

Meanwhile... Back at the Ranch

Fall 2019

 DOWNEY RANCH, Inc.

Kniebel Cattle Co. 

Help is on the way... What If I Can't Make It to the Sale?

What a change from last year! For most, timely and (more than) adequate rains mean fall crops look good. That also means you may still be in the fields when sale time rolls around. Regardless, if you can't be with us Nov. 1, don't worry. We have you covered!

We go out of our way to make selecting your seedstock easy as pie. You can visit at YOUR convenience and work through the bulls, or there are quality videos of every lot online that show the bull from all angles so you can shop from home with confidence.



Once you've looked, pick an option: *Lot 1: Big spread Heifer bull!*

1. *Log in to www.LiveAuctions.TV and bid live & online from wherever you are. This option gives YOU the most control. We have customers aged 20-70+ do this every year. Poor internet? We've had buyers bid from their public library! OR...*
2. *Use LiveAuctions.TV's proxy bid system. You select your bulls and your maximum bid, and LiveAuctions does the bidding for you. You can be doing something else entirely. Be confident no one knows your bid and you won't be "run."*
3. *Have a ringman or breed association rep look at bulls & bid for you. Their names and numbers are at the front of the catalog. This is an excellent option many customers like & use.*
4. *Talk with KCC or DRI beforehand and let us handle selection & bidding. We handle your bids with utmost integrity & do this for a number of*

Bidding Online with *LiveAuctions.TV*

1. Go to www.LiveAuctions.TV
2. Find the Downey Ranch/Kniebel Cattle Co. listing on the left side of the page. Auctions are listed in date order.
3. Click "Watch This Event" and you'll be taken to the LiveAuctions login page. Your computer may ask if you want to use Adobe Flash. If so, select yes.
4. Click "Create a New User" if you've never used LiveAuctions. Otherwise, login to your account.
5. Once logged in, you'll see your name in the upper right of the screen. Right below that, you can click the "Register for a Buyer Number" link.
6. Complete the financial form that pops up with your banking information.
7. Please register *at least 24 hours in advance*. Sale day requests may still be accommodated but can not be guaranteed.

How Proxy Bidding Works

On the LiveAuctions.TV site, go to the Downey Ranch/Kniebel Cattle Co. sale. Log in.

1. On the right side, you'll see a list of the lot videos. Click on a lot you're interested in. The video will begin playing. You'll see "I will spend \$ ____" Fill in your maximum bid, kick back, and let the system bid for you.
2. You can place your bid(s) days before the sale and go on to other things. However, proxy bidding is available right up until animal starts selling. You can place your proxy shortly before he sells and avoid having to hit the "bid" button. Simple!

customers.

5. *Bid by phone. Please work with us ahead of sale day so we can make sure you're on the line at the proper time. Please note we have limited ability & phone lines on sale day. This should be your "last resort" option.*

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(s) you need this fall to grow your bottom line.



Lot 64: Top 1% HB, Stay, Marb!

Call with questions!



Lot 91: Top Marbling!



Lot 30: Calving, Carcass & Growth!



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

Joe Carpenter (785) 556-8161
Barb Downey (785) 556-8160





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



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

Important Dates:

- **November 1: SALE DAY!**
- **October 31:** Bulls penned, Food & drink available. Have a leisurely look. You can come by anytime if this doesn't work.
- **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!

Fertility, Fertility, Fertility

While many think fertility is lowly heritable, that certainly isn't the whole story. *The ability to get a calf to weaning is the measure of a whole bunch of things.* Will the cow cycle early in a lower BCS? Is her breeding behavior aggressive? Is she calm and grazing instead of running to the other end of the pasture? Is she a diligent, protective mother? Is her udder structure such that a newborn latches on right away and gets good passive immunity? Are the bulls you're running developed so their feet are solid, their scrotums have no fat layer that cooks sperm in the summer, and their livers functioning at 100%? Are they fit & athletic?

Seedstock herds that run in conditions like yours are

the best way to ensure you're getting a package that will perform on your ranch. No surprises with KCC & DRI; our cows & the bulls they raise run in commercial conditions.

They're SELECTED to THRIVE.

More calves means more money!

Let's look at an example of what a 2% improvement in overall fertility can do if you start with 100 cows, cull opens & sell the calves:

<i>Calving & Weaning Rate:</i>	87%	89%
<i># of Calves over 10 yrs</i>	578	626
<i>Income, 600 lbs @ \$1.50</i>	\$520,322	\$563,059
2% calving rate advantage	\$42,736	

Can you afford anything less than heavy selection pressure for fertility & productivity from your seedstock provider?