this case, the cow) is more important than the icing. Specifically her reproductive efficiency and range functionality are the foundation of your business. But whether you retain ownership or not, carcass matters too. The ultimate endpoint of every bovine is the dinner plate. How your calves perform in the feedyard can get you more premiums, even if you sell calves at weaning (read about Doug's calves at the right). We have experience helping you accomplish both: have great females AND premium-earning

fed cattle!

Both KCC & DRI are founding members of US Premium Beef and since 1997, we've received carcass data and grid premiums on all of our finished cattle. KCC has delivered over 11,500 hd. and DRI is not too far behind. We finish our commercial steers along with any heifers or bulls that don't meet our high standards for breeding stock. We, and the whole industry, have learned a lot in that time frame, and we want to share how you can realize more of the value of your calves.

One of the ways we let you test the waters of retained ownership is by letting you feed 5-20 representative head of calves. You get an idea of how they perform in the yard and on the rail without diving in on the whole group. Ready to feed more? We work with feedyards willing to partner with you on the calves, so you can get some income like normal, and share data & premiums in the end. We can help you navigate these unfamiliar waters and see if it's right for you.

We've fed over 16,000 hd of OUR OWN genetics. Let our experience earn you more \$\$\$.

What are folks saying about Downey Ranch & Kneibel Cattle Co?

Good relationships are built on YEARS of trust. Here's a couple from long-time customers:

Doug Wenderott, Alma, KS: Doug's bought almost 30 bulls since 2004 and we've since become his ONLY bull source. He's very pleased with

The same NE feedlot pays what it takes to get Doug's calves every year.

his cowherd and his calves top the market by a good margin. The same NE feedlot pays what it takes to get his calves every year because they know they feed great and MAKE MONEY!

Caleb Strauss, Junction City, KS: Caleb's been a customer since 2003. He's loyal because he says, "There's no 'bottom end' in their sale. If they're selling him, I KNOW he's a good bull!" Caleb often lets us buy for him as fall is a busy time on his large farming and ranching operation.

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BRED HEIFERS are BACK!

Last year for the first time ever, we did NOT sell bred heifers at the sale. While we sold private treaty, we heard from many of you who were very disappointed and WE LISTENED.

Back by popular demand.

Both Kneibel Cattle Co. and Downey Ranch Inc. are offering our true heart-of-the-herd bred commercial heifers. You get a shot at the very same heifers we keep for ourselves. Offered in groups of 3-5 and matched up for phenotype and calving dates, these heifers let you get nationally known, top-


drawer replacements without having to dedicate grass, time, resources, etc to heifers. Now add that you don't have to buy heifer bulls and you see why so many folks look to us to provide their replacements.


Missed the Heifers Last Year? Our heart-of-the-herd replacement heifers are back by popular demand. Ask about our EXCLUSIVE LIVE CALF GUARANTEE!

Still on the Fence?

We offer CALVE-OUT service - just tell us on sale day that you want us to calve them out & we'll put them right back with our own heifers. You take heifer calving season off & get a pair in the spring, GUARANTEED.

How's that for a deal?!

 Kniebel Cattle Co.
428 S. 2600 Rd.
White City, KS 66872

 Downey Ranch, Inc.
37929 Wabaunsee Rd.
Wamego, KS 66547

Important Dates:

- **ASAP:** Preg your hfrs so you can feed the opens (or sell them to us).
- **Sept 30:** Deliver those open hfrs to Kniebel Feed Yard to go on feed.
- **Friday, Nov. 6: SALE DAY** at DRI HQs ~ 12 mi from Manhattan, KS. Read p.2 and watch for updated info concerning COVID-19 and attendance.



Go online to **REQUEST YOUR SALE BOOK** and check for updates, current information, sale listings, videos, and more!

www.KCattle.com or **www.DowneyRanch.com**

Why Buy From DRI/KCC? *(And why in the fall if you calve in the spring?!)*

1. **Longterm relationships** - It's the way we do business. **In fact, our neighbors are amongst our longest standing customers!**
2. **Because WE'RE commercial operations too!** That means we know firsthand what's really important to YOU in YOUR OPERATION.
3. **We know reproductive efficiency is the foundation** for everything. There's no pedigree or EPD that should keep an open cow in the herd.
4. **The Bulls are rugged athletes,** not fed-up couch-potatoes who can't take the rigors of breeding season and don't get cows bred.

5. **KCC/DRI age-advantaged bulls** are backed by over 25 years of disciplined breeding.

6. **We know cattle feeding.** The Kniebel family has fed cattle since 1878 in their own feedlot while Downey Ranch started feeding cattle in the late 1980s.

7. **Culls go in the feedlot.** Any bull or heifer who's selected as seedstock **DESERVES** to be seedstock.

Pay attention to detail, do what you say you're going to do and treat folks like you want to be treated.
That's how we do business because

We're In It for the Long Haul.

Calve in the spring?

Buy this fall and get:

- *More cows covered per bull than yearlings. Fewer bulls saves you money. An 18 month old bull covers more cows now, and as a two year old is worth almost TWICE as much in the spring as a yearling!*
- *An older bull does not need a lot of extra care, unlike a yearling. He is a working man now.*
- *Our bull wintering program: Don't need him? We'll keep him!*
- *Depreciation expense is available THIS YEAR.*
- *Spring is BUSY! Buy now and you have one less thing to do in an already busy spring.*

There's MORE inside: *information, photos, and generally great stuff from DRI & KCC!*

