

Grund Beef Genetics

Adding Value for Our Customers

Practical, Predictable, and Proven Genetics

January 2011

Our bulls sire the right kind for the Beef Industry

Grund Beef Genetic bulls continue to sire the right kind. Throughout the fall and winter, reports from our bull customers show that their calves are topping feeder cattle sales in western Kansas and eastern Colorado.

It's no accident that these Grund Beef Genetic customers are reaping the rewards of bulls that **sire the right kind** for the feeding industry. Our customers have seen the combined benefits of increased weaning weights and performance, while also seeing low to moderate birth weights.

"Great management and great genetics pay," says Kyle Hemmert of Oakley Livestock in Oakley, Kan. On Dec. 15, a set of Joe and Jody Beckman's Balancer calves topped a special feeder calf sale in Oakley. These calves weighed 766 pounds and brought a whopping \$1.21/per pound! The market-topping calves were bought by a repeat buyer who knows the value of these calves. We have numerous examples like this one to back up our performance over the past five years.

As Paul Harvey said, the rest of the story is that many of our bull customers are selling their heifers for a premium. They realize the great maternal genetics of Gelbvieh and Angus.

Come join us February 23 in Oakley to purchase genetics from a program that makes its living selling bulls to the commercial cow-man. We produce bulls that **Add Value!**

Don't forget about our Angus bull genetics

Many outsiders think of Grund Beef Genetics as a quality supplier of Balancer and Gelbvieh genetics but overlook one important fact: we also produce Angus genetics. They may be one of the most **hidden secrets** if you're looking for a top quality Angus bull.

Many of our Angus females stem from the Circle S Angus program. We have spent countless hours and dollars purchasing some of the top cow families out of the Circle S Angus program. You will find many of our females are based on the Eisa Erica 4079 cow that sold for \$28,000 in 2009 and LB 6807 Isabel 339, who happens to be the mother of the ABS sire Protégé. Protégé is the #1 Sire Alliance winner for total profit. Many of our Angus rank in the top 25 percent of the breed for birth weight, performance and carcass EPDs. We also create these good-numbered Angus cattle with a top-quality look!



Grund Beef Genetics — Cattleman's Choice Bull Sale **Wed., Feb. 23, 1 p.m. CST** **Oakley Livestock Commission, Oakley, Kan.**

The 2011 bull offering is exciting! You will find a stout selection of Balancer, Gelbvieh and Angus bulls. Many high percentage Gelbvieh bulls will be offered, along with a great set of Balancer and Angus bulls. Many calving ease bulls will sell along with a good selection of Red Gelbvieh and Red Balancer bulls.

Balancer and Angus bulls sired by: Predestined, Final Answer, Bismark, New Standard, In Focus, Krugerrand and Mission Statement.

Gelbvieh bulls sired by: Governor, Black Impact, Knockout, Good Stuff and Jake.

*Low Birth Weight,
High-Performing bulls that
sire the right kind.*

Don't miss another sale highlight: 25 head of Balancer Replacement Heifers for sale!

The Gelbvieh Advantage: Mother Breed of Beef

By Frank Padilla
 American Gelbvieh Association
 Director of Breed Promotion

Regardless of the cow herd base you are starting with, there is an easy way to use Gelbvieh or Balancer® bulls to get to the most profitable place in the industry. Feeders and packers demand an animal that will grade Choice with a Yield Grade 1 or 2. Gelbvieh and Balancer genetics allow for this to happen more easily while not giving up the maternal productivity in the cow herd.

The benefits of crossbreeding have been proven many times over by University researchers and at the Meat Animal Research Center (MARC) in Clay Center, Neb. Crossbred females are 30 percent more productive over their lifetimes due to increased fertility, calf survivability, increased weaning weights and cow longevity (see Table 1). Fads come and go in the beef industry, but the real money to be made is always on the cow side of the business.

Gelbvieh's unique genetic package

The unique genetic package the Gelbvieh breed brings to the beef industry is no accident. This German breed has centuries-old history of explosive growth, high fertility and superior milking ability compared to other breeds. This coupled with their docile nature led to them becoming the Continental breed of choice for good cowmen across the United States.

Gelbvieh also continues to reduce its birth weights with each generation, while optimizing growth and mature size. The Gelbvieh birth weight trend shows the improvement made in the breed (see Table 2). MARC research data shows a four percent increase in

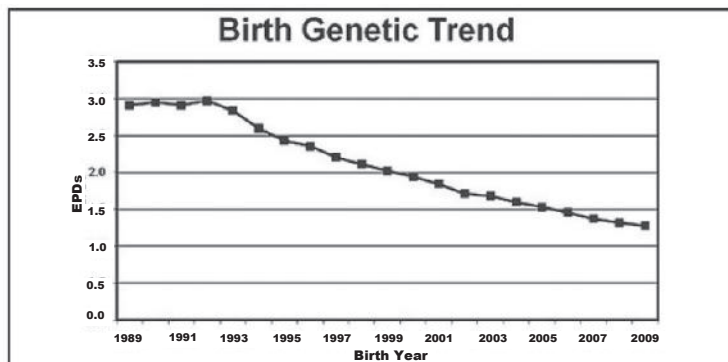


Table 2. American Gelbvieh Association genetic trend for birth weight.

calving ease for Gelbvieh, significantly more than any of the other Continental breeds represented in the germplasm study.

Balancers' Benefits

Balancers are a registered hybrid seedstock and have documented pedigrees and EPDs. Balancers are 25 to 75 percent Gelbvieh with the balance Angus or Red Angus. All polled, Balancer cattle combine the Gelbvieh growth, muscle, leanness, fertility and unequaled pounds of calf weaned per cow exposed with the maternal and marbling of Angus. Producers can choose the percentage of each breed to best suit the marketing target for their calves.

Gelbvieh-influenced females attracted many of the most aggressive commercial producers in the industry with the first MARC germplasm study data in the early 1970s. Gelbvieh-sired females topped the charts on fertility, age at puberty and pounds of calf weaned per cow exposed.

The early data made a statement about the Gelbvieh-influenced female. Today's MARC data shows a female that has reduced her mature size – the only breed from Cycle II to Cycle VII research to reduce mature size, which included British breeds.

The most recent MARC data study showed Gelbvieh-sired calves with the lowest birth weights of the four major continental breeds — Simmental, Charolais, Limousin and Gelbvieh. Gelbvieh-sired calves also tied for the top survivability to weaning of all breeds.

The industry focus changes from time to time, but money in the cattle industry is still made in the cow herd. Today's Gelbvieh and Balancer genetics will make your cow herd work as hard as you do.

Hybrid Vigor Advantages

Advantage of Crossbred vs. Straightbred

Trait	Advantage of Crossbred vs. Straightbred
Cow efficiency (calf ww/cow wt.)	8 %
Cow longevity	38 %
Cow lifetime productivity	25 %
Calf weaning performance	5 %
Calf yearling performance	4 %
Total Avg. Annual Dollar Impact	\$116.88

Table 1. Hybrid vigor advantages through crossbreeding.

From the American Gelbvieh Association, Fall 2010

In the cow-calf business, there is money to be made in productive, hard-working females able to wean calves at 50 percent or more of their body weight year after year. It's no secret those cows must have moderate mature weights, be highly fertile, have sound feet and legs, quiet dispositions, and produce calves with low birth weights and tremendous growth. Maintaining those traits in a pasture full of females is the goal of every cow-calf producer.

The most recent report from MARC, Germplasm Evaluation Program Progress Report No. 22, shows the Gelbvieh breed still leads for traits affecting maternal cow ability, just as it did thirty years ago.

One of the most significant results of

the new data is breed comparisons for mature cow size. As the only breed in the study to reduce mature cow size, Gelbvieh-sired females had the lowest five-year-old cow weight, with an average of 1,382 pounds. According to Leachman Cattle Company of Colorado, moderate-sized cows eat less and wean more pounds of calf per pound of cow, earning up to \$75 more profit per cow per year.

The MARC data also shows Gelbvieh-sired calves will reach puberty at an earlier age – 329 days on average. This means Gelbvieh-influenced females have the potential to breed earlier and produce a calf at a younger age – putting money in the commercial man's pocket.

Moderating birth weight and increasing calving ease has been a focus of Gelbvieh seedstock breeders for the past 20 years.

Lower birth weights and higher calving ease make the Gelbvieh-influenced female a top choice for commercial cattlemen.

Moreover, cow-calf producers have long recognized the value of crossbreeding. A breeding program that utilizes cross-breeding will capture direct and maternal heterosis, maximizing profit.

It is hard to ignore the proven traits the Gelbvieh breed brings to the beef industry and the commercial cow-calf producer. With the tight profit margins in the beef business, cattlemen cannot afford to leave money on the table by not taking advantage of Gelbvieh and Balancer genetics. Consider Gelbvieh-influenced replacement females this fall or a Gelbvieh or Balancer herd sire next breeding season.

Cattleman's Choice Sale Highlights

- ✓ Many calving ease bulls to sell
- ✓ All bulls will be ultrasounded for carcass traits
- ✓ High-performing bulls that sire the "Right Kind"
- ✓ All bulls will be tested for BVD and fertility
- ✓ Sight-unseen bull buying program



GRU 825X

Sire: QZZ EXT Governor 3N (GV)
 Dam: GRU Ms Focus 825U (50% Balancer)
Double Black - Double Polled

CE: 110 BW: -1.0 WW: 44 YW: 87
 Milk: 25 REA: 0.22 Marb: 0.14 CV:\$25.48

GRU 825X is another super Governor son. We think you'll like these low birth weight- high performing Governor cattle that also excel in Carcass traits. Birth weight of 82#s and weaned off the cow at 785#.

Many customers have been asking for higher percentage Gelbvieh bulls that will add pounds and add maternal traits. We've got them! GRU 825X started out at 71# and weaned off the cow at 705#! 825X also ranks in the top 20% of the breed for performance and carcass traits.



GRU 443X

Sire: Tau Kruggerand 70M (50% Balancer)
 Dam: GRU Ms Forefront 443P (50% Balancer)
Double Black - Double Polled

CE: 103 BW: 0.8 WW: 55 YW: 92
 Milk: 18 REA: 0.13 Marb: 0.05 CV: \$25.64

GRU 443X is a stout performance bull with an excellent disposition. 443X ranks in the top 5% of the breed for performance traits while being in the top 10% of the breed for Carcass Value. 443X weaned off the cow at 865#.

He will sire the right kind of calves that will top the market at any level.



GRU 734X

Sire: GRU Knockout 556K (GV)
 Dam: GRU Ms Rito 2-878 734T (50% Balancer)
Double Black - Double Polled

CE: 104 BW: -2.0 WW: 39 YW: 72
 Milk: 20 REA: 0.07 Marb: 0.05 CV: \$19.13

GRU 734X is another low birth weight, thick-ended 75% GV bull that will add pounds, fertility and maternal traits. This 71# birth weight bull is very nice balanced and sports some great EPDs for low birth and high performance. He started small and weaned at 705#!

If you want above average "black calves," then buy a bull that will sire the right kind like GRU 734X.



GRU 803X

Sire: QZZ EXT Governor 3N (GV)
 Dam: GRU Ms Predestined 803U (50% Balancer)
Double Black - Double Polled

CE: 108 BW: -2.0 WW: 39 YW: 87
 Milk: 26 REA: 0.15 Marb: 0.16 CV:\$27.72

GRU 803X combines great carcass traits from the Gelbvieh and Angus breed. 803X only weighed 65# at birth and, man, has he grown.

803X is a thick-made bull with performance traits that rank in the top 20% of the breed and a carcass value trait that ranks in the top 10% of the breed. This bull has a great future!



GRU 7021X Angus Bull

Sire: SAV Bismarck 5682
 Dam: GRU Ms Pride 702I (Baldrige Nebraska)

CE: 10 BW: 0.5 WW: 51 YW: 93
 Milk: 24 Marb: 0.33 REA: 0.33 \$B: 43.10

A thick-ended, nice balanced Angus bull with a low birth weight and great performance EPDs. Sired by the calving ease Bismarck bull and an outcross to many Angus bloodlines.

You will find a great selection of thick made, moderate framed Angus bulls that will work on heifers. We think you'll like these Angus bulls!



GRU CHISUM 202X

Red - Homozygous Polled -50% Balancer
 Sire: LJC Mission Statement
 Dam: Classic Sioux (GRU Good Stuff)

CE: 108 BW: -1.0 WW: 38 YW: 86
 Milk: 18 REA: 0.17 Marb: 0.04 CV:\$29.39

Chisum 202X is an exciting Red Balancer bull that is sired by high value Mission Statement from Genex. This March bull is nice balanced, deep ribbed, and very sound. We have been excited about this calf all summer.

If you are looking for a great Red herdsire, look at 202X. He ranks in the top 20% of the breed for performance traits while being Homozygous Polled.

Cattleman's Choice Bull Sale
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See what Grund Beef Genetics can offer you.

Grund Beef Genetics bulls sire the right kind for the beef industry. At the annual sale Wed., Feb. 23, at the Oakley Livestock Commission, you'll find a stout selection of Balancer, Gelbvieh, and Angus bulls just like **GRU 850X** below. Take a look inside to find out why Grund Beef Genetics bulls are the perfect choice for your cattle operation.



GRU 850X Sire: Black Impact (GV); Dam: GRU Ms Total 850U (50% Balancer)

Double Black - Double Palled

CE: 106 BW: 0.3 WW: 47 YW: 80 Milk: 19 REA: 0.11 Marb: 0.03 CV:\$19.37

850X is a super stout 75% Gelbvieh bull that caught our attention all year. Performance, Look, Muscle and Disposition all describe this bull. 850X stems from the same family that produced the \$10,000 GRU Jake 744J. One of the best sons of Black Impact we've seen and one of the best bulls we have raised! 850X ranks in the top 5% of the breed for Performance Traits and weaned off at 820#.

Cattleman's Choice Bull Sale

Selling will be **70 head of Angus, Gelbvieh and Balancer** bulls, along with **20 head of Red Angus bulls** from Camp 1A Ranch.