

BEEF BUSINESS 'BULL'ETIN

Midwest Beef Cattle Consultants - W. Mark Hilton, DVM

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Buying Bulls this Fall?

An easy way to answer this question with a "Yes" is if you have a fall calving herd and your old bull went to town after the last breeding season. You need bull power this fall/winter. Easy decision.

If you have a 100 cow fall-calving herd with 3 mature herd bulls and one bull is getting up in age, buying yearling bulls can work here. Turn in the mature bulls for 4 weeks and then send one of them to market. Slaughter bulls are bringing up to \$105/cwt in recent reports, so your 2100# bull could be worth ~\$2200! After 4 weeks, turn in the two yearling bulls to cover the remaining cows. In a 100-cow herd, we would expect ~75% of the cows to be bred after 4 weeks, so the two yearling bulls only have ~25 cows to breed in the next 5-6 weeks which is well within their ability. Next year you have two mature bulls and two 2-year-olds. Do the same thing and sell the oldest bull 3-4 weeks after turn-out. In this scenario, buying 1-2 yearlings now can work very well to keep upgrading your genetics while having plenty of bull power for your herd.

Our rule-of-thumb is that a bull can breed the number of cows equal to his months in age from 12 – 50 months of age. Research shows that composite bulls like Balancer and SimAngus will beat that number by about 20%. So, a 14-month-old composite bull can breed 17 cows in 65 days and a year later, he can service 31.

If you are a spring calving herd and you need a bull to cover ~20 cows next May, buying a fall yearling now makes sense. He will be 18 months of age and 20-22 cows will be perfect for a composite bull.

I receive calls each year from producers needing an older bull due to a variety of reasons. The examples above demonstrate how buying a 14–20-month-old bull is potentially a superior option for your herd. (Con't page 2)

"The genetics of the bulls we have purchased from MBCC are right on the mark. The genetic factors we look for are calving ease, vigor when born, good growth, and docile calves. We feel a good calf crop starts with a good bull and MBCC has been there to help us. We look forward to continuing our relationship with the MBCC team as we are always fine tuning our herd for the best end product."

John & Karen Kestler ,
Batesville, IN



Low-maintenance beef cows grazing corn crop residue and saving \$ on feed.

In This Issue

- Raise or Buy Females
- Bull and Female Sale Offering
- IBEEF
- Lice control
- Educational Opportunity

Buying bulls (con't from page 1)

We think there are numerous benefits to buying your herd-improving sires from MBCC and one is that we will help you market your mature bulls when you are finished using them and they are still useful as a herd sire. Please see www.mwbeefcattle.com for a listing of these mature bulls for sale.

Someone told me I was not very smart to help these producers sell their mature bulls. "Send them to slaughter and you'll sell more of your own bulls" was their reasoning. Our thinking is that these bulls still have value as breeding animals and they deserve to live as long as they are productive. While our goal is to have you purchase a bull at one of our sales, the ultimate goal is for you to have a profitable beef business.

Raise Your Own Females or Purchase Them?

Most beef producers in the US keep back heifers as herd replacements. That is one reason that most of our bulls we produce are "cow makers". You cannot beat a Gelbvieh cross cow for fertility, docility, efficiency and maternal ability. They are "low maintenance" females that work for you instead of the other way around.

There are also many beef producers that say "No thanks" to keeping back replacement females and there is merit to this decision. It is less complicated and you can select for more growth and carcass traits. The biggest concern is "where do I find these low-maintenance, herd-improving females?"

In our fall sale you will be able to answer that question. We will have ~15 spring bred females or fall-calving pairs for sale. Ages will be from bred heifers to 5-year-old cows. All these cattle are either sired by MBCC bulls or bred to MBCC bulls. These are herd-improving Balancer or Red Angus females that will have a base price just like the bulls. If they do not bring the base price, we will keep them in our herds and calve them out. These are all high quality females.

We have had numerous producers that have purchased females from MBCC over the years. Some producers attended our bull sale, but were yet to purchase a bull. After these cows calved with their MBCC sired calves, many times we now have a new bull customer. One producer that purchased two bred females in our spring sale called me that fall. He said, "The cows that I purchased calved two weeks after I started calving and those two calves outweighed my calves by just over 100# at weaning. The cows were well worth the money and I'll be back to buy more females along with a bull." That is our goal. We want to exceed your expectations. Always.

We will have all the data on the females that will be selling in the sale by November 1. I will email it to everyone that has given us their email address as soon as I have it. The data will also be on the website: www.mwbeecattle.com under the "Females for Sale" tab.

We will also have copies of all of the information at the sale on Saturday, November 13.



MBCC Balancer cow @6.5 years weighing 1200#; 186 day old calf @660# (no creep). Tremendous efficiency!

Helpful Tips to Enhance Herd Profit

- limit feed hay this winter and nearly eliminate mud to save 10-30% of your hay cost. See "No More Mud" under "articles" at www.mwbeefcattle.com.
- call your NRCS office to see if there are EQIP funds to help pay for hay pads (heavy use areas)
- feed cows Rumensin this winter at 200mg/head/day. Cost is ~\$3.00 for 150 days. Savings = ~\$28!
- implant weaned calves that are destined for the feedlot with Component TE-G with Tylan for a ~\$35 per calf net profit
- call your herd health DVM to plan a preconditioning program for your calves. With calf prices high, this is a tremendous time to precondition calves for 45-90 days. Profit ~ \$125/head for 60 day PC.

Educational Event and Bull & Female Sale

Please **RSVP** to Mark or Chris by 11/1 for our **Saturday, November 13** annual educational event along with our fall bull and female sale. We will have 11 bulls and 15 females (spring bred and fall pairs) for sale.

For our educational program, Chris Muegge will be discussing "Chelated Minerals: Should You be Using Them?" and Mark Hilton will be speak on "Developing a Herd Health Vaccination Program"

The agenda for the day is:

- ♦ **10am - Educational Program (Please RSVP)**
- ♦ **11am - View the bulls and females for sale; find an MBCC team member to answer all your questions.**
- ♦ **Noon - Lunch provided**
- ♦ **1pm - Sale starts.**
Bulls sell first with females to follow. If you have not been to our sales, please view the "Sale Format" on the "For Sale" page at www.mwbeefcattle.com.

On pages 4&5 of this newsletter you will see the information on the bulls in the sale. We have listed some key EPDs along with a brief description of each bull. The registration number is listed for each bull, so you can to put this number into the appropriate breed website to view his complete EPD profile. If you need us to send you the bull's complete EPD's, please call and we are happy to do this.

As always we want you to **call us before the sale** to make sure you select the bulls that best match your herd goals. Each beef business is unique and we want to customize our recommendations for your herd based on the "use" of the bull. Is he for heifers, cows or both? Do you keep back replacement females? What is the genetic make-up of your herd? Your answers to these and other questions are very important to helping us suggest bulls that best fit your needs.

We will have videos of the sale bulls available on our YouTube channel "Midwest Beef Cattle Consultants" by November 1. If you want to view the bulls before the sale, contact Chris at 317-460-6618 to set up an appointment.

All data on females for sale will also be on our website under the "For Sale" tab by November 1. I am also glad to email or USPS mail it to anyone needing the list.

Please RSVP today so we will have plenty of food! Also, please bring this newsletter with you to the sale. This is the bull sale catalog. We won't be mailing a separate sale catalog for this sale. Thank you.



MBCC No Risk 8F, owned by Marvin Mauer, Greensburg with semen interest retained by MBCC, "8F" is top 20% Calving ease, 5% Yearling weight and 4% marbling. Check out MBCC Sayers 40H in the bull sale. May be the best "8F" son we have offered!

Footrot Prevention

As a DVM I see plenty of cattle with footrot. When a cow or calf is affected, that is a negative. When the herd bull has footrot, that is a disaster. Elanco Animal Health makes a footrot vaccine and we recommend vaccinating all bulls with "Fusogard". If your bulls have not had the vaccine previously, they need two doses the first year. We recommend the first dose be given at the same time you do a breeding soundness exam (BSE or semen check) on your bulls and the second dose is given 3 weeks later.

If you purchase a bull at our MBCC bull sale, all of our bulls have already had two doses of "Fusogard". All you need to do is give a booster dose each year when the BSE is done.



SimAngus first calf heifer with MBCC Balancer sired steer calf at side. Born unassisted, jumped up to nurse quickly and weaned off heavy.

Red and Black Balancer Sale Bulls - November 13, 2021

Fall Sale Bulls - Balancers															
ID	Reg #	Name	BD	Color	Genetics		CED	BW	WW	YW	Milk	CEM	RE	MARB	FPI
H2	1507592	M5JH Venus Heatwave	8/16/20	Red	44GV, 56RA	EPD	13	-1.2	70	109	22	10	0.12	0.39	81.48
Green shading = top 35% EPD						% Rank	45	35	50	45	30	10	95	40	40
Red Balancer bull that ranks in the top 2% for PG30, top 3% for Stayability, and top 10% for \$Cow. This bull will be female producing machine and leave you with a great set of daughters. He is also above average for marbling and yearling weight. Base price = \$3000.						Calving ease	Growth		Females		Carcass		Docility		
						★ ★ ★	★ ★ ★ ★		★ ★ ★ ★ ★		★ ★ ★ ★ ★		★ ★ ★ ★ ★		
H5	1507595	M5JH Profit Focused	8/18/20	Black	17GV, 83RA	EPD	13	-3.0	68	105	22	8	0.02	0.56	86.43
Calving ease stars; 3=fine for cows; 4=cows & few heifers, 5=guaranteed for heifers						% Rank	40	10	50	45	35	25	95	10	15
His sire is the widely used Red Angus bull Profitbuilder known for his thick, growthy calves and his mother is a 2 time Dam of Merit in the Gelbvieh breed. This bull ranks in the top 15% in ADG, Marb, FPI, and EPI. A very well-made, moderate-framed, stout bull. Base price \$3,400.						Calving ease	Growth		Females		Carcass		Docility		
						★ ★ ★	★ ★ ★ ★		★ ★ ★ ★ ★		★ ★ ★ ★ ★		★ ★ ★ ★ ★		
H7	1507597	M5JH Premiers Heatwave	8/21/20	Red	31GV, 69RA	EPD	13	-3.2	74	126	22	10	0.39	0.44	88.17
Docility stars; 5=Superior; 4=Excellent; 3=Average; 2=Steer						% Rank	45	10	30	10	30	10	80	30	15
In my opinion this is one of the most balanced red-hided bulls in the Balancer breed. Top 30% or better for BW, WW, YW, Milk, CW, Marb, \$Cow, FPI, EPI. Combined growth, carcass, & the ability to producer great females, you can't miss. Base price \$3,800.						Calving ease	Growth		Females		Carcass		Docility		
						★ ★ ★	★ ★ ★ ★ ★		★ ★ ★ ★ ★		★ ★ ★ ★ ★		★ ★ ★ ★ ★		
H8	1507598	M5JH 78S Arapahoe	8/22/20	Red	67GV, 23RA	EPD	13	0.5	81	120	27	9	0.64	0.28	84.32
This is one of the best numbered red-hided bulls in the breed. Top 25% or better in WW, YW, CW, REA, YG, and FPI. He will add length, muscle, and frame. Breed him to your higher percentage Angus cows to balance marbling and produce high-performing calves. Base price \$3,600						% Rank	45	70	10	20	4	15	25	65	25
						Calving ease	Growth		Females		Carcass		Docility		
						★ ★ ★	★ ★ ★ ★ ★		★ ★ ★ ★ ★		★ ★ ★ ★ ★		★ ★ ★ ★ ★		
40H	1509390	MBCC Sayers 40H	10/9/20	Black	47GV, 53AN	EPD	14	-0.1	82	128	20	7	0.99	0.42	89.31
May be the best son of MBCC No Risk 8F that we have sold. Dam is a 3 time winner of the AGA's "Dam of Merit" award. Top 10% WW, YW and Feedlot Profit Index (FPI) EPDs and top 1% Ribeye (RE) . If you have some high % Angus, SimAngus, Gelbvieh or Balancer cows, this bull will produce calves that will exceed your expectations from day 1. Call me before you sell his feeder calves as I will buy them! This bull is a stud. Homozygous black. Base price \$4000.						% Rank	30	60	10	10	50	45	1	30	10
						Calving ease	Growth		Females		Carcass		Docility		
						★ ★ ★ ★	★ ★ ★ ★ ★		★ ★ ★ ★ ★		★ ★ ★ ★ ★		★ ★ ★ ★ ★		
218F	1411444	ERTL Absolute Ditka 218F	2/16/18	Homo Black	34GV, 66AN	EPD	13	-0.9	80	126	23	6	0.55	0.13	81.28
Homozygous black, homozygous polled 3.5 year old herdbull that will leave you with a fantastic set of females - top 25% \$Cow. He's not just a cow maker he is also super for growth with an outstanding disposition. Owner has kept back many heifers and this is the only reason this bull is available. Need 50 cows bred this fall? Buy this herd improver. Base price = \$3500.						% Rank	45	40	20	20	20	60	45	90	45
						Calving ease	Growth		Females		Carcass		Docility		
						★ ★ ★ ★	★ ★ ★ ★ ★		★ ★ ★ ★ ★		★ ★ ★ ★ ★		★ ★ ★ ★ ★		

Angus, SimAngus and Balancer Sale Bulls - November 13, 2021

Fall Sale Bulls - Angus														
ID	Name	reg #	BD	CED	BW	WW	YW	CEM	Milk	Marb	RE	\$W	\$B	\$C
0523B	EXAR Stallion	19773350	7/16/20	16	-0.6	79	149	13	32	1.05	0.69	91	180	302
	0523B		% rank	1%	15%	10%	3%	10%	15%	10%	35%	2%	5%	4%
Calve ease stars; 5=guaranteed for heifers					Calving ease		Growth		Females		Carcass		Docility	
					★★★★★		★★★★★		★★★★★		★★★★★		★★★★★	
Elite genetics in a super calving ease, growth and carcass sire. You will search high and low for an Angus bull with "Payweight", "Ten X" and "GAR Prophet" in the pedigree, with top 1% calving ease (CED), 3% YW and 10% marbling with all of his \$ indexes in the top 35%! This bull could easily go into a registred Angus, Balancer or SimAngus herd and produce some elite bulls and females. Base price: \$4000														

0622	Deer Valley	19871267	8/4/20	14	-0.1	71	131	12	24	0.93	0.56	73	161	269
	Entice 0622		% rank	4%	25%	20%	15%	15%	60%	15%	55%	20%	15%	20%
SydGen Enhance grandson that is top 4% calving ease, 15% YW and 15% marbling. If you're tired of bad feet in the Angus breed, this bull is top 2% for claw score. Use him on your heifers for "stay-in-bed-all-night-calving", keep back his daughters and retain ownership of the feedlot calves to pick up those Certified Angus Beef and Prime Quality Grade premiums. Base price: \$3800				Calving ease			Growth			Females		Carcass		Docility
				★★★★★			★★★★★			★★★★★		★★★★★		★★★★★

100H	WF Enhance	20073350	9/26/20	15	-0.9	66	127	17	29	0.63	0.55	77	157	288
	100	DDF	% rank	2%	15%	30%	20%	1%	25%	45%	60%	15%	20%	10%
Sydgen Enhance son with top 2% CED, 20% YW, 45% marbling. He is also top 1% calving ease maternal (CEM) which is a measure of calving ease of his daughters. His daughters will be superior females and his feedlot calves will grow and grade. Another bull with "slam dunk" calving ease that combines Sydgen Enhance x LCC New Standard x Nichols Extra K205 for superior genetics. Base price: \$3000				Calving ease			Growth			Females		Carcass		Docility
				★★★★★			★★★★★			★★★★★		★★★★★		★★★★★

These are the best Angus bulls we have ever ofered for sale and we've sold some good ones. All three are guaranteed calving ease bulls. 0523B needs to go to a registered herd. Top 1% calving ease, 3% YW and 10% marbling is almost impossible to find. 0622 will give you awesome growth, calving ease and marbling and put a perfect set of feet on his offspring. 100H is a heifer bull that will leave you with a great set of daughters.

Fall Sale Bulls - SimAngus													
ID	Name	reg #	BD		CE	Brth	Wean	Year	Milk	Marb	REA	API	TI
70H	Beacon 70H	3915825	9/14/20	EPD	13.8	-2.3	74.1	120.8	24	0.80	1.08	162	92.8
Calve ease stars; 3 = fine for cows				%	30	15	55	40	40	2	3	10	4
				Calving ease		Growth		Females		Carcass		Docility	
				★★★		★★★★★		★★★★★		★★★★★		★★★★★	
Homozygous black, homozygous polled SimAngus out of one of the top purebred Simmental bulls in the breed. The sire of "Beacon 70H" is Hook's Beacon who is a tremendous "combo" bull with excellent calving ease, growth and marbling. Use "Beacon 70H" on a set of high % Angus or Balancer cows and he will add hybrid vigor, marbling and muscle while moderating milk. Daughters will make excellent cows and feeder calves will grow and grade. Base price \$3000													

Fall Sale Bulls - Balancer													
ID	Name	Reg #	BD	Color	CED	BW	WW	YW	Milk	CEM	RE	MARB	\$Cow
17H	LFP V Boy 17H	1486096	4/6/20	Black	16	-2.3	65	97	20	10	0.36	0.27	114.84
Green shading = top 35% EPD				% Rank	15	15	70	75	50	10	80	70	20
19 month old, black Balancer sired by the 218F bull that is 42% Gelbvieh, 58% Angus and ready to breed ~23 cows this fall. Excellent maternal pedigree that goes back to my best 2 cows I've ever owned - "6J" and "218". Super disposition on this comnig 2 year-old. Base price \$2500.				Calving ease		Growth		Females		Carcass		Docility	
				★★★★★		★★★★★		★★★★★		★★★★★		★★★★★	

As you examine the calving ease scores of each of the bulls, they are based on spring calving females. Spring born calves are heavier at birth then fall born calves. So, if you only have a fall calving herd, you can add one star to the calving ease rating of the SimAngus and Balancer bulls.

Thank you to the team at Lowe's Pellets & Grain for sponsoring the lunch at this year's MBCC Educational Event and Fall Bull & Female Sale. Kristy and Alan Lowe are the third generation in the business and own the largest independently owned feed manufacturer in Southeastern Indiana. Thank you for your sponsorship!



Lice control

If you have cattle scratching with patches of hair falling out in December – February, it is probably lice that are to blame. To have excellent lice control, follow these steps:

- ◆ Pour all cattle on the farm between Halloween and Thanksgiving (in Midwest) with **Clean-up II w/ IGR**
 - ◆ We see poorer control if animals are treated too early or too late
- ◆ For an adult animal the dose is 30ml
 - ◆ Set gun on 12cc and place this dose from neck to the middle of the back
 - ◆ Place gun at tailhead and apply 12cc from tail head to the middle of the back. If there is a small gap at the middle of the back, that is fine.
 - ◆ Set gun on 6cc and put this dose on the head
- ◆ Be sure to use the 'straight' nozzle and not the 'shower' nozzle to apply Clean-up II
 - ◆ The tip of the nozzle should touch the cow's hide because you want the medicine to be placed on the skin, not sprayed on the hair

When I see cattle that have been treated for lice and they are 'breaking', it is usually due to one of two reasons. The product used did not contain an insect growth regulator (IGR) that kills the eggs or the product was not applied to the entire animal.

Adding Value

If your cattle have above average genetics and health, you can add value every day you own your calves after weaning. Chris Muegge is a beef nutritionist and I (Mark) am a beef veterinarian. We recently spoke at the North Dakota state veterinary meeting on weaning healthy, profitable calves. Get the vaccines and nutrition correct and you're on your way to achieving both goals. The participants were amazed at the very favorable cost of gains for calves after weaning. At current feed and calf prices, we showed that calves with above average health and above average genetics could net over \$125/head for owning the calf for 60 days post weaning.

The majority of the profit was from the excellent efficiency of gain for these 550# weaned calves. It only takes about 6# hay and 6# of a high fiber feed like DDGS/soyhulls/corn gluten for a 2.5#/day gain.

PLEASE do not sell your high genetic, MBCC sired calves straight off the cow. Call Chris to formulate a weaning ration. Call your herd health veterinarian to design a vaccination program and add (and capture) the extra value for these calves. Selling 25 calves at a \$125/head premium over commodity calves will go a long way toward payment for a superior MBCC bull.

We suggest feeding your calves to slaughter to capture the best value from your genetics. If you can get a lock-er slot, selling freezer beef is a great way to get paid for the true value of your cattle. If you cannot feed them to slaughter weight, please call us. **We have feedlot owners that want to buy MBCC sired calves!**



Balancer steer from longtime customer, Joe Melton from Arkansas. Want to raise steers like this and keep back the heifer mates for cows? If so, you need an MBCC bull.

We have email addresses for ~80% of the producers that receive our newsletter. Occasionally we ask for feedback from our subscribers and these 'polls' only go to those that have an email address known to us. If you did NOT receive this newsletter via email, we don't have your address. Many times we award \$50 sale credits for responding!

If we do not have your email, **please** send it to me at **wmarkhilton@gmail.com**. I promise not to sell it or send you information more than a few times/year. You may even win a \$50 sale credit!!

IBEEF

The Purdue University Extension and Animal Science Departments have teamed up to help beef producers realize the value of their slaughter cattle. This program has been ongoing for over 20 years and has returned millions of dollars to the bottom line of cow-calf owners. The MBCC team offers an incentive to put MBCC sired steers and heifers into the IBEEF (or similar) program and will give a credit of \$10/calf up to \$100/sire for sharing your data.

Go to www.ansc.purdue.edu/IBEEF for details. October 2 is the entry deadline. Many of the MBCC team have put calves into this program, so call us with questions. This looks like a great year to retain ownership of your feedlot cattle!

In the 2020-2021 test, Balancer sired steers had the highest ADG of all sire groups. 13% graded Prime and 75% were Choice to earn a grid premium of \$128.11/head which was \$48.66 over the average. All Balancer sired steers were from MBCC genetics and all the sires are primarily maternal bulls to produce moderate-framed, easy-keeping, docile and fertile females.

The carcass weights on the steers were well below average for the test because one of our goals is to produce moderate-framed replacement females. Moderate-framed cattle will not have gigantic carcass weights.

Carcass weight is one of the biggest factors in feedlot profit. So, how did these Balancer sired steers beat the average by nearly \$50/head with below average carcass weights? The answer is the quality grade premiums (% Prime and Choice), their tremendous gain and their excellent feed efficiency. The other fact about these steers is most of them were from one of our MBCC seedstock herds. These were the bull calves that were not superior enough to keep as bulls! The bottom end of this group of bulls made nearly \$50 per head more than those from the commercial herds that sent some of their best steers to IBEEF.

Please don't buy into the "bigger is better", or "steers from my bulls made the most \$\$ in a carcass contest so you need to buy bulls from me" mentality. Yes, cattle that make \$\$ in the feedlot grow and grade exceptionally well, but carcass weight is one of the top factors in feedlot profit. The heifer mates to the 1400# plus terminal steers that won the contest are going to be huge cows that eat so much that you lose \$\$ on each of them. Our goal is for you to make at least \$100/year on your cows by having moderate-framed, easy-fleshing, fertile and docile females that work FOR you and not the other way around. If you retain ownership of the market animals into the feedlot, we expect you to make another \$100 (or more) feeding them AND an additional \$50-100/head due to carcass (grid) premiums.

That math works much better than losing \$100/cow/year because of the excess feed they will need to keep them in good flesh and making a \$100 grid premium mostly due to large carcass weight.

Customized

If you need an upgrade on your pick-up truck, you search for one that fits what you really need. You have priorities. For some, having 4-wheel drive, 4-door is a necessity while for others this is not the case. The manufacturers of pick-ups are well aware of this and offer many options.

We feel that buying a bull is very similar. Your pick-up is an investment in your business and so is your bull. I cringe when I see a Facebook cattle page post that says "Bull available" and it has a picture of the bull. Nothing else is revealed and in about every case someone responds "PM (private message) me the price" Really? That is how some "cow owners" buy their bull? I realize that we partner with beef business owners, not just "cow owners".

I love getting phone calls from producers asking about our bulls. They tell me about their herd and their goals—and many times how disappointed they are with their current bull they bought someplace else—and we discuss which bulls fit their goals. I also am quite clear on which ones do NOT fit their goals. Buying the right bull should put a smile on your face and money in the bank. Buying the wrong bull does the opposite.

If you want a bull that is customized for your herd, please call me. I think we may have a bull with your name on him ready to meet your goals (and your cows)!

Price Outlook

I attended a CattleFax webinar earlier this month and the future for cattle producers is bright. Prices should rise from now until 2025. The prediction is we could see feeder calves hitting \$200/cwt in 2024 and 2025. Females bred this fall/winter and next spring will have calves going to market in the spring and summer of 2024. Now is the time to upgrade your genetics to take full advantage of the anticipated price increase.

No matter if you sell calves as feeders or if you retain ownership through the feedlot phase, selling high quality cattle pays off. (If you sell feeder calves and the buyer of these calves sells them on a carcass basis, I can guarantee that the buyer knows how well your calves grade). The choice-select spread is much higher than the 5 year average and this is with the market producing more prime and choice cattle than ever before. Generally when the supply of something rises, the price goes down. This is true with overall beef production, but the consumer is willing to spend more for these high quality cattle even though the supply is high.

Bottom line is you need to look at marbling genetics for your herd. If your cattle are grading less than 80% choice, you need to put strong emphasis on marbling. We can help you match a bull's genetics to your cowherd's genetics to produce excellent replacement females along with cattle that grow and grade.

Contact Us

Give us a call for more information about our cattle program

Midwest Beef Cattle Consultants

W. Mark Hilton, DVM
5497 Shootingstar Lane
West Lafayette, IN
47906

765-714-1092
www.mwbeefcattle.com
wmarkhilton@gmail.com

Midwest Beef Cattle Consultants — Superior Genetics for Profit-minded Beef Producers

Fall Bull and Female Sale Offering

We think that the bulls we will have for sale on **Saturday, November 13** check many boxes for producers wanting to reach their goals. Please call Mark or Chris before the sale to discuss your herd goals. We've said it before and we'll say it again, "We think that buying bulls that will move your herd forward is a really big deal. We produce bulls with balanced EPDs and the functional traits you want—excellent feet and legs, great disposition, easy-fleshing, muscular and fertile".

My family started in the seedstock beef business 53 years ago. A lot has changed in 53 years including the use of EPDs, genomics, more focus on carcass quality, and improving efficiency. Some things haven't changed. Beef cows still need to graze the maximum number of days/year to be profitable (grass and stalks), your cattle must fit your environment, genetics matter and we even knew in 1968 that having a crossbreeding plan led to more profit. Relationships also matter just as much in 1968 as they mean today. We want to be your trusted resource for information about how to make your beef business more fun and profitable. We know that having the best genetics for your goals in paramount to your success.

If you are a repeat buyer of MBCC genetics, we say "Thank you". Thank you for trusting us to help provide guidance on your genetic decisions. If you are yet to add MBCC genetics to your herd, please come to the sale. Maybe you do not currently need a bull or any females. Still come and see our cattle, meet the MBCC team and talk to the producers that have trusted us to provide genetic solutions to their beef businesses.

To learn more about MBCC, please watch our segment on NCBA's Cattlemen to Cattlemen. Type "Cattlemen to Cattlemen" in the YouTube search bar (YouTube.com) and go to the June 29, 2021 segment to hear more about MBCC.

To view the bulls ahead of the sale, please call Chris at 317-460-6618. We think there is one with your name on him.

Directions to Muegge farm—3824 S Binford Rd, Carthage, IN 46115

From intersection of SR 9 and Hwy 40, Greenfield: Go south on SR 9 for 3 miles to 300 S. Turn left and go 5.1 miles to Binford Rd (angles SE). (At 600E you jog south for about 10 feet. Immediately jog back east to stay on 300S. GPS may mess you up here!) Angle right on Binford and go 1.3 miles to farm on left. It is just past the stop sign. Look for the "MBCC Bull Sale" signs.