



THE WULF RECORD

SPRING 2017

www.WulfCattle.com

Vol. 13, Issue 1

Dear Friends & Fellow Cattlemen,



Reflecting back on the last 6 months, the good news in our beef industry is the market has finally found some reprieve. From the cattle market high in the spring of 2015 to its low in the fall of

2016, we all experienced price contractions of historic proportions, dropping 43%. We need to go back 40 years to the decade of the 1970s to compare it to anything of similar magnitude. For most of us operating today, we've not seen anything like it, or at the very least, it's a vague memory. What's always intriguing is watching what markets do, or the effects of it. High markets are meant to encourage supply while rationing demand, and that is exactly what we saw since 2014 and early 2015. Now that we've ramped up supply, we are seeing prices retrace and beef is moving again, both here and abroad. Hopefully we've put in our cycle low, and we can continue to work higher going forward. This time, with cattle numbers building, we'll likely move in inches, not miles, and beef will keep and find its sustainable place in a competitive market for food protein.

Wulf Cattle is humbly honored to be recognized by NCBA (National Cattlemen's Beef Assoc.) as the National BQA (Beef Quality Assurance) Cow Calf Producer of the Year. The award is a very nice recognition, and I'd like to congratulate the entire Wulf Cattle team! What really counts is getting it done right every day! From birth to harvest, from calving to processing, sorting, shipping, and writing the SOPs to operate by, we have always challenged the team to operate with the highest standard

(Continued on page 7)

Beef is our BUSINESS

Wulf Cattle OPPORTUNITY SALE of 2017

Seminar: Thursday, March 30 ■ 7 PM (supper at 5:30 PM)

Sale: Friday, March 31 ■ 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 449 Lots

409 Bulls (*Limousin, Lim-Flex, Angus*)

47 2-yr-olds ■ 90 coming 2-yr-olds ■ 272 yearlings

40 Registered Females (*Limousin, Lim-Flex, Angus*)

Cattle can be viewed at Sandy Ridge anytime prior to the sale and during our open house on March 7 and 8.



Wulfs Command K136C ET ■ PB LM / Homo Polled
Wulfs Yankee K689Y x Wulfs Shooting Star 6134S
BD: 8/29/15 ■ NPM2089928

Wulfs Compadre 2033C ■ PB LM / Homo Polled
Wulfs Zane X238Z x Wulfs Sandy 2033Z
BD: 8/28/15 ■ NPM2081701

(Continued on page 4)

Full Circle Cattle Marketing

Wulf Cattle sells quality bulls so it can feed and finish the best calves.

By Paige Nelson

It seems today that everywhere we turn, someone is trying to sell us something. Eye catching marketing is everywhere. But what if the company behind that marketing wasn't selling a product solely to make money from its customers? What if that company was actually selling a product to its customers as an investment in its own product line, so it could, in return, purchase its customers' end product; thus, becoming its customers' customer?

Sound complicated?

It isn't.

Wulf Cattle of Morris, Minn., was first and is foremost a cattle feeding company. But, the casual observer wouldn't know it.

"Since we advertise as a breeding company, and we don't need to spend a lot of money advertising as a feeding company, people think that we feed cattle, so that we can sell more bulls," says Jerry Wulf, partner in Wulf Cattle.

"We sell bulls (around 600), so that we can feed the kind of cattle that we want to feed."

Basically, says Wulf, we got into the registered Angus, Lim-Flex and Limousin seedstock business to "promote and sell and propagate the type of genetics that we want to see back in our feedyard."

Sale Strategy

Because the bulls they sell will sire the next generation of feeder calves, Wulf Cattle does its best to sell top line genetics.

Wulf's Opportunity Sale lands on the last Friday in March every year. All Wulf bulls are developed in Nebraska, but the sale is hosted at ranch headquarters in Minnesota, explains Casey Fanta, Wulf Cattle seedstock manager.

In year's past, every bull went through the ring. Last year, Fanta shipped only 80 bulls to Minnesota for the sale. The rest stayed in Nebraska and sold on video.

This hybrid sale—mixing traditional ringside reality with video bidding—was new for Wulf Cattle, but Fanta says, they tried to keep things familiar.

"We did have an open house at the ranch, so people had the opportunity to come look at the bulls ahead of time, if they wanted to."

Even with the style change, Wulfs still hosted 800-900 people on sale day.

Wulf's Online Female Sale is on the Tuesday before Thanksgiving and has been strictly online for the last three years.

Transitioning to online-only was a big move for Wulf Cattle, but Fanta says it hasn't discouraged customers.

"It allows them to buy at their convenience. I think we've also opened up to some new customers that maybe wouldn't make the trip all the way from the West Coast or the East Coast to a sale, but once it's an online sale, they feel like they're pretty much on an even playing field with everyone else," he asserts.

"If people aren't comfortable getting online, they still use one of our salesmen or let us buy on order for them."

Wulf semen and embryos are also up for grabs throughout the year; and according to Wulf, 1/3 of the bulls sell via private treaty.

Private treaty is the only way Ivan Howard, GSC Livestock managing director in Wrightsville, Ga., and owner of Howard Cattle Corporation in Felda, Fla., has ever purchased Wulf bulls. While he has looked through the catalogue, he prefers to use Fanta as his reference guide.

"Ever since the first year purchasing bulls from them, we trust what they say about the bulls," says Howard.

Howard explains what he expects, and Fanta finds it for him. It's a deal that hasn't disappointed.

Advertising

In Fanta's opinion, the best advertising is word-of-mouth, and Howard couldn't agree more.

"In this business, quality travels by word-of-mouth faster than it does by advertising. If you purchase bulls from a supplier, or someone you know has purchased bulls from a certain supplier and speaks highly of those bulls, then that to me, tells me that the bulls are already proven," affirms Howard.

While word-of-mouth may be the best advertising method, Wulfs use other advertising outlets in conjunction to keep brand recognition strong.

The Wulf Record is published in the spring and fall. The newsletter features information on their bull and female sales, a customer profile, employee profiles and industry related topic articles.

"People like the fact that we send something direct through the mail. We also do some direct advertising on private treaty bull sales later in the spring," says Fanta.

Besides its own semiannual newsletter and sale catalogues, Wulf Cattle also pays for print and web advertising in prominent cattle industry media.

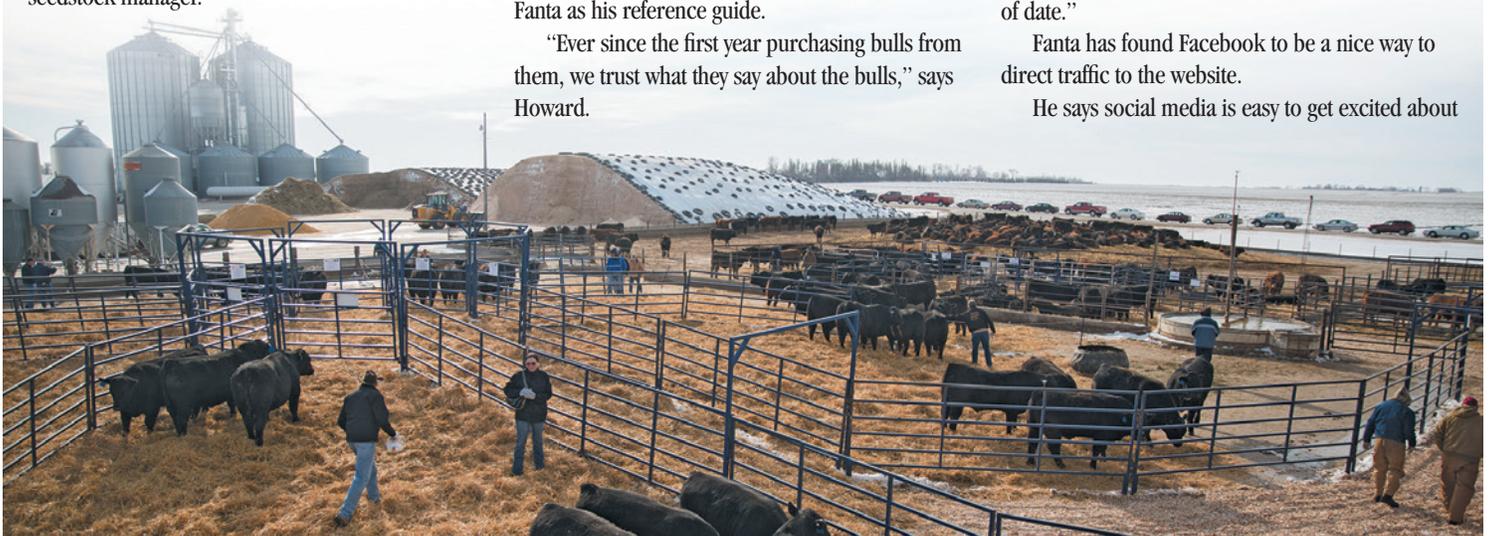
Along with web advertising, Wulf's manage what Fanta calls a "fairly sophisticated" website (www.WulfCattle.com) that's also quite simple.

"A good website is something that's always up to date," he explains. "We use it as a spot to put our sire directory or a sale catalogue or to advertise our bull sale or female sale, embryo listings; whatever it may be.

"We don't have featured herd sires, or featured donor cows because you just never want to get out of date."

Fanta has found Facebook to be a nice way to direct traffic to the website.

He says social media is easy to get excited about



when it comes to marketing, but he is skeptical about its effectiveness when it comes to cattle sales.

“It’s a social thing, and it’s still promoting Wulf Cattle. I just can’t think of anytime we’ve actually sold anything from a Facebook post,” he states.

However, when the timing is right, Facebook is the place to promote great genetics.

A few days before the 2016 bull sale, Wulf Cattle employees took some photos of a bull and posted them on Facebook. That bull ended up topping the sale, explains Fanta.

“I don’t know if it could happen all the time,” he clarifies. “I don’t think that just because we put a picture on Facebook made it happen. I think the timing was perfect, and just because it worked with one, doesn’t mean you could put another on the day after the sale and get the same response.”

While Facebook may not be directly responsible for getting animals sold, it might be the best place to showcase good photography of great looking bulls. Wulf Cattle puts plenty of emphasis on capturing photos of their cattle.

In Fanta’s opinion, a photo should depict the animal accurately. He says his customers care about what the bull looks like, not necessarily that he is show-ready when the camera clicks. So, Fanta and his team are always ready to snap the photo when they see it. Those photos are stored on file for advertising purposes.

While some photography is hired out, like for the female sale, Wulf employees do all photography for the bull catalogue, which pictures 75 to 80 bulls.

Occasionally, advertising happens on a more personal level than what words and photos can convey. The ranch hosts an informational seminar called the Calf Run at the Wulf Cattle Depot in McLaughlin, S.D.

“We bring producers in for an evening and have speakers and industry reps and feed them a steak, just to show them what we have going on,” says Fanta.

Creating Incentives

Advertising pricks people’s interest but who doesn’t love a great incentive?

The three breed menu—Angus, Limousin and Lim-Flex—has made Wulf Cattle a full service seedstock supplier. Producing the sires of feedlot calves, which are sold directly to packing plants, has given Wulf the right to call his program an “integrated beef production system.”

In order to keep that production system working, Wulf Cattle offers enticing options to customers.

The Calf Buy Back Program is the name. Buying Wulf sired calves is the game.

“We have no contracts. We make no promises. We just market over 60,000 head of fed cattle a year. We want those cattle to be our genetics.

Ranchers are ok with that,” affirms Wulf.

He says commercial ranchers like to hitch their wagon to Wulf Cattle because they know they will have a good buyer for their calves.

Always looking to improve his product, Wulf makes getting data back to his calf suppliers a priority.

Individual and herd data let ranchers know how their cows and sires compete against each other. Entire feedlot data helps ranchers benchmark their calves against other ranches.

Benchmarking calves against other calves at Wulf Cattle is made easier as feedlot management is the same company-wide. Most of the fed cattle qualify for a value added program.

“We strive to be the best in the world at raising fed cattle without hormones or antibiotics,” states Wulf.

Our strategy to get there, he says, is No. 1, we start with tailored genetics. No. 2, our strong relationships with bull buyers/calf suppliers allow for integrated health and nutrition programs between home ranches and our feedlots.

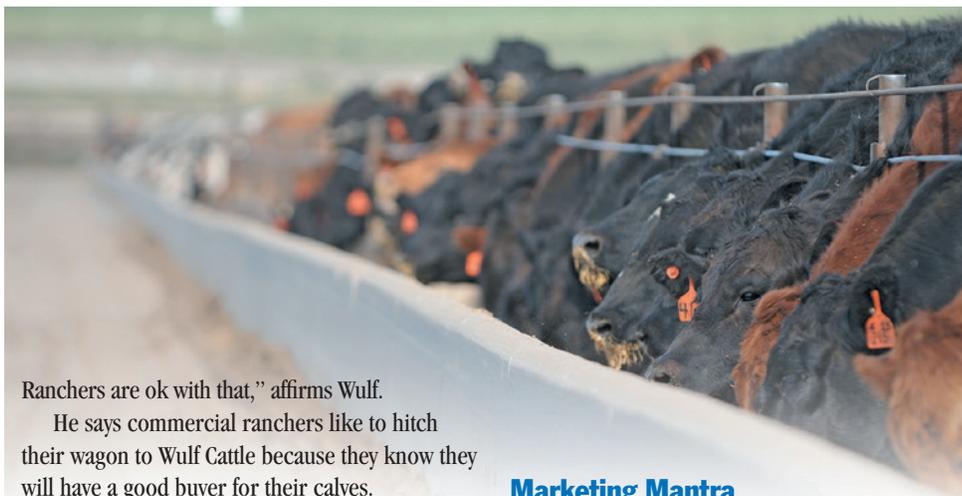
On the flip side, thanks to developed relationships with packers, Wulf Cattle offers incentives to customers on their retired bulls, called the Wulf Bull Retirement Program.

Every spring and fall, Wulf Cattle hosts a retirement party for beef bulls, even those purchased elsewhere. Ranchers bring their bulls. A major packer bids and buys each bull but writes the check to Wulf Cattle.

Ranches that brought one to four bulls, receive a \$200 premium per bull on top of what the packer paid. Bringing five to nine bulls gets ranchers \$250. Ten or more bulls brought to the gathering get an additional \$300 per head.

Wulf Cattle takes the value of the bull, plus the \$200-\$300 premium, and issues each ranch a credit slip to be used toward the purchase of a Wulf bull.

“It’s actually one of the neatest things we’ve done since we’ve been in the seedstock business,” explains Wulf. “We always look for win-wins. It’s actually a triple win. The rancher likes it. He gets to add value to his bulls. We like it, and we feel that it brings more customers to us. [The packer] likes it because we find them a lot of bulls.”



Marketing Mantra

Incentives are nice, but all the incentives in the world, all the marketing schemes, all the time spent networking mean nothing if they don’t generate return customers.

Fanta attributes the success of Wulf Cattle’s marketing to three principles.

Customer service is No. 1. The Wulf Cattle seedstock program is customer service focused. Wulfs aim to visit each customer face to face. Customers know if they purchase a bull at Wulf Cattle, Fanta, Wulf or Nate Knobloch, cattle procurement specialist, will be showing up on their doorstep. That visit isn’t just to check on the bulls or find out last year’s average calf weaning weight.

“We work very closely with our producers and try to know what their goals are and have a good idea of what their cows are. . . We sit down with them ahead of the bull sale and tell them what they might be lacking or where they need to be,” says Fanta. “Any problems are taken care of as quickly as possible. We make sure that our customers know they’re getting treated in the best possible manner.”

Wulf says the company lives by the proverb: ‘No one cares how much you know until they know how much you care.’

Truly, our model, doesn’t work without reliable, return customers, says Wulf.

“We can’t have a successful, value added cattle feeding company if we don’t have ranchers that are providing us with a good product to do it with,” he summarizes.

Besides the versatility and longevity of Wulf bulls, Howard says he’s a return customer thanks to the follow-up service Wulf Cattle provides.

“I like their customer service in that if a bull did come off of a truck with a limp, or some other type of ailment, you can call Casey, and Casey will give you several options on how to handle that situation,” he explains.

Howard is impressed by Fanta’s need to know how the Wulf bulls are performing, so he can use that information to improve the seedstock program.

(Continued on page 4)



Cattlemen,

It's bull buying time!
Now is the time to upgrade your herd bull battery and prepare to produce the most profitable calves possible.

The dip in our beef market continues to sort value added calves as the ones with the widest margins on the profit scale. Genetics have become more affordable in this market, and an upgrade will help lead you to a more profitable future.

We have the genetics and the breeding program to add value to your program. If you are looking to add muscle and dressing percentage to improve yield grade, we have a large selection of purebred Limousins for your appraisal. These cattle have been bred for generations to produce sires for the industry that consistently add lean meat to a set of calves, all in a functional, good dispositioned animal. To add muscle and quality grade, we have Lim-Flex bulls in varying percentages, based on the needs of your program. Angus bulls are the other ingredient which we offer to use for building a functional cow herd and to use in herds where quality grade dramatically needs to be improved.

Herd sires from each of these three groups are identified for both calving ease and performance in our sale catalog to make your sire selection as convenient as possible. We also offer indexes to help with your sire selection with rankings for use on first calf heifers and for mainstream markets, both for terminal and for keeping replacements. The bulls selling have all been performance tested, feed efficiency tested, ultrasounded for carcass traits and DNA tested to create genomic enhanced EPDs. Any technology or management technique which will help increase the breeding potential of a Wulf bull is explored, and if feasible, implemented.

On behalf of the entire Wulf Cattle team, I would like to invite you to do your herd bull shopping with us this spring. If I can be of assistance or can provide some consultation as to which of our genetics would work best to add profit to your program, please give me a call at (320) 288-6128.

Remember that your satisfaction is always guaranteed.

Sincerely,
Casey Fanta, Seedstock Manager
Casey.Fanta@WulfCattle.com

(Sire Prospects, continued from page 1)



Wulfs Content 3786C
Lim-Flex / Homo Polled

Wulfs Walcott F711W x Wulfs Acai-Berry 3786A
BD: 8/19/15 ■ LFM2081521



Wulfs Conveyor 0160C ■ Lim-Flex / Homo Polled

Hoover Dam x Wulfs Rachelle
BD: 8/24/15 ■ LFM2081545

(Full Circle Cattle Marketing, continued from page 2)

Providing customer service is a team effort at Wulf Cattle. Paperwork buildup in the office can cause just as much headache for bull buyers as a lame bull. Fanta attributes the company's quick turnaround on registrations, transfers, etc., to office administrator, Tammy Mikkelson.

"She is super efficient and this efficiency is very instrumental in customer satisfaction," states Fanta.

Produce a product. "If you're producing Coca-Cola®, it can't taste different every time," Fanta jokes. "You can't just throw whatever in your machine and hope it comes out the way it's supposed to."

He says at Wulf Cattle, mating decisions are managed carefully. Because the company is creating sires for its future feedlot inventory, genetic lines must perform all the way to the rail and do so in varying environments.

Know demand. According to Fanta, a seedstock

producer might know the type of cattle he or she wants to breed, but they must have customers that want the same thing. Then, those animals have to work for the customer. If they don't, something needs to change to keep demand strong.

In Wulf's mind, the feeding company creates the demand for the seedstock business by purchasing feeder calves from bull buyers. It then sustains demand by providing back health data, carcass data and feedlot performance data.

"A big part of price discovery depends on the track record, the history, that we've built on their cattle. As that report gets better, because their product gets better, we can reward them with a higher price in any given market," says Wulf.

Marketing surely matters, and Wulf Cattle has certainly found a full circle marketing strategy that refuels itself year after year. By finding a way to become the customer of its customers, Wulf Cattle has ensured a steady future for the long term. ■



Seminar & Open Panel Discussion ■ Thursday, March 30

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

“Consumer Confidence Through Quality Assurance: Implementing Best Management Practices”

Welcome comments: Jerry Wulf

Presenters: Kip Lukasiewicz, DVM, Production Animal Consultation
Ashley Kohls, Minnesota Beef Council ■ Robyn Metzger, Wulf Cattle

Dr. Kip Lukasiewicz is a team member at Production Animal Consultation with responsibilities in animal handling, field research and facility design. His primary emphasis is on production animal medicine, animal well being, research, data gathering and analysis for science based decision making and education. Ashley Kohls is the Minnesota state coordinator for the Beef Quality Assurance (BQA) curriculum. Robyn Metzger is responsible for quality control of fed cattle at the Wulf Cattle operations

and helps ensure all cattle and stakeholders stay compliant with value added program requirements.

Discussion will include the value of the BQA program and best management practices throughout the entire beef supply chain, from individual ranches, to feedlots and processors. Wulf Cattle has implemented BQA protocol on all premises. Questions will follow for those who wish to take advantage of an excellent opportunity to get BQA certified or to update an existing certification.



Ashley Kohls



Kip Lukasiewicz, DVM



Jerry Wulf



Robyn Metzger



Commercial Cattlemen,

The U.S. cow herd is currently in expansion phase. Each and every beef producer has felt the impact of this as both live cattle and feeder cattle prices have come under pressure. With this in mind, Wulf Cattle feels it will be imperative to have strong relationships up and down the beef chain.

Wulf Cattle will continue to focus on procuring Limousin-sired feeder cattle that are high quality and program approved.

The markets we continue to sell fed cattle into are the Verified Natural / GAP and NHTC markets. Wulf Cattle will continue to market around 40,000 head of value added cattle each year along with an ever increasing supply of Limousin-sired dairy-cross calves. As the supply of feeder cattle grows, it will be important for commercial cattlemen

to evaluate the carcass and health data provided to them to be certain their cattle are exceeding industry averages. This will help to increase demand and add value to your calf crop.

Sincerely,
Nate Knobloch
Feeder Calf Procurement
(712) 330-9347
Nate.Knobloch@WulfCattle.com

Be Kind Tip: What Is BQA?

Join us for a BQA program discussion at our presale seminar Thursday, March 30. Supper at 5:30 p.m. followed by the 7 p.m. seminar.

The Beef Quality Assurance (BQA) program provides systematic information to United States beef producers and consumers how scientific knowledge can be combined with common sense husbandry techniques to raise cattle under optimum management and environmental conditions. The BQA program is nationally coordinated and state implemented. The guidelines for the program were created so beef consumers could be confident in their beef purchases and trust in the entire beef industry.

The BQA program places emphasis on the education and training of cattle producers, farm

employees, farm advisors, and veterinarians on issues in cattle food safety and quality. The program provides tools and training for verification and documentation of animal husbandry practices. All BQA principles are based on good management practices that are standard operating procedures designed to meet the United States food production system.

We believe it is beneficial for all cattle producers to get their BQA certification. We have heard the same from several packers. It helps ensure producers are using best common practices at their facility.

Some topics of the BQA national guidelines:

- Feedstuffs and Sources
- Feed Additives and Medications
- Animal Treatments and Health Maintenance
- Prevention and Processing
- Pesticides
- Recordkeeping and Inventory Control
- Action in Case of a Violation
- Cattle Handling
- Culling Management
- Carcass Quality
- Care, Husbandry and Other Considerations
- Contamination / Adulteration

To learn more about the BQA program, please visit www.BQA.org. ■

Spring Bull Retirement Program

Thursday, March 30 (3-6 p.m.)

Friday, March 31 (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, Minn on March 30 from 3-6 p.m. and March 31 from 8-11 a.m. Wulfs have a certified scale at the farm. We will have an American Foods buyer there 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 2017 on Friday, March 31.

****Call us starting March 28 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. ■**

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 2017 directory soon!

www.WulfCattle.com

Wulf Cattle Team Member Spotlight

Lucas Sutherland

Lucas Sutherland manages three Wulf Cattle locations, including Golden Hills stocker operation and the Cattle Depot feedlot, both near McLaughlin, S.D. The third location is the Cheyenne Station stocker operation near Wasta, S.D.

At each location, he oversees the day-to-day cattle management, feed procurement and employee management. By applying Beef Quality Assurance practices everyday, and engaging in dialogue and training with Wulf Cattle suppliers, Lucas and the Wulf Cattle team have been able to enhance overall animal performance through the entire supply chain, from individual ranches, to feedlots and onto processors. Attention to design of cattle handling facilities helps ensure the smooth movement

of cattle. Hands-on training and planning ensure employees use low-stress handling techniques daily so cattle and people have good interaction every time.



Twelve months after graduating from South Dakota State University in Animal Science, Lucas joined the Wulf Cattle team in 2007. He grew up on a diversified crop and cattle backgrounding operation near Lowry, S.D.

Lucas is a member of the South Dakota Grassland Coalition and the South Dakota Cattlemen's Association. His hobbies include hunting and building and fixing projects. He and his wife, Hannah, are parents to one-year-old boy, Weston, and they reside near McLaughlin. ■

NALF-Tyson Fresh Meats Announce New Limousin Grid

The North American Limousin Foundation has partnered with Tyson Fresh Meats to provide a Limousin Grid to market commodity cattle.

Editor's Note: Wulf Cattle customers choosing to retain ownership have marketing options. The NALF-Tyson Fresh Meats Limousin Grid is one of the most favorable pricing formulas favoring higher red meat yield and quality grade for Limousin and Limousin-cross genetics in the beef business.

The North American Limousin Foundation (NALF), in an effort to further promote Limousin genetics, has teamed up with Tyson Fresh Meats to create a value added cattle feeding pricing program. Beginning in May of 2016, Tyson is offering feeders the opportunity to market cattle on a Limousin grid, which is designed to pay substantial premiums for conventionally fed cattle. This grid rewards cattle that excel in quality and yield grade.

The grid uses average harvest results from all Tyson plants for each week's deliveries. The premiums are tremendous for cattle that exceed the week's averages for Prime, CAB, and Yield Grade 1s and 2s. (An example of the NALF-Tyson Limousin Grid can be found at <http://nalf.org/wp-content/uploads/2016/08/Example-of-NALF-Tyson-Limousin-Grid.pdf>.)

In the example grid, the USDA 5 Area Weekly Weighted Average Price is used as the initial starting price. Since the cattle are being compared to the weekly average results for all Tyson plants, the actual harvest averages are figured for the week with resulting premiums and discounts for the clean-up

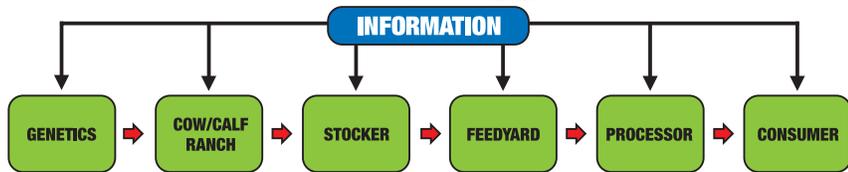
cost. The average discount total of \$5.56/cwt was used to subtract the \$3.88/cwt of premiums for a difference of \$1.68/cwt, which is then added to the base price of \$222.89/cwt for a new starting price of \$224.57/cwt. The producer's cattle are then figured against the results of the plant averages for each category and the variances are calculated for the final price.

As a result, the starting base price is adjusted upwards since the cattle are competing against all cattle harvested for the week at Tyson plants. If a set of cattle exceeds the averages for quality and yield grade while keeping discounts at a minimum, the ability to achieve an additional bonus is very apparent.

Limousin cross cattle have the ability to do well on this grid given their natural ability for yield and grade. The advantages of Limousin cattle to put a high percentage of cattle into the Yield Grade 1 and 2 categories while achieving quality grade standards when fed correctly with a moderate implant program equals premiums for the feeder.

To be eligible to be marketed on the NALF-Tyson Fresh Meats Limousin Grid, cattle must carry a Lim-Choice panel ear tag and be reported to the NALF office. For more information on this grid or other marketing opportunities through natural and NHTC programs, contact Mark Anderson, NALF executive director, at 303-220-1693 or Mark@NALF.org. ■

Wulf Cattle Beef Industry Supply Chain



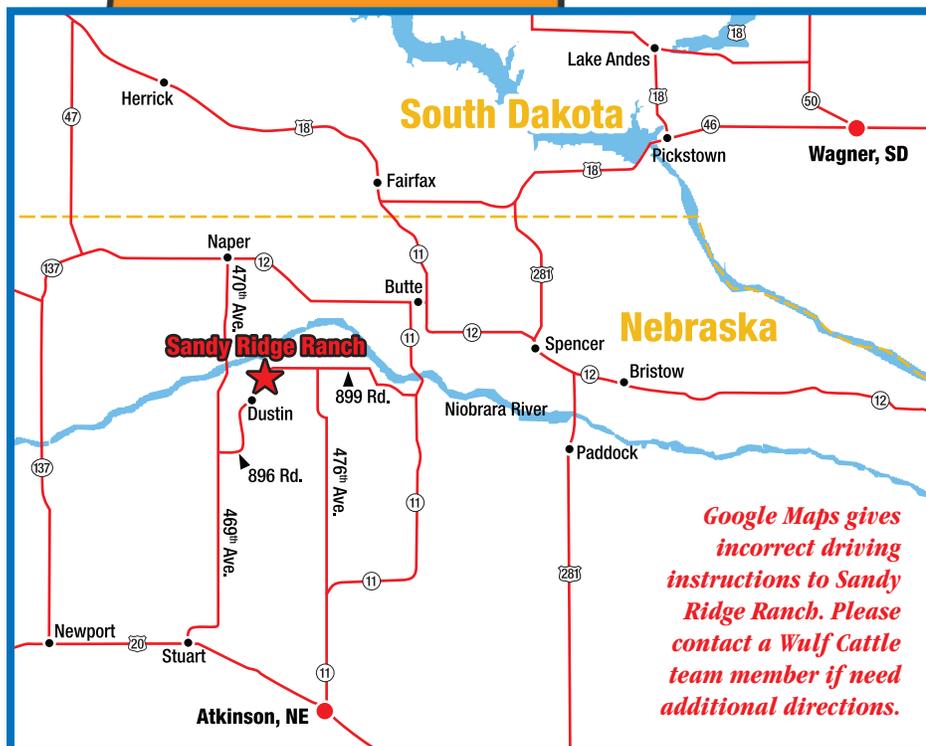
Sale Accommodations/Hotels in Morris, Minn.:

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



(Jerry's Letter, continued from page 1)

of excellence. We are thankful they rise to that challenge and make it happen. With BQA on our radar, we thought it was timely to do our presale seminar around it. We invite and encourage all of you to come, and learn more about the good, yet simple process of getting your beef operation BQA certified. It is a win-win, becoming better producers while we build and assure confidence in our customers further up the food chain.

I never like to close my biannual letter without extending a heartfelt thanks! To all, who over the years have shown confidence in Wulf Cattle, utilizing our genetics to raise high quality feeder cattle for our value added fed cattle programs. Whether you have been with us for decades, or just joined us recently, we are grateful for your confidence and business. We cordially invite you to two special event: Our sale cattle display and open house at Sandy Ridge Ranch, Atkinson, Neb., March 7 and 8, and our sale seminar and 29th Annual Opportunity Sale, March 30 and 31 near Morris, Minn.

Travel safe and we look forward to seeing you there!

Kind Regards,
Jerry Wulf
(320) 491-1390
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

PRSR STD
U.S. POSTAGE
PAID
Permit #9
Topeka, KS

Join Us! Preview the entire Opportunity Sale of 2017 sale cattle offering at our open house!

March 7 and 8 • Sandy Ridge Ranch • Atkinson, Neb.

(See map on page 7.)

**8 AM to 5 PM—Preview Opportunity Sale of 2017 sale offering
12 Noon—Lunch**

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

Feedlot tours will be given.

Hotels Available:

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

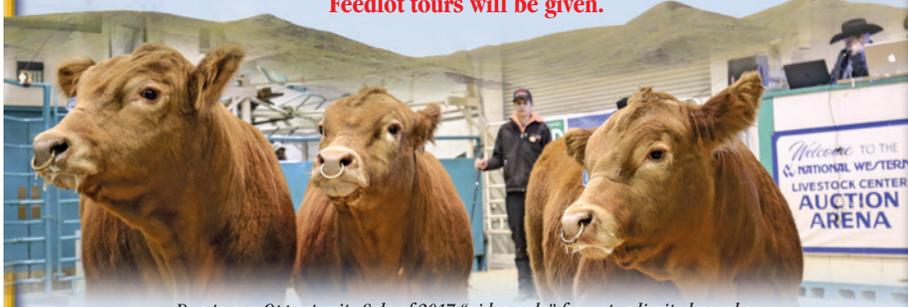
Holiday Inn
O'Neill, Neb. • (402) 336-4500

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



Due to our Opportunity Sale of 2017 “video only” format, a limited number of cattle will be on display sale day at Morris, Minn. 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 7 and 8 to preview the entire sale offering and visit with the Wulf Cattle team.