



THE WULF RECORD

SPRING 2018

www.WulfCattle.com

Vol. 14, Issue 1

Dear Friends & Fellow Cattlemen,



As we close out 2017 and start 2018, we find the cattle market is in much better shape than any of the analysts predicted just a year ago. It's pretty amazing when we

consider that in 2017 we harvested 10% more cattle than 2015. This all happened with a market that was about 15% higher than the second half of 2015. A stronger cattle market while cattle numbers are growing has only one explanation—robust demand. It has been the story both domestically and globally. Exports over 2015 are up 11%. From a global perspective, we believe the U.S. beef industry is in a good position!

Wulf Cattle, with its integrated business model from genetics to harvest, is in an excellent spot and poised to continue to capture market share of value-added markets, both domestic and abroad. We have been able to keep growing our annual marketings. Thus, creating opportunities for producers that are aligned with us and utilizing our genetics.

The new and exciting challenge this past year at Wulf Cattle has been the implementation of "Feedlot Health Management Services". Feedlot Health is a feedlot consulting and software service company started by Dr. Kee Jim of Okotoks, Alberta, Canada. Feedlot Health is one of the largest feedlot consulting companies in North America. We now have access to their large team of veterinarians and nutritionists. Feedlot Health has an industry leading software and data management component

(Continued on page 7)

**Better Beef is our
ONLY Business**

Wulf Cattle OPPORTUNITY SALE *of* 2018

Seminar: Thursday, April 5 ■ 7 PM (supper at 5:30 PM)
Sale: Friday, April 6 ■ 12 Noon (Lunch at 11 AM)
Both events are held at the farm
(47694 320th St., Morris, MN 56267) 10 miles south of Morris on Hwy. 59

VIDEO ONLY SALE
*Watch the sale and bid live online at DVAuction.com
and SuperiorClickToBid.com.*

Selling Approximately 460 Lots
412 Bulls (*Limousin, Lim-Flex, Angus*)
37 2-yr-olds ■ 75 coming 2-yr-olds ■ 300 yearlings
48 Registered Females (*Limousin, Lim-Flex, Angus*)

**Cattle can be viewed at Sandy Ridge, Atkinson, Nebraska,
anytime prior to the sale and during our open house
on March 6 and 7 held at Sandy Ridge.**

(Continued on page 4)

In Business to Stay in Business

Ranch owner and ranch successors work to keep family ranch going, growing and improving.

By Paige Nelson

The first time Mick Kennedy met Jerry Wulf was when the steakhouse in Philip, South Dakota, was still on the west side of Main Street. Jerry was hosting a meeting with several ranchers in the area and Mick happened to be one of them. The timing was perfect. Mick was searching for another Limousin bull supplier and neighbor Howard Huxtable, an order buyer for Wulfs, had recommended Mick try a Wulf bull.

Mick's been buying bulls from Wulfs ever since.

Now, his sons Reggie and Kyle Kennedy will carry on the family tradition.

Brotherly Love

The Kennedy family has been in the agriculture business for as long as Mick can remember. If Kyle and Reggie have anything to do with it, it will stay that way.

Mick's grandfather was a rancher. His two sons would keep ranching in the family line.

"My dad and my uncle took a handshake back in the 1940s and decided that they were each going to own 50 percent of whatever they could put together," Mick tells.

The brothers started out with a ranch and an implement dealership in Philip.

"Every time they made a little money, they bought a little piece of land," he adds.

The brothers purchased the current-day Kennedy Ranch in 1973. Mick was in college at the time but came home to help manage things on the ranch. He is a third generation cattleman. Reggie and Kyle are the fourth generation. The fifth generation is being raised on the ranch; in hopes, someday they, too, will want to run cattle.

"It's a family ranch," explains Mick "The goal is to pass the ranch on to my two sons."

"We're pretty simple people out here," he continues. "In the end, all we really want to do is be in business next year. When I was younger, I used to always want to get the most for my calves, and I wanted them to weigh the most. I've gotten past that. I just want to be in business next year. So that's the way I look at it."

As 2018 looks to be a major transition year for the Kennedys—passing the ranch from father to sons. Reggie says his hopes for the future are that a year from now "we're still all here doing what we love to do."

Additionally, both brothers say they'd like to continue to improve the cow herd—genetics and carcass merit being a focus area.

The Wulf Promise

Reggie and Kyle have motivation to improve carcass characteristics, as they know it will help them earn more for their calves. During the last ten years, Wulfs have made good on their promise of buying their bull customers' calves.

"They're serious when they say, 'If you buy our bulls, we'll come buy your calves,'" says Mick. An added feature Kennedys truly appreciate is that Wulfs purchase the calves right from the ranch. Selling their calves at home reduces stress and saves time and money.

"As long as they [Wulfs] are in the business of procuring feeder cattle and come out and give us a fair bid on our calves in the country, we're going to continue to buy our bulls from them," Mick continues.

The Kennedys feel this relationship has worked

well for so long because of the mutual respect each party has for the other.

"You have to respect each other," says Mick. "And as a bull purchaser and feeder-calf seller, you have to understand that you're not always going to buy the bulls at the cheapest price or sell your calves at the highest price, and they look at it the same way from their side of the fence. In the end, if you trust each other and respect each other, it will all average out."

Every spring, the Kennedys Limousin bull battery is sourced directly from Wulf Cattle. They also participate in Wulf's bull retirement program.

"It's kind of a no-brainer," says Kyle. "We're going to get top-of-the-market value for retiring a bull with them to go towards credit for a new one."

Even better for Kennedys is that the McLaughlin, South Dakota Wulf Cattle Depot is only 135 miles from home. They can drop their old bulls there instead of having to haul them to the headquarters in Morris, Minnesota, 420 miles away.

Kennedys make it a point to attend all seminars hosted by Wulfs.

"We want them to come buy our calves—bottom line—so any programs or anything that we can do to improve our calf crop/cow herd, we're going to do to help give them a better product," Reggie says.

According to Kennedys, besides the annual calf-buying trip in the fall, someone from Wulf Cattle visits once a year. They come see how the bulls are doing after they've grown up a little bit, explains Reggie. If there happens to be a problem with a bull, Wulfs are the first to know about it, he adds.



Reggie Kennedy with son, Sam.



Mitch and Kyle Kennedy

“We don’t keep any secrets around here. They’ve always been good about taking care of any problem that we’ve ever come across.”

Kyle clarifies saying, “It’s been vice versa. When they finish out our calves, when they come across the carcass data, if there’s something they dislike, we try to improve that in our bull buying the next year.”

Life on Kennedy Ranch

Near Faith, South Dakota, Mick, Reggie and Kyle manage 650 mother cows on more than 12,000 acres. The cows are divided into three separate herds; Kennedys utilize three different breeds in their operation.

Mick says the biggest struggle for them is growing enough feed to keep cattle fed through the winter. It doesn’t rain very much out here, he describes. To better match cow requirements with forage availability, Kennedys aim to keep a moderate-framed cow herd. By incorporating both Angus and Hereford genetics into their replacement heifer breeding program, Kennedys can capitalize on a smaller framed, baldie Angus-Hereford-cross cow with plenty of hybrid vigor to make up their cow herd. The crossbred cows are bred to a Limousin bull to calve by the first of April.

“The first thing that I liked about the Limousin breed is the vigor of the baby calf when it’s born,” comments Mick. “Those little stinkers, they’re wanting to get up and suck before they can find their feet.”

“They don’t have to be big when they’re born to end up being an average or above average calf in the fall to market,” he continues. “Our calves probably average 80 lbs. when they’re born. When we sell in the fall, on average, our steer calves will weigh right at 550 lbs. and the heifer calves about 525 lbs. That’s good enough for us.”

Kennedys calve their cattle in the pasture. They ride through them on horseback four times a day during calving season. To avoid calving problems,



(L to R) Reggie, Mick and Kyle Kennedy of Kennedy Ranch

Kennedys put calving ease and birth weight as a top priority when selecting bulls.

“We absolutely do not have a problem calving. The only calves that we ever have to pull are backwards calves; or once in a while, you’ll have a calf with one foot back, and you have to assist those, but we just don’t pull a calf because it’s too big.”

Other traits Kennedys use to select bulls are length and ribeye area. We have always thought there are pounds in length, says Kyle. Wulfs rely on ribeye area as a key carcass trait, so we don’t bid on a bull unless he’s got a nice big ribeye, he adds.

With good cattle genetics in the ranks, a plan in place and a tradition to maintain, Reggie and

Kyle are excited to take on responsibility for the family ranch. Mick is looking forward to watching his sons and grandchildren carry on the family legacy. But like most ranching families, Kennedys live in an area where weather can be the determining factor between success and failure. When asked about climate conditions, Reggie prefers to quote Jerry as saying ‘It’s either winter or you’re getting ready for winter.’

This winter has been pretty dry on the Kennedy place. In fact, it’s been dry for two years in the western Dakotas, Montana and Wyoming. So, in conclusion, they request us all to “pray for rain!” ■



Gathering cows and calves at branding time

Selling in the OPPORTUNITY SALE of 2018 on April 6



Lot 1 • Wulfs Envoy K116E

Bieber Hard Drive Y120 X Wulfs Your Choice 1419Y
BD: 3/4/17 • LFM2120957 • Homo Polled • Lim-Flex



Lot 2 • Wulfs Elwood K115E ET

Bieber Hard Drive Y120 X Wulfs Your Choice 1419Y
BD: 3/5/17 • LFM2120960 • Homo Polled • Lim-Flex



Lot 3 • Wulfs Eastern 5002E

Bieber Deep End B597 X Wulfs C Minor 5002C
BD: 2/15/17 • LFM2118404 • Homo Polled / Lim-Flex



Lot 4 • Wulfs Edge 5045E

Bieber Deep End B597 X Wulfs Calico 5045C
BD: 2/22/17 • LFM2118791 • Homo Polled • Lim-Flex



Lot 5 • Wulfs Elmo K683E

Bieber Hard Drive Y120 X Wulfs Soloist 6284S
BD: 3/5/17 • LFM2120958 • Homo Polled • Lim-Flex



Lot 6 • Wulfs Evolution K686E ET

Bieber Hard Drive Y120 X Wulfs Soloist 6284S
BD: 2/27/17 • LFM2120944 • Homo Polled • Lim-Flex

SEMEN DIRECTORY

Semen is available on
many Wulf Cattle sires.

View the directory under the
“Genetics / Sales / Semen/Embryo”
tab at WulfCattle.com.

To order, contact a Wulf Cattle team
member at (320) 392-5802.

Watch for the new
2018 directory soon!

www.WulfCattle.com



Lot 7 • Wulfs Elliott K537E ET

Silveiras Mission Nexus 1378 X JYF530X
BD: 3/2/17 • LFM2120642 • Homo Polled • Lim-Flex



Lot 8 • Wulfs Elliston K539E ET

Bieber Hard Drive Y120 X JYF530X
BD: 3/4/17 • LFM2120956 • Homo Polled • Lim-Flex



Lot 9 • Wulfs Emcee K038E ET

Bieber Hard Drive Y120 X JYF530X
BD: 3/6/17 • LFM2120962 • Het Polled • Lim-Flex



Lot 10 • Wulfs Edison K532E ET

Bieber Hard Drive Y120 X JYF530X
BD: 2/22/17 • LFM2120939 • Het Polled • Lim-Flex



Lot 414 • Wulfs Eris 7298E
 Wulfs Aerosmith 0556A X Wulfs Ayla 3378A
 BD: 3/29/17 • NPF2123357 • Homo Polled • Purebred



Lot 418 • Wulfs Emma Jo 7329E ET
 Wulfs Australian T359A X Wulfs Missive 2258M
 BD: 4/5/17 • NPF2121394 • Het Polled • Purebred



Lot 424 • Wulfs English Daisy 7390E
 Wulfs Compliant K687C ET X Wulfs Zettle 2124Z
 BD: 4/13/17 • LFF2120025 • Homo Polled • Lim-Flex

Seminar & Open Panel Discussion ■ Thursday, April 5

5:30 p.m. supper followed by seminar at 7 p.m.

“Next Generation Cattle Management”

Welcome comments: Wulf Cattle Team

**Presenters: Dr. G. Kee Jim, DVM, Feedlot Health Management Services
 Dr. Troy Drake, DVM, Cow/Calf Health and Management Solutions**



Dr. G. Kee Jim



Dr. Troy Drake

Wulf Cattle has recently teamed up with Feedlot Health Management Services to help us better understand our genetics and cattle feeding business, and optimize the genetic value of the feeder cattle that enter our system. This partnership will help improve the volume and quality of information we provide back to our feeder calf suppliers. Simply put, it's another way we're working to provide more opportunities for Wulf customers.

Feedlot Health Management Services (Feedlot Health) is North America's premier feedlot consulting service working to improve production efficiencies and overall animal health at feedlots and calf grower operations across North America. Based in Okotoks, Alberta, Canada, the company's proprietary software system provides customized solutions for over two million beef cattle each year.

Feedlot Health's founding partner, Dr. Kee Jim, grew up on a cattle ranch north of Kamloops, British Columbia and attended the Western College of Veterinary Medicine in Saskatoon, Saskatchewan. While in his second year of veterinary school, Dr. Kee Jim recognized the opportunity to provide specialized veterinary services for the feedlot industry in southern Alberta.

This inspired him to move to Okotoks, Alberta, after graduation in 1983, and create what would become Feedlot Health.

Dr. Troy Drake graduated from the Western College of Veterinary Medicine in 1989 and worked as an associate for a large animal veterinary practice for four years. In 1994, he started Drake Veterinary Services and began to develop a cow/calf health and management services consultation practice where the goal was to minimize the effect of disease and maximize the production potential within each cow/calf herd. In 2005, Dr. Drake changed the business name to Cow/Calf Health and Management Solutions (CCHMS) to better reflect the type of services the company offered.

Over the past 15 years, CCHMS has developed and owns a proprietary software program, “Herdtrax”, that enables and facilitates the collection and analysis of data through all levels of production (birth to harvest). The Herdtrax program has enabled CCHMS to assume a more proactive role with their clients and, as a result, has created the opportunity to provide more value added services to the consultation model.



Cattlemen,



It is time to rebuild your herd bull battery. April 6, 2018 is an important date which could affect your bottom line to start your next decade. Our industry continues to demand cattle that

cover all the bases and produce consistently high yielding, high quality carcasses. The bulls we market through the Opportunity Sale are specifically designed to produce profitable cattle that will keep you at the forefront of the industry. Trust us, we feed lots of them, and we know the right genetics can make a difference in your profitability.

Whether you are looking for purebred Limousin bulls to add maximum muscle, or powerfully designed Lim-Flex bulls to balance your breeding program, we can fulfill your needs. Plus, our Angus offering is built with basics to help you build your cow herd to its optimal potential. We have a great selection of both reds and blacks for your appraisal. Our Denver carload of red Lim-Flex prospects represent a new genetic piece for our program. They are sired by the most potent Red Angus genetics available for muscle and economically important traits. Study the performance, phenotype and predictability of these young herd sires to see why we believe they have so much potential.

We would love to show you this year's offering at our open house at Sandy Ridge Ranch near Atkinson, Nebraska, on March 6 and 7. If it is not possible for you to make these days, please give me a call and we will line up a time to look through the cattle. There will once again be a select group of bulls on display at the sale near Morris, Minnesota, and we will have professional videos of the entire offering.

Do not hesitate to give me a call at (320) 288-6128 so we can discuss the sale offering and how our genetics can make your operation more profitable.

*As always,
Casey Fanta, Seedstock Manager
Casey.Fanta@WulfCattle.com*

Spring Bull Retirement Program

Thursday, April 5 (3-6 p.m.) Friday, April 6 (8-11 a.m.)

Held at the farm near Morris, Minn.

Get paid a premium to retire your herd sire this spring! Make arrangements to bring your used herd bull to the farm near Morris, Minnesota, on April 5 from 3-6 p.m. and April 6 from 8-11 a.m. Wulfs have a certified scale at the farm. We will have an American Foods buyer bidding top prices on your bulls. They must meet all USDA withdrawals for any animal health products they have been given. All breeds are welcome, except dairy breeds, Longhorns and Corrientes.

Wulfs will add an additional premium to the value of the retired bull.

- 1-4 bulls = \$200 per bull
- 5-9 bulls = \$250 per bull
- 10+ bulls = \$300 per bull

American foods will pay Wulfs for the bulls. You will receive full value plus the premium to be used as sale credit at Wulf's Opportunity Sale of 2018 on Friday, April 6.

***Call us starting April 2 for a bull price estimate at (320) 392-5802 or email Wulf@WulfCattle.com. Contact us with any questions and let us know if you are bringing in your bulls.*

Be Kind Tip: Importance of Colostrum

A calf relies on colostrum until it can develop its own immune system. Colostrum contains antibodies or immunoglobulins (essential proteins) necessary to provide the calf with protection from disease. This immunity the calf receives is known as passive immunity.

A good rule of thumb for a calf is to have 5-6% of the calf's body weight in colostrum within the first six hours of its life. Then, repeat this amount when the calf is about 12 hours old. Colostrum weighs about eight pounds per gallon. For example, an 80 pound calf would need two quarts of colostrum at each feeding.

Timing is also crucial. Studies have shown that six hours after birth, calves can absorb 66% of the immunoglobulins from the colostrum. By the 24 hour mark after birth, the gut begins to close and it becomes extremely difficult for the calf to absorb the antibodies in the colostrum. At 36 hours after birth, the calf can absorb only 7% of the immunoglobulins. Thus, the importance to make sure the calf has either nursed or you have given the calf colostrum at 6 hours post birth and again at 12 hours post birth. ■

Wulf Cattle Team Member Spotlight Samantha Jensen

A business can't manage what they don't measure, right? Samantha Jensen handles data management at Wulf Cattle, which includes performance, financial and genetic data. This detailed process provides benchmarks to help Wulf Cattle and their customers make better informed management decisions.

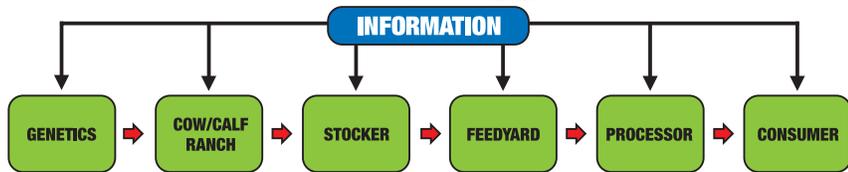
Samantha schedules finished cattle logistics, acts as technical support for Wulf's feedyards, and completes source and age compliance audits at the dairies to procure Beef Builders. The majority of her time is spent collecting and analyzing data. More specifically, she prepares carcass data to share with Wulf's feeder calf suppliers, so the suppliers can make well informed decisions at bull buying time.

She graduated from South Dakota State University in 2014 and part of her background lies in the swine industry. There, she learned how genetic selection tools can help improve a population of animals. She also learned how to best use data to help companies set and achieve goals.

A Wulf Cattle team member since June 2016, she's a member of the West Central Cattlemen's Association, is Beef Quality Assurance certified and is a graduate of the Masters of Beef Advocacy program. In her spare time, she enjoys traveling and spending time outdoors. ■



Wulf Cattle Beef Industry Supply Chain



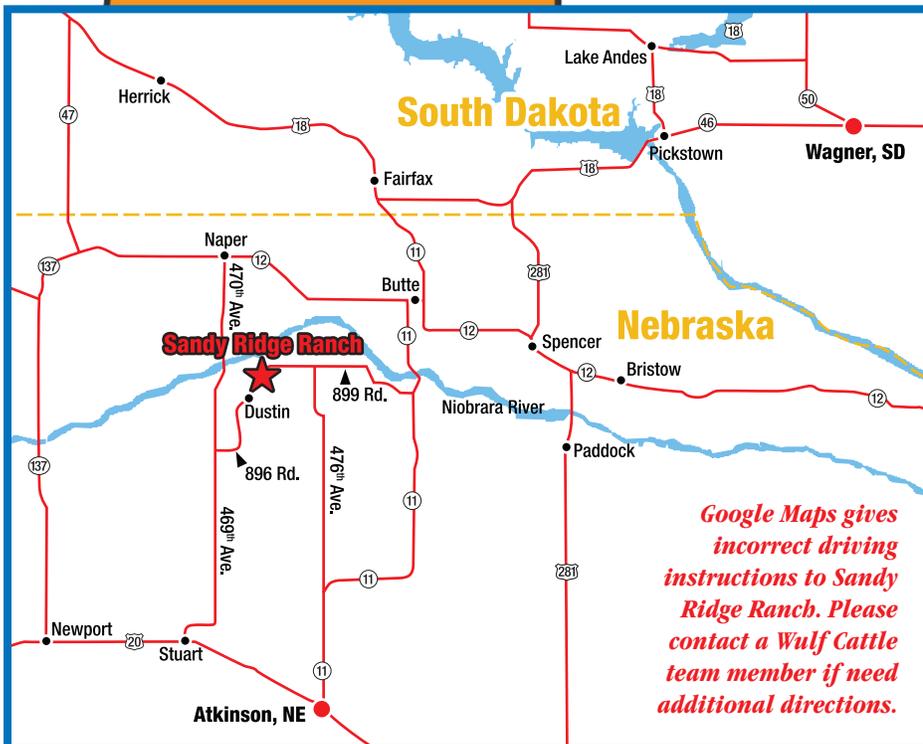
Sale Accommodations/Hotels in Morris, Minn.:

Blocks of rooms have been reserved at these hotels. Ask for the Wulf Cattle rooms!

Grandstay Hotel & Suites (new hotel)
(320) 585-4000

Hotel 200 (formerly Prairie Inn)
(320) 589-3030

Super 8 • (320) 589-8888



Google Maps gives incorrect driving instructions to Sandy Ridge Ranch. Please contact a Wulf Cattle team member if need additional directions.

(Jerry's Letter, continued from page 1)

that is allowing us to better understand our business and optimize the genetic value of the feeder cattle that enter our system. Wulf Cattle is excited about the value this has brought to our system and the opportunities that it will create going forward.

We invite you to come to the presale seminar, meet some of their team and learn more about Feedlot Health. We'll share with you the opportunities that exist, and how it will improve both the volume and quality of information that we will be able to send back to you, our feeder calf supplier.

I want to close by extending a hearty welcome to two great events! March 6 and 7 come to Sandy Ridge Ranch, Atkinson, Nebraska, for our open house and bull viewing. Then, on April 5 and 6, be sure to make the trip to Morris, Minnesota, for our sale seminar, great food, and our 30th Annual Opportunity Sale. Travel safely and we look forward to meeting soon!

Kind Regards,

Jerry Wulf and the Wulf Cattle Team
(320) 491-1390 (Jerry's mobile)
Jerry.Wulf@WulfCattle.com



26406 470th Ave., Morris, MN 56267
Office (320) 392-5802
Wulf@WulfCattle.com ■ www.WulfCattle.com

Directions to Sandy Ridge Ranch

- From Stuart, Nebraska—North on 469th Avenue 16 miles to 896 Rd. Turn east 5.4 miles.
- From Naper, Nebraska—South on 470th Avenue 10.7 miles to 896 Rd. Turn east 5.4 miles.
- From Butte, Nebraska—1 mile west of Butte, turn south onto Highway 11 6.1 miles. First right after the Niobrara River; turn west onto 899 Rd. 10.9 miles.
- From Atkinson, Nebraska—North on Highway 11 7.9 miles. Continue straight onto 476 Avenue 14.5 miles. Turn west onto 899 Rd. 2.9 miles.



26406 470th Ave.
Morris, MN 56267

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Permit #9
Topeka, KS

Join Us! Preview the entire Opportunity Sale of 2018 sale cattle offering at our open house!

March 6 and 7 • At Sandy Ridge Ranch • Atkinson, Neb.

(See map on page 7.)

**8 AM to 5 PM—Preview Opportunity Sale of 2018 sale offering
12 Noon—Lunch**

**Sale catalogs will be available. The Wulf Cattle team will be available
to discuss the sale offering and the sale format.**

Feedlot tours will be given.

Hotels Available:

Sandhills Guest House
Atkinson, Neb. • (402) 925-5600

Holiday Inn
O'Neill, Neb. • (402) 336-4500

Super 8
Ainsworth, Neb. • (402) 387-0700

Fort Randall Hotel & Casino
Pickstown, S.D. • (605) 487-7871

“Video Only”

- Bid and purchase in person on sale day
- Bid and purchase online through Superior Productions and DVAuction.com on sale day
- Visit WulfCattle.com for more details



*Just like the last couple of years, the Opportunity Sale of 2018 will be “video only” format.
A limited number of cattle will be on display sale day at Morris, Minnesota. Feature and representative
bulls and females will be on display sale day, including approximately 80 bulls and 15 heifers.*

**Join us at Sandy Ridge Ranch on March 6 and 7
to preview the entire sale offering and visit with the Wulf Cattle team.**