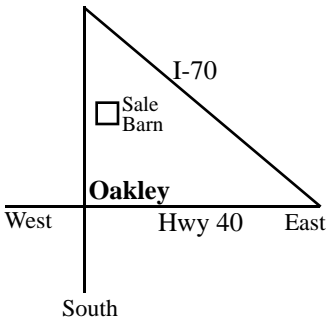


## Directions to the Sale Site



### EPD's - What do the Numbers

**Mean:** Each breed of cattle have their own EPD's and should only be compared within that breed. For example Gelbvieh and Balancer cattle have their own EPD's while Angus have their own EPD's and Red Angus have their own EPD's. Many of the EPD's measure the same traits within each breed. Below you will see what the numbers mean and which breed uses certain EPD's.

**CE:** This EPD is expressed as a ratio with a higher ratio representing better calving ease. The higher the number means the bull has the genetics to produce better calving ease.

**CED:** The Red Angus uses this EPD to express calving ease. The higher the number means the bull has the genetics to produce better calving ease.

**BW:** This EPD is used by all breeds and predicts the difference in pounds for birth weight. Remember to compare EPD's within each breed.

**WW:** This EPD predicts the expected difference in pounds for weaning weight. This EPD is an indicator of growth from birth to weaning.

**YW:** This EPD predicts the expected difference in pounds for yearling weight around 365 days of age. This EPD is an indicator of growth from birth to yearling.

**M or MK:** This EPD predicts the genetic ability of a sire's daughters to produce milk. The higher number means more pounds of milk.

**MB or MARB:** This EPD predicts the marbling score based on a USDA Quality Grade. The higher the number the more the marbling.

**REA:** This EPD is expressed in square inches of rib-eye muscle area. The bigger the number means a bigger ribeye.

**CV:** This is a Carcass Value EPD that is expressed in dollar value per head as if the cattle were sold on a grid. The higher the \$CV means these cattle should make more money as fat cattle sold on a premium meat grid.

**\$B:** This dollar value number is based on weaning weight, feed merit and grid merit. The higher \$Beef Value means these cattle combine three traits important to the feeder and packer.

### Ultrasound Information

All the bulls will be weighed and measured for frame size, ribeye area, marbling, fat thickness, and scrotal size. The bulls will also be fertility tested and tested for BVD. We will post all the measurements on our web-site by February 18th, 2010. Please feel free to access the information on [www.grundbeefgenetics.com](http://www.grundbeefgenetics.com) and [www.camp1aranch.com](http://www.camp1aranch.com).

### Breed Average EPD's

**Balancers:** CE: 104 BW: -0.1 WW: 35 YW: 74 MK: 17 REA: 0.08 MB: 0.02 CV: \$10.13

**Gelbvieh:** CE: 105 BW: 1.3 WW: 41 YW: 75 MK: 18 REA: 0.10 MB: -0.03 CV: \$6.74

**Angus:** CE: 5 BW: 2.1 WW: 43 YW: 79 MK: 21 REA: 0.13 MB: 0.28 \$B: \$38.13

**Red Angus:** CED: 5 BW: 0.0 WW: 31 YW: 58 M: 17 REA: 0.08 MB: 0.08 ST: 9

Dear Friends,

We would like to invite you to our 14th annual Cattlemen's Choice Bull Sale. We take pride in our cattle operations while also taking pride in the success of our bull customers. We continue to see and get reports of our customers topping special feeder calf auctions and also making very good premiums on finishing/feeding their calf crops. We know that none of this would be possible without selling top genetics to top commercial cattlemen! Many of our customers have realized that crossbreeding is real and it definitely pays come sale day!

2009 was certainly a year of ups and downs in the cattle and grain market. One thing we do know is that the beef industry continues to shrink. We certainly think there will come a time down the road that those in the beef industry will see record profits again. We certainly don't know the exact time of the next upswing in the cattle market but once the economy recovers and beef demand returns to normal, we know supplies will be very short.

Grund Beef Genetics and Camp 1A Red Angus have the same goals in mind for our programs. We strive to produce cattle with moderate birth weights, along with exceptional growth, carcass and longevity traits. We concentrate on genetics that are demanded by top commercial feeders and the packer. Ultimately, we realize that we are all "Beef Producers" and it is our job to produce an animal that creates a good eating experience for the consumer.

Today we are amazed by the genetic advancements we've seen in the beef industry! It is not unusual to see a calf born with a 70-80# birth weight and then wean at 600+ pounds in the fall! None of this would be possible without EPD's, ultrasound, and all the measurements we do to offer you the data to improve your genetics. You will find many bulls in the offering that are backed by many generations of A.I. genetics. Many of these bulls rank in the top 25% of their respective breed for birth weight, weaning weight, carcass traits and etc... Good genetics are a big part of the profitability in the future, as the industry is selling around 80% of all the fat cattle on grid marketing agreements.

When looking at the catalog remember that Balancer and Gelbvieh cattle have their own set of EPD's while the Angus has it's own set of EPD's, and Red Angus has it's own set of EPD's. If we can be of any assistance, feel free to call us.

We look forward to seeing you!  
Grund Beef Genetics & Camp 1A Ranch

## CUSTOMER SERVICE & SATISFACTION

### SIGHT-UNSEEN GUARANTEE

If you are unable to make the sale, we are offering a sight-unseen purchase program. We would like to visit with you about the bulls that your operation needs. We also have two independent cattlemen that buy bulls for other ranchers in the area. If you would like to contact Don MacLennan of the Valhalla Ranch or Andy Jones their numbers are listed below. These guys are very honest and will tell you their opinions!  
Don: 303-906-4374 or Andy: 785-769-4319.

### BULL CARE

This year we are offering a program to keep your bulls until April 1, 2010. We will take your bull back to our place and feed them for \$2 per head per day. As of April 1, you will need to call and make arrangements to pick up your bull. Buyer does own the bull as of sale day and assumes all risk of injury or death. We can provide buyers insurance sale day that will cover the risk of injury or death until your breeding season is complete. We typically retain a few bulls for replacements or loaner bulls. If you have a problem with a bull injury, contact us and we usually can provide a replacement bull until breeding season is complete.

### GUARANTEES

All bulls selling for \$2,500 or more are guaranteed against breeding injury for the first breeding season. A breeding season is defined as the 90 day period following the first turn out of the bull. This is not an insurance policy. If the bull encounters a problem, proper treatment or vet care is advisable. If a replacement bull is available, he will be provided, or if the buyer prefers, credit towards another bull will be given in the next year's sale, less salvage value of the injured bull. Please notify us as soon as possible should an injury occur.