

Gill Red Angus Newsletter

FALL - 2013

Hello Ranchers,

Wow, this spring and summer have been crazy ones. In mid-May, along with everyone else, we were wondering what the heck we were going to do. It was DRY, no one had much grass while nearly everyone was looking for some. Then around May 15 it started to rain throughout the Dakota's, MT, and most of NE and WY. By time May was done, parts of these states ended up with anywhere from 4 inches to over a foot of rain! We have three different locations where we run cattle. The ranch head quarters ended up with 7 ½ inches, a lease we have 25 miles west of us received around a foot, and another lease 45 miles east of us drew in a little over 9 inches. Not bad for an area that averages 16 inches of moisture for the year, snow included!!! In June the rains slowed down to 2 inches for the month, and then July started off great with 2 inches on July 7th and 8th, and then another 2 inches a week later. There is grass everywhere, the hay fields are yielding super, our hay oats really piled up, and our silage corn is as good as we have had it at this stage of the game. We have been from ND to NE this summer and it looks good nearly everywhere we go. We are hearing the same reports from customers in MT and WY.

The cattle market has come roaring back, and by watching the Steam Boat Springs Superior Sale in July and the Video Royal Superior Sale in early August, it looks like calves and yearlings are higher than last year at this time. That would make them the highest priced calves ever, for the 4th year in a row!

Have a great Fall!

*Thanks,
The Gills*



Why Our Bulls Work

We are proud of our cowherd, herd sires, replacement heifers, and bulls we raise and sell. Dad and Mom began with Registered Red Angus in 1979 and our goal has been the same since we began. We strive to raise powerful, thick, deep sided, sound made bulls that are out of deep sided, efficient, easy fleshing, sound made cows who have great udders and feet. We make sure the bulls we sell have the ability to keep their flesh easily, and are sound made, so they can cover big country with ease. They have depth of body so there is natural fleshing ability, and so their daughters will be easy keeping as well. Our bulls have more muscle in their rear and are longer bodied than most Red Angus. This all comes from the type of herd sires we have always used, and how hard we are on our cow herd. We sell the bottom 20% of our cow herd every year. If they don't have the look we like or the ability to do what is needed, they are gone. We have really noticed how the quality of our bottom end bulls have improved since we began doing this 5 years ago. Because of this, the bulls are REALLY uniform! Feeders love the calves from our customers as well, because of the quality they get. They don't have to feed as hot of a ration to get what is needed, and when energy is the most expensive part of a steer's diet and they don't have to feed as much corn, this means more money in their pocket.

Last year we hired a nutritionist to help with our mineral program and the rations for the bulls and heifers over the winter. When we hired him, we told him we don't want to use any corn in the diet for the bulls or heifers. He told us he wasn't sure if it was possible to get the bulls developed properly. But we stuck to our guns and fed some distillers, beat pulp, drought out silage, and corn stalks. The bulls did better than ever before, and he told us, "You are the only seed stock breeder I have as a customer, or that I know of, that does it without corn or processed bull developers". He said "your cattle just get it done, without much help". We are proud to say this is all done by having cows that are easy fleshing, around a 5.5 frame, and have a bit more bone and muscle than most other Red Angus. The harder we are on our cows, the better product our customers will receive!

Our Ranch

Over the last few years, we have grown our ranch acres, cow numbers, and added a yearling program to our portfolio. This summer we are running 100 yearling spayed heifers and 400 yearling steers on grass, while breeding 550 head of registered cows, 130 head of replacement heifers, and also put in 50 embryos. We are also running 135 yearling bulls on grass. (which will be the coming two-year olds in our sale next February). We run all these cattle on 18,000 acres at three different locations. We have 1600 acres west of us 25 miles, 4850 acres east of us 45 miles, just north of Mobridge, SD in the Missouri River breaks, and the remaining at the headquarters near Timber Lake, SD. We put feed up on 1000 acres of this, as this summer we have 400 acres of oats to bale and chop, 250 acres of corn to chop, and 350 acres of grass/alfalfa for hay. The other 17,000 acres is pasture land. The cows that calve in May/June stay on grass year round without feeding them any hay, unless the snow comes and covers up the stockpiled grass or it gets too hard for them to get to the grass. The early calving cows are summered on the 4850 acres of grass 45 miles east of us until sometime in November. They come home in the fall and graze some regrowth on fields and some saved pastures, and we will start supplementing them in the third trimester. None of our cows are fed any grain throughout their life. We try to run them the way most commercial ranches run their cow herd so their offspring don't need any pampering to survive. We figure it takes us 25 acres to run a cow per year. The yearling operation gives us another hands on experience on how our customer's calves/genetics do after weaning. We also partner on several thousand head of our customers calves every year with a few different feedlots. We want to be involved in all aspects of the beef industry so we can continue to improve our genetics and help our customers make a profit.



Larry taking Victory out to his girls.

You Buy, We Bid

This is a program we started nearly 10 years ago. All you need to do to qualify is become a Gill Red Angus customer. (The more loyal you are to us, the harder we will work for you.)

We believe that if we are lucky enough to be your seed stock provider, then we should do more than just sell you a bull. We also provide you with a service. All ranchers are great at ranching, but their weakest part of their business is marketing. That is where we come in. If you tell us in advance when and where you are selling your calves or yearlings, we will do all we can to locate bidders and buyers. This service has helped put several thousand extra dollars into our customer's pockets. We don't get them all bought, but we do make them all bring more. There has been several times when we have had 2 or 3 different bids on the same set of calves. If you purchased your bulls from someone who doesn't provide marketing assistance, you would be missing out on these bids. Every bid helps your pocket. So remember, let us know at least a week in advance so we can do all we can to help you out.



The sale block at the Superior sale "The Big Horn Classic" in Sheridan, WY.

The Future of the Cattle Market

Wow, the cattle market started to come back strong in early July. I watched the Steam Boat Springs Sale on Superior and am listening to the Video Royal sale now, and it is HOT! All weights are in high demand and it is a lot of fun watching ranchers get paid for their product. In fact, a set of Red Angus replacement heifers consigned by Burchfield Ranch, Cody, NE, weighing 500 lbs sold for \$211/cwt! Congrats Mark!!!

I visited with a feeder from KS yesterday who purchased two different sets of our customer calves last year. He told me he has been purchasing a couple groups of calves now for the last few years off the video, and he didn't get them bought this year because they were 50 lbs heavier and sold for \$8/cwt more than last year.

Just because the calves are selling higher than ever before, doesn't mean you should slack off on genetics, vaccinations, Source/Age tagging, etc. You still want to get the best price possible and every extra bid is more money in your pocket. We at Gill Red Angus are big believers in doing everything you can to capture all the cash possible on your calves or yearlings. So make sure you continue with the fundamentals, and if you are a Gill Red Angus customer, make sure you let us know when and where you are selling. We have feeders/buyers who want to feed our genetics.



We use Facebook as a social media outlet to let folks know about the happenings on the ranch. We also use it to promote all of our customer's calves. After you notify us of what, when, and where you are selling, we will try to get them posted on our Facebook page. We currently have over 1750 followers, plus it is on our website for anyone and everyone to read. This is a huge form of advertising for our customers' calves. Check it out and "Like" us as well.

The 1400 lbs cow vs the 1100 lbs cow

There seems to be a huge push in the industry right now to make your cows small. We are told they are more efficient and you will make more money off a small cow because you can supposedly run 20% more cows on the same feed. We are also told a lighter weight calf will bring more per pound. Well that sounds real good. But let's dig into it a little deeper and make it an apple to apples comparison.

Let's start with the first argument. The industry tells us that you should be able to run 20% more cows on the same amount of feed when comparing an 1100 lbs cow to a 1400 lbs cow. So let's compare a ranch that can run 600 head of 1100 lbs cows compared to 500 head of 1400 lbs cows on the same feed resources. After a 5% death loss, you should have 285 steers off of the 1100 lbs cow herd. If the calves weigh 44% of the cows weight, the average weaning weight will be 484 lbs with an average price of \$190/cwt or \$921/calf (by using the average price on Superior's Steam Boat Springs Sale). If you replace 15% of the cows a year, that comes to 90 cull cows that weigh 1100 lbs and sell for \$.81 or \$891 each. To replace those cows you will need to retain 105 heifers annually. Of the heifer calves you sell off the cow (after a 5% death loss) you will have 180 head that average \$846 if they sell \$10/cwt back from the steers. Of these replacement heifers in which you try to breed, you will cull 15%, or 16 head. If your cows mature out at 1100 lbs, then these heifers will be around 800 lbs. Taking the average Superior price of \$135/cwt, they would be worth \$1080 each. Now you will need 5 more bulls to breed these cows and heifers since you have more cattle (15 heifers and 100 cows), and I used our last year bull sale average of \$4850 a bull. So after you add up all the income and expenses, the gross off of your 600 cows is \$487,875

Now, let's figure the 500 head ranch full of 1400 lbs cows. After a 5% death loss you would have 237 steers that weaned off at 43% of the dams body weight, for an average weaning weight of 602 lbs with an average price of \$172/cwt or \$1035 per steer calf (by using the average price on Superior's Steam Boat Springs Sale). If you cull 15% of the cows, you will have 75 head of 1400 lbs cows to sell at the same price as the 1100 lbs cow of .81/cwt for a total of \$1134/cow. You would need to retain 90 head of replacement heifers to replace the 15% of cull cows. So you would then sell 148 heifers off the cow (after a 5% death loss) at \$954 each, priced at \$10/cwt back from the steer mates. If you have the same amount open as the other group, which is 15%, you would have 14 head to sell that will weigh 1000 lbs, and by using the average price for that weight on Superior, they would be worth \$128/cwt or \$1280 each. After adding everything up, the gross sales are \$492,092.

So as you can see, it is actually the opposite of what they tell us. By these figures, the difference is over \$4000 more made off the 1400 lbs cow. What isn't figured in yet is the extra calving facilities, labor you have at calving, pasture care, etc, plus the extra vet expenses you have to run the extra cows, or in this case, 100 head of cows and their calves and 19 replacement heifers. After you add that all up, it could cost you from \$10,000 to \$15,000 or more annually to have the smaller made cow. Plus, this type of smaller framed calf will not get the premium sale day just because he is lighter. The lighter calves that get the real premium are the second cuts of the medium framed cows, as the smaller framed calves will finish too small and have higher yield grade 4's as they get too fat too early which is a huge discount to the feeder.

We want you to know that we are not promoting or advocating a big cow, as you can get them too big. However, we think you need to run the right type of cow, the kind that your environment allows you to run and that maximizes your profit. We just wanted to point out that there is nothing wrong with a 1400 lbs cow if your environment allows it. What we do think is important, is the type of cow you run. We feel it is real important to have an easy keeping, big bodied type cow, one that is sound, fertile, and has the performance in her to raise the type of calf that the feeder will want to feed. So, before you run out and change your program, do your own math and see what works for you. Remember, there is a reason why feedlots from all over the country come to this area to buy their calves, while paying a whole lot more for them here than they do anywhere else throughout the country.



When you sell

When you sell, wherever it is and however you do it, there are a few things you need to do beforehand. Please read below and make yourself a check list so you don't leave any money on the table.

1. Vaccinate your calves with the proper vaccinations and have proof you did it in your hands on sale day for the buyers. By vaccinating a few weeks before you sell, your calves will bring a minimum of \$8/cwt more than if they were not vaccinated.
2. Let buyers know when and where you are selling. An easy way to do this if you are a Gill Red Angus customer is to contact us before you sell. We will make calls to potential buyers and to the Red Angus office, who will then send out an email to their buyers list as well.
3. Use the Red Angus Source and Age Tag. It is only \$.99 a tag (less expensive than a traditional tag). This tag has proven to make the seller some extra money.

Pre-weaning Shots

Gill Red Angus (VAC) Vaccination Recommendations: Vaccinate your calves prior to weaning to the following: 5-way • 7-way • Pasteurella • Mycoplasma

It only makes sense to get this done. The cost to give pre-weaning shots is hardly anything when you will get at least an \$8/cwt or \$45 return on your investment (assuming a 550 lb calf). Go buy the vaccine and vaccinate your calves; it pays!

Another perk of being a Gill Red Angus customer is you will qualify for a 3% discount on all your vet supplies through three different locations. DeTye vet supply out of Sturgis, SD has been working with us now for nine years. Out of Washburn, ND, River Ag will again give us the same discount for the third year in a row. New this year, Stockmen's Supply out of Mandan, ND will now honor the 3% discount as well. Whether you want to buy from a North Dakota or a South Dakota company, make the call today and get your fall vaccinations from any company, you will be glad you did.



All Gill customers can receive a 3% discount on all vet supplies through DeTye Vet Supply, River Ag or Stockmen's Supply!



Let us know in advance when you are selling

It is very important that you give us a couple weeks advance notice when and where you plan on selling. If you wait until the last minute, then we cannot contact as many potential buyers, plus we may have to make other arrangement to bid on your calves. We have calves selling nearly every day, sometimes in a couple different locations throughout the fall and winter. We need time for all of it. By calling us well ahead of time, it will make our lives easier and hopefully your pockets fuller.

The Red Angus FCCP Source & Age Tag (The Yellow Tag)

As a Red Angus seed stock provider, we would rather our customers use the Red Angus tag, for a few reasons. First, the more calves that go through the program, the more industry respect there is for our breed, which in turn will open up new marketing programs for Red Hided calves. Secondly, it is by far the most affordable Source and Age program there is at only 99 cents a calf! But if you choose not to use the Red Angus tag, we strongly encourage you to use some sort of a Source and Age program, so you are eligible to receive a top price. Remember, if you don't, you will automatically eliminate all the buyers who want to feed only Source and Aged cattle. Why eliminate a potential buyer? Every extra bid is another dollar in your pocket!



Why should I buy my bulls from Gill Red Angus

1. In this day and age, you can buy similar pedigrees nearly wherever you go. Several AI bulls are available and it seems like most breeders use the same ones. Here at Gill Red Angus, we will only use a bull if he will take our program forward, not just because he looks pretty in a semen book or because he has a pretty set of EPD's. We choose herd sires that are out of cows that has everything we desire. If she has a tipped udder, a bit harder keeping, poorer disposition, or shabby feet, we won't have a second look at the bull. By doing this, and culling our cow herd as hard as we do, you are sure to get a top quality product when buying from Gill Red Angus.

2. We develop the bulls with the buyer in mind. We make sure they are sound, and stand behind our product 100%.

3. Customer Service – We are one of the only seed stock providers who will work hard to find a bidder/buyer for your calves. We are on the phone or road all the time visiting with feeders and order buyers so our customers will get paid top dollar. We also advertise in magazines and on the radio promoting our customers calves throughout the fall. Our customers have 20,000 head of calves to sell annually, and we try to bid on all of them if the customer lets us know when/where they are selling. Last year, we purchased either for ourselves or on order a little over 6500 head while being contending bidder on approximately 12,000 other calves. Our customers also qualify for discounted vet supplies through three different vet supply companies: DeTye Vet Supply, out of Sturgis, SD, Stockman's Supply out of Mandan, ND and River Ag out of Washburn, ND.

4. Quality bulls in volume. We feel we cull our cow herd harder than any other seed stock provider out there. Because of this, our offering of bulls are second to none and are extremely uniform. But at the same time, we continue to grow our cow herd and offer more bulls each year. We will have one of the largest sales in the breed, as we will offer 210 bulls and 200 commercial replacement heifers. You will be able to get all your seed stock needs at one location, plus

you will qualify for the extra customer service that Gill Red Angus provides when you become a Gill Red Angus customer.

5. Age advantage or yearling bulls – We calve cows in late winter and then again in May/June. The late winter calves will raise the yearling bulls while the May/June calving group raise the bulls that make up the two-year old bulls. These are planned breeding's as this year we started breeding early and pulled bulls on July 1 for the late winter calving group. We then began breeding again late July and will pull bulls September 15 for the May/June calving group. There are hardly any Red Angus sales in the country where you can go and find 200+ bulls selling from one breeder.

6. Marketing your calves – we are getting all the bases covered when it comes to helping you market your calves. Two years ago, Moberge Livestock and Gill Red Angus started the only All Red Angus Commercial Calf Sale in the country, and it has grown to a great event. Last fall we had 6000 head of Red Angus calves consigned and sell. We take out ads, make LOTS of phone calls promoting it and have always carried a big stick bidding on calves at this sale. Along with Moberge Livestock, we work with the other auction barns, like Ft Pierre Livestock, Faith Livestock, Presho Livestock, Philip Livestock and Hub City Livestock to make sure Red Angus is being promoted the way they should be. We also work closely with Kim Ulmer, Patrick Maher, and Kevin Fettig; all three are order buyers who place bids on our customer's cattle privately, at the ranch. Then new this year, we are working real closely with Clint Berry and John Andras, both of whom work for Superior Livestock. They will travel all over the country to help you consign your calves to Superior Livestock. This is Clint's first year with Superior, but we already have customers selling their calves through Clint from both North and South Dakota! So whether it is on the farm, through the barn, or off the ranch, we can help you get your calves marketed the right way.

Expensive bulls aren't that expensive

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Growing up I remember arguing with my parents, telling them their economic reference points were stuck in the 1950s. They would tell me about times when a loaf of bread cost a nickel, the movies cost a dime, etc.

Any son hates to admit that they might be acting like their parents, but lately I have caught myself using economic reference points that are getting a bit dated. I still think all hotel rooms should cost less than \$80, I should be able to take my family of four to the movies for less than \$20, and \$30,000 should buy the biggest, nicest truck on the market. If I am honest, I've had some of the same thoughts when reading Angus bull sale reports over the past couple of years. "Wow, can a commercial guy really afford to pay THAT for a bull?"

To recalibrate my economic reference points, I started doing some math. A few months ago, Miranda wrote about a calculator that Jim McGrann, emeritus ranch management economist at Texas A&M, developed to help determine what you could pay for a bull. I played around with that calculator and used the "pounds of calf required to pay bull depreciation" feature for this comparison. I used to think of \$3,000 as a good average price for a registered Angus bull for a commercial herd, so I started from there.

I went back in time about 5 years when feeder cattle were worth \$90/cwt. and cull bull prices were \$60/cwt. With those assumptions (and a 4-year productive life), that \$3,000 required 21.3 lb. of calf to pay for his depreciation. Using today's figures of \$175/cwt. feeders and \$90/cwt. salvage bull price, a \$5,000 bull only requires 19.3 lb. of calf to cover his depreciation. So my \$3,000 average needs to be increased to \$5,000 to remain on par. Also, looking at "lb. of calf to pay for bull depreciation," a \$1,000 additional investment (going from \$5,000 to \$6,000) only requires an additional 5.7 lb. of calf from that bull to pay for himself.

Another way to look at it: every additional 6 lb. of weaning weight a bull can bring to my cowherd is worth me paying \$1,000 more. Using my \$5,000 base, if I find a bull with an 18-lb. WW EPD advantage over the average bull, he's worth \$8,000. That doesn't even get into the added value a bull with better carcass EPDs can bring. So going back and looking at some of the prices paid for registered Angus bulls in recent sales I am convinced most cattlemen are way ahead of me in doing this math. Paying up for a good bull really makes sense.... and dollars and cents.

Mark McCully
CAB Vice President

2013 Sale Report

- 98 Coming Two-Year Old Red Angus Bulls - \$5,403
- 96 Yearling Red Angus Bulls - \$4,247
- 194 Bulls Total - \$4,831
- 8 Registered Bred Heifers - \$4,531
- 4 Registered Open Heifers - \$4,001
- 72 Commercial Bred Heifers - \$1,660
- 129 Commercial Open Heifers - \$1,208

Top Selling Bulls:

Two Year Olds:

- Lot 16 LMG Gills No Doubt 1865, 5/9/11 son of LMG Gills No Doubt 9018 to the Wock Ranch, Dickinson, ND at \$9,000.
- Lot 4 LMG Gills Diesel 1859, 5/24/11 son of LMG Gills Vin Diesel 7611 to Randy Kahl, Mandan, ND at \$8,000.
- Lot 6 LMG Gills Rollo 1834, 5/3/11 son of Sanderson King Rollo 22V to Bill Klesalek, Mandan, ND at \$8,000.
- Lot 7 LMG Gills No Doubt 1809, 5/10/11 son of LMG Gills No Doubt 9018 to Randy Kahl, Mandan, ND at \$8,000.
- Lot 47 LMG Gills Rollo 1833, 5/5/11 son of Sanderson King Rollo 22V to Allan Birkeland, Warwick, ND at \$8,000.
- Lot 7 LMG Gills No Doubt 1809, 5/10/11 son of LMG Gills No Doubt 9018 to Randy Kahl, Mandan, ND at \$8,000.

Yearling Bulls:

- Lot 109 LMG Gills No Doubt 2044, 3/2/12 son of LMG Gills No Doubt 9018 to Dan and Taro Hooper, Merriman, NE and Crump Red Angus, Gillette, WY at \$16,000.
- Lot 113 LMG Gills Super Dawg 2082, 3/11/12 son of WR Mr Red Dawg 5335 to the Olson Ranch, Selby, SD at \$9,000.
- Lot 116 LMG Gills Vin Diesel 2034, 3/14/12 son of LMG Gills Vin Diesel 7611 to Randy Opheim, Selby, SD at \$9,000.
- Lot 108 LMG Gills Big Statement 2098, 3/9/12 son of C-T Grand Statement 1025 to Stradinger Ranch, Isabel, SD at \$8,500
- Lot 106 LMG Gills Outrider 2009, 1/1/12 son of Bieber Outrider W388 to the Dahner Ranch, Almont, ND at \$8,000.

Registered Bred Heifer:

- Lot H1 LMG Miss Dynette 1329, 3/20/11 daughter of RED Towaw Indeed 104H bred to 1DR Victory 0034 to the Fick Ranch, Inman, NE and Route 9 Red Angus, Mackinaw, IL at \$11,000.

Registered Open Heifer:

- Lot H11 LMG Miss Lydia 2640, 2/29/12 daughter of WR Mr Red Dawg 5335 to Hickory Hill Red Angus, Taft, TN at \$6,000.

Commercial bred Heifers:

- The top draft of commercial bred heifers went out at \$1,900 on a draft of 15 head selling to Deana Jak, Inc from PN consigned by Schroeter Ranch, Madison, NE.
- The commercial open heifers topped at \$1,325 for 20 head selling to Jarrod Schelske of Kennebec, SD.



Yearling Program

This year we added a yearling program to Gill Red Angus, which involves running 100 heifers and 400 steers on grass over the summer. All of them were purchased from our bull customers as calves. By adding this new segment to our ranch, it has really helped our customers since we bid on A LOT of lighter weight calves last fall to get the 500 head. In fact, we bid on approximately 1500 head of steers/heifers that weighed between 400 and 450 lbs to get them purchased. Most of these yearlings came to us in smaller groups sale day, which helped several of our customers instead of just a couple. The average size per lot that we bid on was 35 head, which means we purchased calves from 14 different customers and bid on/purchased from approximately 40 total customers. This added an average of \$15 to each calf that we bid on. It has been fun watching them grow and identifying the cattle that do well. It gives us more experience with our genetics and how we can still improve on them.



The Gill Red Angus Customer Service Program...#1 in the Industry!

Message from Hoss

After serving as RAAA Commercial Marketing Director for the past 6 years, I understand the effort it takes to drive demand for feeder cattle. Although each of us would be the first in line to testify about the superior traits that Red Angus bulls deliver to our cowherds, capturing that bred-in value at sale time each and every year requires marketing effort vs. just crossing your fingers and wishing for a good day.

I've seen first-hand the work that the Gill Family puts into drawing "extra" attention to their customers calves. From working with feeders and/or order buyers, to promoting their customers' calves prior to sale day via their own communication lines or relying on the RAAA Marketing Programs' channels, or even building relationships with various marketing outlets to help ensure Gill bull customers have the access they need to be successful. The Gill Family is eager to do the "leg work" necessary to help their customers capture the value of the superior genetics delivered by the bulls they purchase from Gill Red Angus.

I've worked for several years with Red Angus bull customers throughout the Dakota and Nebraska region. In my new position as a Superior Livestock Auction representative I have heightened my previous efforts and continue to rely not only on the quality of the cattle, but of the cattlemen themselves that call this region home. I realize that you have multiple choices when it comes to marketing your feeders. Whether it's taking advantage of the established traditions of the regional livestock markets mentioned earlier in this newsletter or trying your luck via private treaty. But if you are looking to market your cattle in front of the nation's largest buyer base - Superior Livestock Auction, you can trust that the Gill family will be eager to help you capture the value bred-in your calves.

If you are hunting for a way to capture the value you've invested in by buying Gill Red Angus bulls, I'd love to visit with you about marketing your cattle The Superior Way. Please give me a call and I thank you for the chance to earn your business.

Clint Berry (Hoss)
(417) 844-1009
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About Hoss: Clint "Hoss" is a past Commercial Marketing Director for the National Red Angus office and has been a huge benefit to the breed and a great friend of ours. This summer he struck out on his own and is now working for Superior Livestock. He will also be working with Gill Red Angus to help market our bull customers' calves through Superior for those who want another marketing option. He will also work as a sale representative to help market our bulls and our customer's commercial replacement heifers. Hoss knows cattle and is a straight shooter. Give him a call anytime to discuss your marketing options on your calves and for your bull needs next spring.



Clint Berry - AKA "Hoss"

Annual "You Buy, We Bid" Bull and Heifer Sale

February 18th at the Ranch near Timber Lake, SD

Selling: 210 bulls

- 120 Two Year Old bulls
- 90 Yearling bulls
- Plus 200 Commercial Replacement Heifers (consigned by top end customers)
- Sale broadcast live online with Superior Livestock

Sale Bulls

The yearling bulls are all born late winter and are weaned in September. After being weaned they are fed a high roughage ration which consists of silage, corn stalks/wheat straw, oats hay, and distillers. They won't get any corn and we will expect them to gain around 3 lbs a day. The coming two-year olds were weaned in November and were wintered just like our replacement heifers. They were turned on grass early May and will stay there until October. They will go on a ration that consists of the same product the yearling bulls are getting. Last winter, neither group was ever on a ration hotter than a .45 mcal. They are fed to see their genetic potential, but not to get fat. We want to develop them as best as we can while keeping them as fertile as possible. We cull anything that doesn't look sound, doesn't have the performance or eye appeal we demand, and we also try to cull anything that doesn't have a disposition we like.

The 200 head of replacement heifers are all customer owned. These come from some of our top customers who breed cows that work for the rancher, not the other way around. Last year they weighed from 700 lbs to 850 lbs. Depending on the customer, some calved in February while others calved in April. These heifers are good and will make great cows.





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“You buy our bulls, we will bid on your calves!”



The Gill Red Angus Customer Marketing Program

Something we offer that most of our competition does not is a Customer Buy Back Program. Our slogan is “You buy our bulls and we will bid on your calves.” This has really helped our customers on selling day. We ran some calves up as much as \$5 per hundred weight. You add that up on a load of 600-pound steers, and you made an extra \$2,500 just by being our customer. Compare that to our sale average the last couple years --- that’s nearly a free bull! How can you go wrong?

Here is how it works:

- ✓ First you must be a Gill Red Angus customer. At marketing time, contact Gill Red Angus with the marketing option you wish to pursue:
 - Complete Retained Ownership
 - Partial/Partnership Retained Ownership
 - Livestock Auction or Off-the-Farm Marketing - Sell 100% of your calves off-the-farm or at the stockyards and a Gill staff member will be there to place a bid on them for you.
 - Replacement Heifer Marketing - Market your top-quality open replacement heifers through our annual production sale in February. (We have spent thousands of dollars on advertising over the years. Use our past advertising and known name to market your replacement females.) Call for more information.
 - Discounted semen and vet supplies available to all customers.
- ✓ When possible, we will work with our customers to help form co-mingled loads of calves.
- ✓ Upon harvest, if possible, Gill Red Angus will prepare a report, complete with feed yard and harvest data, for your use. The Gill staff will then schedule a meeting with you to discuss ways we can help add profit to your bottom line.
- ✓ We are also available for consultations regarding breeding, replacement heifer procurement, and all marketing options. We will help you in any way we can to make your bottom dollar grow.

