

BEEF BUSINESS 'BULL'ETIN

Midwest Beef Cattle Consultants - W. Mark Hilton, DVM

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Fall 2020

Herd Reduction Sale

Please circle Saturday, November 21, 2020 on your calendar and write "Buy herd improving females at MBCC sale". This is the first time in 11 years that I have sold more than a couple of females. My herd has grown larger than I need and this will be your opportunity to select cows that have produced the bulls that have averaged \$4611 in our past 5 sales.

If you are asking yourself if you should buy females at our sale, I would say "Yes," if you can answer any of the following in the affirmative. You are starting or you want to start a Gelbvieh or Balancer seedstock herd and you want cows with excellent disposition; outstanding, balanced EPDs with tremendous fertility and longevity. You have a 4-Her that wants a heifer that will have her best days well after the show is over where she will become a college bank account by selling offspring that improve the herds where they find new homes. A 4-Her that wants a steer that will have zero chance to win Grand Champion at the State Fair, but will be tame and have superior growth to make a memorable and profitable project. You are a beef producer that knows that buying one great cow could change your herd.

My goal is for you to be very pleased that you bought females at our sale 2, 5 and 10 years after you purchased these cows from us. I want them to be profitable for you, for them to leave a legacy of females in your 'new and improved' herd. These cows are more than 'just cows' to me. They represent 32 years of work stacking genetics for calving ease, vigor at birth, excellent growth, docility, superior fertility, moderate frame, fleshing ability and outstanding carcass.

We are selling 9 open heifer calves, 5 bred heifers, 16 bred cows, 2 4-H steers and 2 yearling bulls. There will be consignments from Chris Muegge, M5 Family Farms and Shawn and Heather Wirth - both families part of the MBCC team and Marvin Mauer who bought MBCC No Risk 8F in the 2019 sale. Ginger Ertel from Missouri will also be selling some outstanding females in this sale. Eleven years ago, Ginger bought a significant number of females from me and that was the start of her seedstock Gelbvieh and Balancer herd. You may see the MBCC prefix in some of her consignments even today as she has



MBCC herd - Nothing prettier than green grass and cows with calves

Getting a bull from Midwest Beef is the best thing I have ever done to improve my herd. This year I had 21 calves in 30 days and two a few weeks later for a total of 23. Thanks for raising excellent bulls.

Steve Feller,
Lawrenceburg, IN

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purchased a number of females from MBCC over the past 10 years. You will also see ERTL prefixes in my cows as I think her cattle are some of the best around. Most of the offering will be Balancers. One cow is Red Angus, one open heifer is Angus and the two yearling bulls are calving ease (& super growth!) Angus.

The cows will not be put on a high energy diet ahead of the sale to fool anyone into thinking they are fatter than they need to be. I weighed all of my cows (2.5 - 14.5 years old) the day we pregnancy checked and they averaged 1333 pounds in Body Condition Score (BCS) 5.4. That is big enough and perfect BCS while weaning calves at an average AWW of 621#.

76.5% of my cows settled on their first service and most were time bred AI!! My bred heifers averaged 1000# in BCS 5.8 and 60% settled to their timed AI. These cows have fertility and fleshing ability bred in, not fed in. I have spent 32 years selecting for traits that make raising cattle profitable and fun! This is your opportunity to start with cows that may produce the best calves you have ever had. Don't have a regret for not buying one as you drive home!

The sale will be similar to our bull sale. Each animal will have a base price and potential buyers will place their buyer number next to any animal they have interest in purchasing (with no obligation to bid on them). I will ask buyers for their top 3 choices and that will determine the sale order. The sale will go in the order of the most "top" choices. Our buyers love this format as it allows most everyone to get one of their top choices. In our 2020 bull sale, 89% of our buyers went home with their #1 or #2 choice bull. To see a video of the sale format, check out our YouTube channel—MBCC Cattle. I also have videos of some of the cows for sale posted on our YouTube channel.

We have breeding information on all bred females and a number of the bred females have fetal sex determined. All data will be at **www.mwbeefcattle.com** after October 10.

If you purchase an MBCC female in the sale and she has a bull calf that meets our disposition, EPD and performance criteria, this bull calf is eligible to be put on test in the fall of 2021 and sell in our 2022 sale. Each female with this option will be noted in the sale catalog.

Please call the owner of the females to ask any questions. We know these cows and we want you to get the cows that fit your goals. I want to make it perfectly clear that every one of the females consigned is of seedstock quality. Mated to the correct bull, each of these females could produce a very high quality bull that could pay for the cow with a single calf. Heifer calves will very likely be 'keeper heifers' and will immediately make the cow cost half what you pay for her since you are getting 'two for one'.

I know we will have trucks going to Missouri and Arkansas. Bill and Marilyn Hilton will truck for \$2/loaded mile. If you are coming from out-of-state with a truck and trailer, give me a call so I can pass that information along to buyers from that state.



Lot 10 MBCC Sarah 1C and calf, MBCC 18H. Cow is 5 for 5 on 1st service AI with ave ww of 623# on her 3 heifers and 1 bull calf. She sells November 21!

Donation Cow

As some of you know, our almost 4 year-old grandson, Augustine "Auggie" was born with cerebral palsy. He is the happiest little boy you have ever seen and he loves "Papa's truck". Auggie has been helped tremendously by going to therapy school at the Conductive Learning Center (conductivelearningcenter.org) in Grand Rapids, MI about 40 minutes from where Auggie lives with his parents and siblings.

This school relies greatly on donations to serve children with cerebral palsy. Denise and I want to do something special for the CLC in honor of Auggie. If you purchase MBCC Sarah 1C pictured above, you will write the check for the entire amount as a donation to CLC. If this is not win-win, I don't know what is. You get a great cow and you help children like Auggie.



STRONGER EVERY DAY



Sale Day Semen Special– Bring Your Tank

MBCC Reward 4F topped our 2019 sale selling for \$8600 to DJ Weimer, DVM and **MBCC No Risk 8F** was our third high seller going to Marvin Mauer for \$6900. We collected semen on each of these bulls and their calves have been excellent. Both bulls were used heavily in 2020, so look for more of their calves in the 2022 sale.

MBCC Reward 4F is a 'slam dunk' calving ease bull. He is very moderate in frame (5.0) and should make moderate-framed, easy fleshing females. Look up his EPDs. He is the only Gelbvieh or Balancer bull in the entire breed to be top 2% calving ease, 2% birth weight, 45% WW & YW, 15% ADG and 10% marbling. There are 4 EPDs that measure female production and he averages top 25%. He should be an outstanding cow maker!

MBCC No Risk 8F is a tremendous growth bull. He is the only Gelbvieh or Balancer bull with top 15% calving ease, 4% WW, 3% YW, and 2% marbling. He is also top 1% feedlot profit index. If you want to produce calves with tremendous growth and carcass, this is THE bull.

Semen is available at \$20/straw (\$25 regular price) with a minimum purchase of 10 straws of either bull. If you are in the business of producing outstanding replacement females, selling bulls or making top notch feedlot calves each of these bulls has a place in your genetic program.

Friday Afternoon Judging Contest

We have wanted to have a judging contest for our local FFA chapters for a few years and we are going to do this on Friday afternoon, November 20 before the female sale. We would also welcome 4-H or Jr. 4-H members to participate. We have to limit the number of participants, so if you are a high school senior or younger, contact Chris Muegge—317-460-6618 to sign up. Individual winners and runners-up will receive sale credits that can be used at the November 21, 2020 female, bull and steer sale or the March, 13, 2021 bull and female sale.

In addition to the judging contest, all participants will get to take a written quiz to test their beef

knowledge. Sale credits will also be awarded to the top scorers in this part of the contest.

Educational Event

We have had a meeting every winter for the past 4 years and we will continue this tradition on **Saturday morning, November 21** just before the sale. Mark will be talking on "**How to Improve Herd Profitability**". Please RSVP to Mark at mark@mwbeefcattle.com or 765-714-1092 or contact Chris Muegge at chris.muegge@gplc-inc.com or 317-460-6618 by November 16.

IBEEF

Producers from any state can put steers into the IBEEF (retained ownership) Program. See details at <https://ag.purdue.edu/ansc/ibeeff>. Calves will be fed at the Calvert Purdue Ag Center near West Lafayette. Delivery is 11/23 with entries due 10/26.

MBCC has encouraged our bull buyers to retain ownership of their calves through slaughter because we are confident your calves will grow and grade. This past year, DJ Weimer had one of his MBCC sired calves grade Prime, Yield Grade 2. That means tremendous marbling, a big ribeye and very little outside fat. Less than 1% of all cattle in the US achieve this level of carcass quality and muscling.

If you enroll MBCC sired steers in IBEEF, we will pay \$10/head (up to \$100/sire) of your entry fee when you send us the carcass data. You make \$\$ on retained ownership and we learn more about our cattle. Win-win.



Lot 2 MBCC 6G1 ET - Arnold daughter out of MBCC Joyce 6X. Carrying a heifer calf by Tehama Tahoe due 2/22/2021. 22 years of MBCC genetics. She's the kind to build a herd around.

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YouTube Channel —
MBCC Cattle

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

Calendar of Events—Friday, November 20 and Saturday, November 21

Friday, November, 20 **2pm** FFA, 4-H and Youth Beef judging contest. Open to high school seniors and younger. Cash prizes and sale credits* for top team, junior (8th grade and under) and senior (grade 9-12) judges. There will also be a general beef knowledge quiz. Be ready for questions like, "What is the number one factor in cow-calf profitability?"

5pm Dinner and awards

Saturday, November 21 **8am** Come and view the sale cattle
10am educational meeting
"How to Improve Herd Profitability"
11am view sale cattle
Noon Lunch
1pm **Sale**

*** Balancer bred and open heifers, bred cows, 4-H steers; Red Angus bred cow; Angus open heifer and two calving ease (and super growth) Angus bulls ***

*Sale credits can be used for any animal at the MBCC sale November, 21, 2020 or MBCC 18th Annual Bull Sale on Saturday, March 13, 2021.



MBCC Susan 6S6 ET - Why would anyone buy a 14 year-old cow? This 2X Dam of Distinction award winner is a foundation cow for me as I have daughter's & granddaughters in my herd. Take a look at her still perfect udder at 14. If you want to produce females like this, be in the seats on November 21.

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 (east) 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 (southeast) on Binford and go 1.3 miles to farm on left. It is just past the stop sign. Look for "MBCC Bull Sale" signs.