



THE WULF RECORD

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Efficiency is key to cutting cost and adding value

Now that 2006 is history, it is good to look back through what we have come; all in all, volatile, yet very good markets. We are still trying to regain export market share while our domestic demand is rolling along strong.

I think this jump in corn prices, created by the ethanol demand, snuck up on almost all of us and took us by surprise. The result will be higher feed and input cost. Producers will be looking for other ways to replace corn creating demand and raising cost of all feedstuffs whether it is grain or fiber. Efficiency will be the new buzz word. Survivors and thrivers in our industry will be looking for ways to cut cost while increasing output. It was efficiency that brought us to Limousin cattle over 35 years ago. Combine those genetics with over three and a half decades of Wulf Limousin's selection for high performance feeding cattle and seedstock and the result is highly efficient cattle with potential to add value and profit to our customers.

We have operated with an underlying goal of developing an integrated beef production system, which starts with genetics and goes all the way to the beef consumer. We cannot accomplish this without a very vital component in the system: "Commercial Ranchers". We are honored by the confidence and trust so many producers have put in Wulf genetics; they are more than valued customers, probably better stated as our partners in this beef production system. We invite everyone to our Opportunity Sale of 2007, study our catalog, call or stop by to visit. We are excited to talk about building relationships and help design genetic programs.

Please join us March 29th and 30th to evaluate the cattle, meet cattlemen and Limousin breeders from across the country. We hope to make your visit most enjoyable, and remember the welcome sign is out 52 weeks a year!

Kind Regards,
Jerry Wulf

An impressive National Western Champion Carload will sell March 30, at Wulf's "Opportunity Sale Of 2007" at the farm near Morris, Minn.



Our 2007 Champion Carload and Pen of Three bulls will sell. This year's Champion Carload was one of the most popular we have exhibited at the National Western Stock Show.

Our 2007 sale offering is the culmination of more than 30 years of studying the beef business, living in the beef business and keeping our focus on truly building a better beef animal. It's sometimes easy to forget our ultimate customer, the consumer, as we go about our business of creating more value for our immediate customers, the commercial cow-calf producer. Yet, finding the balance of managing input costs and increasing output while producing a safe, tender, healthy and competitively priced protein source is a challenge every one of us must embrace.

Wulf Limousin and LimFlex genetics meet the needs and demands of the beef industry. The 2007 sale offering combines longevity, efficiency, carcass quality and proven genetics.

Our 2007 sale offering includes 90 coming two-year-old bulls, 180 yearling bulls, including the entire 2007 National Western Champion Carload and Pen of Three bulls. The offering also include 35 A.I. bred replacement females and 45 fancy open heifers and show heifer prospects.

(Continued on page 3)



KCC Feeding, Inc., Partnering for Added Profitability

—by Kim Kanzler Holt



John and Diana Wubbenhorst were chosen as NALF's 2004 Limousin Promoter of the Year.

John Wubbenhorst recognizes the value of a good business partner and superior genetics. And he finds both with Wulf Limousin.

John and Diana Wubbenhorst and their sons own and operate KCC Feeding, Inc., near Minden, Neb. They have fed cattle for Wulf Limousin for some 17 years, first for Leonard and now for his son, Jerry Wulf.

As a member of the cattle feeding business, John prefers to feed Limousin-influenced cattle and recommends Wulf genetics. He's been to nearly all of the Wulf bull sales and, the past six years, has been buying Wulf bulls on behalf of several commercial customers. In turn, John buys these customers' Limousin-cross calves to finish in KCC's 13,000-head custom feedyard located in south central Nebraska.

The Wubbenhorst's efforts to utilize and promote Limousin genetics haven't gone unnoticed in the industry; they were recognized in 2004 as the North American Limousin Foundation's (NALF) Limousin Promoter of the Year. This award is given to an allied industry business which displays an active interest in promoting the use of Limousin in the commercial industry.

KCC was nominated by Jerry Wulf, who had this to say: "KCC has shown us more excitement and enthusiasm over feeding Limousin-cross cattle than anyone we have ever done business with. They are quick to recognize and point out the advantages of feeding Limousin-cross cattle to customers—including the increased profit they see from these kinds of cattle."

A REPUTATION FOR TOP GENETICS

KCC's feedlot is more than half filled with Limousin-cross cattle, and John is always on the lookout for more. "We'd like to feed them all if we could," he says. "For one reason, I can make them a lot bigger. The other reason is the high yield I get off of those cattle."

The Limousin's muscling and ability to yield are what originally attracted John to the breed when he and Diana owned a cow-calf herd. Back then, they bought bulls from the Wulfs too. John explains, "I had heard of the Wulfs for years, and I kind of liked the Limousin cattle."

These days, John just feeds cattle, all-natural higher-end genetics. It wasn't always like this though. For the first couple of years, John says KCC fed regular commercial cattle. Their ability to feed more and more Limousin-influenced genetics has grown over time, as has their business relationship with the Wulfs.

"The day of 'just going and buying a bull because I need one' and 'I'm going to sell my calves today because I need some money to make a land payment or something,' are over. I think you better have a program, and you better have a designation of where you're going with those cattle. You'd better try to get partnered up with somebody."

—John Wubbenhorst, KCC Feeding Inc.

For some 14 years, John has bought and fed Wulf-sired calves and frequently puts customers in touch with Jerry to partner on cattle. "The people who do partner want to do it again," he explains, "because the cattle feed well and yield so high."

Performance history is a big factor in how KCC procures cattle. "We feed all-natural cattle," John points out. "When we feed all-natural cattle, we have no implants or antibiotics to help them out. So the genetics have got to be great in order for the cattle to do well."

"Feed is high now, but conversions are just as important as is high-priced feed. If you have high-priced feed and have really good conversions, your cost of gain isn't so bad. But if you have high-priced feed and poor conversions, they really tear you apart. So, we're after the best that walk."

"We want really good genetics. And we know that the Wulf cattle have a good reputation for top genetics." John says the cattle feed and convert well. "They get a little better every year."

RIGHT ON TARGET

KCC is one of the largest suppliers to Coleman Natural Beef, a well-established, premium, all-natural branded program. John explains that KCC's relationship with Coleman began about 12 years ago after talking with this program about their needs. "I went out and bought a pen of cattle and tried it, and just kept growing from there." He admits, "The first pen didn't work as well as it is working today."

Over the years, John has fine-tuned how he feeds natural cattle to hit Coleman's target. According to Jerry, Coleman favors cattle that grade Choice with extra muscle and yield. It prefers all-natural, source-verified cattle that are 1/2 Limousin X 1/2 Angus.

John says he feeds as many Limousin-cross calves as possible for the Coleman natural program. "The reason is I can take a heifer calf and make her weigh 1,300 lbs. If she was black, I couldn't get her that big and I could get in trouble with [Yield Grade] 4s. And when you feed them that long, I get an extra percent or two of yield. If your cattle yield 62% and my Limmy-cross cattle yield 64%, that's a lot of money; that's where your profit is at."

He adds that KCC is Coleman's highest yielding customer. "My yields are the highest of anybody and I beat them by about 1 to 2%." Coleman also supplies carcass data back to KCC, including individual data if desired.



SELECTING WITH THE END IN MIND

It's data like this that helps KCC make feeder-calf purchasing decisions. Feed and carcass performance also weigh heavily into the equation when John buys bulls at Wulf Limousin for commercial customers whose calves are targeted for his feedyard.

"I go for the performance, for the rib eye," he explains. "I do not buy the very top bulls, I do not buy the very bottom bulls. There's a cut of bulls I call the 'ranch bulls.' I try to stay in the middle to top part of them."

These Wulf bulls can get done what KCC needs done in the feedlot and on the rail. John knows this for fact and that's why his customers leave their bull buying decisions up to him. This vertical integrated approach benefits everyone, he says.

(Wulf Sale continued from page 1)



Wulfs Reginald 9142R • BD: 4/25/05

Wulfs Napoleon 1018N X Wulfs Juno 9142J (Cane Ridge Black Drak)

CED	BW	WW	YW	MA	SC	RE	Marb	\$MTI
11	1.4	44	90	18	0.7	.35	.01	42



Wulfs Split Second 6279S • BD: 4/8/06

Wulfs Number One 0513N X Miss Wulfette 6279F (Wulf's Contractor)

CED	BW	WW	YW	MA	SC	RE	Marb	\$MTI
12	1.0	40	78	27	0.2	.51	.01	42



Wulfs Revolver 1219R • BD: 5/27/05

Mr SYES Gentleman X Wulfs Leaf Butterfly 1219 (Wulfs Fanfare)

CED	BW	WW	YW	MA	SC	RE	Marb	\$MTI
7	3.6	52	93	29	0.7	.51	.07	48



Wulfs Sudoku 2063S

Hunt Mr Jock 44J X Wulfs Mahala 2063M (Wulfs Guardian)

CED	BW	WW	YW	MA	SC	RE	Marb	\$MTI
8	3.5	59	105	23	0.9	.21	.06	51

If you would like a catalog or more information regarding the sale offering, contact Wulf Limousin.

Source, age and genetic verification adds value to your investments

Since the fall of 2005 the Wulf Limousin operation has been involved with the use of electronic identification to assist with traceability and collection of individual carcass data. Beef Concepts, Inc. has been assisting in collecting the information on the cattle and providing a platform by which Wulf's can share that information effectively to their customers and partners. The Bovitrak cattle management program allows participants to electronically share the data and link the information back to specific dams, sires, or sire groups. The implementation of radio frequency identification (RFID) tags has allowed Wulf Limousin to more accurately apply performance and carcass data to individual cattle. The data is then shared back to the cow calf producers from whom the cattle were purchased allowing those ranchers to make more educated purchasing decisions when buying Wulf genetics.

As we analyze the success of the program we see an opportunity for participating producers to increase their knowledge by applying those RFID tags at the ranch prior to moving the cattle. This allows ranchers to link the RFID tag to their ranch tag. Also, with the use of documented birth records we can then source and age verify these cattle through the Beef Concepts, Inc. Process Verified Program and qualify them for export to overseas markets. Age and source verification is becoming extremely important to the marketing of our beef product to domestic as well as overseas customers.

Join us Thurs., March 29, to learn more about maximizing your investment in Limousin

Here is your chance to meet some of the Wulf Partners, learn more about their business, and how it might enhance your operation.

**Thursday March 29:
7:00 PM at the Wulf Sale Facility**

Moderator: **Frank Padilla**, North American Limousin Foundation, Director of Member Relations

Speakers: **John Wubbenhorst**, KCC Feeders, Minden, NE. John will discuss custom cattle feeding, what Limousin cross cattle have to offer in the feedlot. He will talk about the basics of custom cattle feeding and what opportunities there may be for you.

Dallas Schott, Broken Arrow S Ranch,

This is your opportunity to participate in a value added supply chain.

Finally, as many of you have heard the USDA decided the National Animal Identification System (NAIS) is a voluntary program for livestock producers to participate. We continue to ask ranchers and feedlots to voluntarily register their premise with the USDA NAIS database. This process is merely confirming with your state and the federal government your physical address and the fact that you have livestock of some type on your operation. This is completed through your state board of animal health. The value of this was just recently documented by the state of Colorado, who in the wake of the recent snow storms, has utilized the database to locate and assist cattle producers in rural areas. They have provided feed drops to cattle and sent National Guard troops to their premises to simply make sure the people were okay. This allowed the state of Colorado to react quickly and assist those in greatest need first.

Wulf Limousin and Beef Concepts, Inc. would ask that you investigate your opportunity to participate in the value added supply chain. We also ask that you take the time to register your premises. For more information on Wulf Limousin genetics and programs contact the Wulf's. For more information on RFID tags, age and source verification, and premises registration contact Mark Schoenfeld at Beef Concepts, Inc. at 800.504.4562.

McLaughlin, SD. Dallas will talk about his heifer development program. How he selects Angus, Red Angus, and Limousin/Angus cross heifers. Then synchronizes, AIs and sells potloads of bred heifers that will all calve to one calving ease sire, carrying the same sex calves and the same due date.

Mark Schoenfeld, Beef Concepts, Springfield, MN. Mark will give you the scoop on the Bovitrak system and how they are working with the Wulfs on Animal ID and carcass data flow. Learn how you can become more involved at the ranch level and gain a better understanding of the benefits.

There will be plenty of time for dialog, asking questions, exchanging ideas and addressing concerns.

FREE TRUCKING

Leave your trailers at home if you like! Wulfs offer free trucking to central points; anywhere in the continental 48 United States and to the Canadian or Mexican Borders.

Any delivery inquires contact Wulf Limousin
Phone: 320-392-5802 Ask for Dennis or Jerry
Wulf Or Lathrop Trucking: Phone 847-426-5009

North Dakota's Leier Families Find Longevity With Limousin

—by Kim Kanzler Holt



Leonard and Theresa Leier of Tappen (front) were honored as the 2006 North Dakota Limousin Association's Commercial Breeders of the Year. They are pictured here with (L-R) daughter-in-law Valerie, grandson Jordan, son Pat, grandson Zachary, son Dalles and grandson James. Leonard and Theresa also have five daughters and 19 grandchildren in all.

About 35 years ago, Leonard Leier set a precedent for his sons Dalles and Pat when he purchased his family's first half-blood Limousin bull, a son of Prince Pompadour, the first Limousin sire imported into North America. Today, all three continue to use Limousin genetics, the majority Wulf-bred, to generate a profit in their central North Dakota commercial cow-calf programs.

Leonard and his wife, Theresa, were recently recognized for their dedication to this breed with the 2006 North Dakota Limousin Commercial Breeders of the Year award presented by the North Dakota Limousin Association.

Ironically, Leonard Leier became interested in Limousin about the same time as Leonard Wulf. In 1972, while attending a local John Deere Day, Leonard Leier noticed an impressive set of cows that were included in a film presentation about John Deere equipment. This led him to attend a Limousin sale in Minot where his first breed purchase cost \$550.

It wasn't long after that the Leiers became Wulf customers. In earlier years, before their on-farm production sale, Leonard Wulf sold bulls at auction in Napoleon, N.D., and this is where the Leiers became acquainted with Wulf genetics. Leonard's eldest son, Dalles, recalls some of those first sales well because his family took home about half of the bulls offered to crossbreed with their Angus cows.

A FULL-SERVICE ADVANTAGE

Today, the Leier families continue to raise and market all-natural high-percentage Limousin cattle and are many-time repeat customers of Wulf genetics. They also farm and raise all crops for their cattle.

Leonard runs 450 head of pairs in partnership with his youngest son Pat and his family near Tappen. Dalles and his family run 400 head in near-by Dawson. The Leier family's operations are run separately, but they share labor when working and hauling cattle.



Leonard and Pat Leier and family run Limousin-based commercial cows in partnership at Tappen, N.D. The Leiers have used Wulf genetics since the Wulf's earliest days in the Limousin business.

Bred up from Angus, both herds are Limousin with some Angus influence. Both have purchased the majority of their Limousin bulls from the Wulfs over the years, and Dalles estimates their herds are 90% Wulf genetics. Each also market calves through Napoleon Livestock Auction, just south of their farms.

Leonard and Pat retain about 70 replacement heifers annually and, each fall, market a semi-load of 650-pound (lb.) calves. All have preweaning shots and are sold straight off the cow. They sell the remainder of calves each spring for pasture cattle. They background these calves to weigh about 700 lbs. Each time they market calves, Leonard and Pat

call Jerry Wulf ahead of time to let him know.

Pat says this has worked "real well." Since the 1980s, Jerry has purchased Leier calves most years. "They usually top the market," Leonard says. "They're always up there or better than the rest." Having your bull supplier bid on and buy back your calves is good for a commercial producer's business and, as Leonard points out, it's also good advertising for the Wulfs when their genetics sell well.

Jerry buys Dalles' calves, too, about 95% of the time. Dalles got his start in the cattle business with Angus heifers from Leonard's herd. Needing to grow faster, he also added females from other sources. He began using Wulf genetics 25 years ago.

Dalles and his family background all calves and market them at 850 lbs.

"The Wulfs are usually the last bidder, if not the second to last. They're always there to bid on them," Dalles says. He adds they're seeing the interest in all-natural cattle—those which are vaccinated but not implanted or given antibiotics—get better and better in their area each year. "Last year was tremendous. It was one of the few years when Jerry didn't get them all. Somebody else was interested in them. That was hard to find for awhile."

Most of the Leier calves will market through

Laura's Lean Beef, an all-natural branded beef program that favors red, lean and high-yielding cattle. Wulf Limousin has been a major supplier of cattle since Laura Freeman founded her company in 1985.

Laura's Lean provides individual carcass data which Jerry passes back to the Leiers, as well as any bonus checks. For example, Laura's Lean desires Select quality grade carcasses and will pay bonuses on Select cattle that yield a 1.9 or better. Dalles believes the data is especially useful. "You get to see how your cattle do then, as well."

Both Leonard and Dalles have received bonus checks from Laura's Lean. "Jerry is one of the few who we sell our cattle to that gives us the information back and the premium checks," Dalles confirms.

The Wulfs are interested in helping their customers succeed in the cattle business and believe in the full-service genetic provider approach. "The Wulf philosophy has always been that the seedstock business goes far beyond selling a quality product. Just as important is the service that goes with it," Jerry says. Each year the Wulfs feed 20,000 head of cattle on their farm and in custom lots in six states. They then market the cattle and will supply carcass

(Leier Family continued on page 6)



Jerry and John looking at cattle KCC Feeding, Inc.

“It’s good for the feedyard, good for the bull sale. It helps everybody.” He adds, “If you want me to buy your calves and give you top dollar, I want to try to improve your herd.” So his commercial customers benefit too. “It’s an ‘everybody wins’ situation,” he comments.

John’s commercial customers aren’t limited to Nebraska, and most have Angus-based herds. While he has been buying bulls for just a few customers the last six years, he says he wouldn’t mind doing more of it.

“They’re real happy with what we’re doing,” he says, referring to his customers. “I think that’s the big coming thing and I really think it’s here. The day of ‘just going and buying a bull because I need one’ and ‘I’m going to sell my calves today because I need some money to make a land payment or something,’ are over. I think you better have a program, and you better have a designation of where you’re going with those cattle. You’d better try to get partnered up with somebody,” he advises.

Commercial customers who’ve partnered up with KCC Feeding have added advantages in the beef cattle business. For starters, they’re using reliable genetics in their breeding programs, built on Wulf Limousin’s firm foundation of 50-plus years in the cattle and feeding businesses. They also have a marketing outlet for their feeder cattle through KCC who prefers and knows how to feed Limousin-influenced cattle and Wulf-sired genetics.

From both a feeder and cattleman’s perspective, John describes Wulf-sired cattle as deep-ribbed, good-doing cattle. He adds, “Of course, I’ve worked with the Wulfs a long time; I really respect them—I think they have some of the best. Jerry is super, Leonard was super. They’re very, very good people to work with. They try to meet you half way.

“There’s been a lot of trust built between us over that many years. It’s kind of like being married; you pretty well know what your partner is going to do. Do a good job and try your best and you’ll work with them forever.”

Wulf marketing relationships seek more value for Limousin and LimFlex

Wulf Limousin continually searches for the most advantageous marketing relationships for our customers. Our goal is to forge profitable relationships and communicate and assist our customers in accessing those relationships.

Many of the most successful value-added pricing systems and branded programs recognize the inherent value of Limousin and LimFlex genetics. Because of the genetic accuracies and historical carcass information that follows Wulf genetics, these value-added programs appreciate the value of our customer’s cattle.

LAURA’S LEAN BEEF: One of the oldest, most successful branded programs favoring red, lean and high yielding cattle and source verified, natural beef. Laura’s Lean Beef is one of the few beef companies that pay premiums to the cow-calf producer, even when ownership is not retained through harvest. Wulf Limousin has been a major supplier for LLB since its beginning. LLB prefers cattle that are 75% Limousin or higher.

PM BEEF: PM Beef successfully launched a natural beef program over a year ago. Qualified cattle must be naturally raised, guaranteed fed Vitamin E and a 60+ Mcal NEG diet for a minimum of 100 days. The PM Beef grid favors choice, high yielding cattle, yet still pays premiums for natural Select grade cattle. The weekly Choice-Select spread is used. Halfblood Limousin-British cross cattle work well in this program.

COLEMAN NATURAL BEEF: A well established, very successful branded program favoring cattle grading Choice with extra muscle and yield. Wulf Limousin has been a major supplier for several years. According to Coleman’s, Wulf bred cattle are

among the highest dressing cattle and have the fewest Yield Grade 4s and are about plant average for quality grade. Coleman prefers all natural, source verified cattle that are 1/2 Limousin X 1/2 Angus.

TYSON: Since the inception of Tyson’s Real Time Grid, we discovered that Limousin and Limousin-cross cattle can achieve nice premiums on this grid. In the commodity market for non-natural cattle, their premiums for Yield Grade 1s and 2s are among the best in the industry. We continue to market many cattle each year on this grid. Combine the higher yield grade premiums with Limousin’s higher dressing percentage, and our cattle dollar up very well on a live weight basis. Halfblood to purebred cattle all work well on the Real Time Grid.

US PREMIUM BEEF: USPB is one of the most successful producer owned beef programs of the last decade. They harvest cattle in 2 plants in Southern Kansas. With the addition of their freight allowance and premiums paid for QSA (source and age verified), it has worked well selling them cattle from our Nebraska feed yards. They have 2 grids, their market grid rewards cattle with better yield grades; halfblood Limousin cross cattle work very well. Their base grid rewards cattle with higher quality grades. Quarter to half Limousin x three-quarters to half Angus cross cattle work best on the base grid. Wulf cattle harvested at USPB achieved average premiums of \$28.42 per head in 2006.

Regardless of what grid or program in which we are selling fed cattle, all of the programs are very good about helping us collect the carcass data and flow it back through our tracking system, allowing both us and our customers to benefit.

Which bull should I buy?

Indexes in our sale catalog can simplify your bull selection and help you choose the bull that’s best for your operation.

Bull indexes will again be in our 2007 sale catalog. We publish indexes to assist our bull customers in selecting the bulls that best meet the needs for their operations. The indexes can simplify your bull selection and avoid single trait selection. Single-trait selection is not wise; rather, cattle with a balance of traits that match your production needs provide the greatest profit potential. The indexes that combine traits of economic importance for different types of bull customers. Indexes in our 2007 sale catalog are most helpful for the following types of bull customers:

1) Producing calves for the mainstream market

using terminal sires.

- 2) Producing calves for the mainstream market while keeping replacement heifers.
- 3) Breeding first-calf heifers.
- 4) Producing calves for Laura’s Lean Beef using terminal sires.
- 5) Producing calves for Laura’s Lean Beef while keeping replacement heifers.
- 6) Producing calves for higher marbling programs using terminal sires.
- 7) Producing calves for higher marbling programs while keeping replacement heifers.



Leonard Leier's eldest son, Dalles, and his family run Limousin-based commercial cows near Dawson, N.D. They have used Wulf genetics for 25 years. Pictured are (back, L-R) Derrick, Dalles, James (front) Derrick's fiancée Andrea, Laura and Beth.

data back to their bull customers, a valuable link in the value-added chain.

SELECTING FOR SUCCESS

Leonard, Pat and Dalles use this carcass data as one factor in sire selection. Dalles also uses his own feed performance data he collects from weaning up to 850 lbs. "I have data on their average daily gain. As long as they're here, I know what they gain," he says.

Regarding sire selection, Leonard and Pat use carcass data along with milking ability, calving ease, disposition and the polled trait to make decisions. "We always look for good dispositions and good milkers," Leonard says.

Dalles' sire selection starts with weaning and yearling weights. "I try not to buy a bull with a weaning weight of less than 700 lbs." He also looks for a yearling weight of up to 1,300 lbs. and like, Leonard and Pat, all bulls need to have positive milk EPDs.

"Birth weight doesn't concern me unless I'm looking for a heifer bull," he says. Dalles isn't afraid to buy a bull with an actual 110-lb. birth weight to use on cows, and believes it was producers like him who pushed Jerry to sell more bulls with birth weights over 100 lbs.

"There are very, very little calving problems with a Limousin bull on a cow. Those heavier birth-weight bulls seem to produce some of your beefier, heavier-weaning calves," he says.

Heifers are a different story, however. "It's all about the birth weight and the birth weight EPD," Dalles affirms. And like his father and brother, he does prefer polled bulls. He will buy a horned bull, however, if he is priced right and has met all other criteria, including that for milk and above breed average EPDs for other traits.

"They're really doing a good job of eliminating the horns," he says. "It used to be really hard to find a polled one. Now, it's switched. Some production sales are close to 100% polled." Dalles believes it's



because commercial producers like the Leiers are demanding no horns.

The Leiers don't follow any one bloodline and use both red and black Limousin bulls. "I think it's good to jump around because you get more heterosis—they're all Limousin but you have different bloodlines and you're not stuck into a rut," Dalles says. He doesn't think this affects the uniformity of his calf crop. The Leier calves are typically half red and half black, with the solid colors lending to marketability.

While color isn't an issue for them, disposition certainly is. The Leiers have had a few incidences over the years, not necessarily with Wulf bulls, where cattle disposition compromised human as well as animal safety.

Leonard, Pat and Dalles all monitor the docility of prospective replacement heifers at processing. "We try to select for disposition by the noise a calf makes in the chute. If it comes in and jumps around and rattles the chute, it automatically goes to the sale." They say the chute test isn't 100%, but it helps.

Similar to the polled trait, they believe the breed is making progress on acceptable dispositions. "Seedstock breeders, like Jerry, are actually picking

calmer bulls," Dalles points out. The North American Limousin Foundation's (NALF) data shows that the Limousin breed, for fact, has made great strides toward improved disposition.

After identifying temperament as a stumbling block about 15 years ago, the NALF developed a chute scoring system to measure and record temperament. It then developed the industry's first temperament or docility (DOC) EPD. Over the last 10 years, the breed has seen a favorable genetic trend for improved docility, as measured by this EPD.

While the Leiers appreciate the calving ease, feed efficiency and red meat yield that Limousin cattle are well-known for, another trait Leonard, Pat and Dalles don't overlook—especially in their northern climate—is calf vigor.

"That's what we like about the Limousin, especially if the weather is a little cold, they calve and within minutes those calves are up trying to nurse," Dalles says. "We calve out in the open and if it's a wet, cold day, you want those calves up. Otherwise,

you're dragging them all to the barn." Pat agrees that the calves just get up and go. He and Leonard start calving in late March, while Dalles starts calving heifers and cows in early April.

Similarly, the Leiers return to Morris, Minn., each March to buy Wulf bulls. "They turn out well, they have good dispositions," Leonard says. "We've been happy with the way they've performed and the calving ease and mothering ability of the cows," Pat adds. "If the feet come right, you don't have to worry about them calving. The Limousin work for what we do. You hate to change."

From years of experience, Leonard can testify that Wulf Limousin is "a good place to buy bulls. They're word is always guaranteed. They're real good to do business with," he says.

Son Dalles adds that the customer is always right with the Wulfs. And when it comes to relationship building in the cattle business, "They're the masters of it – and it's genuine. It's not just for the sale, it's genuine caring. We're just little farmers from North Dakota and, for as big as Jerry is in the breed, he treats us like we're one of his best friends."

South Dakota's Corson County Feeders Building Strong Relationships Marketing Elite Replacements

—by Kim Kanzler Holt

It's been said many times that the cattle business is a people business. Dallas Schott, a cattleman and agribusiness man would most likely agree from his experiences backgrounding, developing, finishing and marketing his own and customers' cattle.

Dallas and his wife Dee own Corson County Feeders, an 11,500-head feedyard, located at McLaughlin in north central South Dakota. "We finish about 25% of the cattle and another 20% are grown for a heifer development program for either myself or ranchers. The balance are backgrounded and grown for grass or future finishing," Dallas explains.

Corson County Feeders adjoins McLaughlin Livestock Auction on the backside. It's a unique fit for customers—they can buy cattle and then walk them down the alleyway for custom feeding services.

Dallas expanded the feedyard to its present-day size while owning McLaughlin Livestock. He sold the auction a year ago, but not before he marketed plenty of Limousin-cross cattle, many of them Wulf-sired, during his 15 years as sale barn owner.

THE MAKING OF A BUSINESS RELATIONSHIP

Dallas explains, in 1991 he started working with Leonard Wulf through the livestock auction. "Usually we'd have three sales in October that would highlight Limousin calves." Leonard was there buying back customers' calves for the Wulf feeding program.

He got to know Leonard well and, 16 years ago, started attending the Wulf bull sale to buy Limousin genetics for his heifer development program. Dallas custom develops and breeds heifers for ranchers who raise or buy replacements. He also buys heifers, develops and breeds them for his family's Broken Arrow S Ranch Replacement Heifer Sale held annually the Saturday before Thanksgiving.

Dallas estimates that 70% of the Limousin bulls he buys are from the Wulfs. Their business relationship doesn't end there, however. Corson County backgrounds a good share of calves for Wulf Limousin and he and Jerry work together to buy Wulf-sired customer calves.

Around 60% of the cattle in the Corson County feedlot are Limousin-influenced. Of these, about half are heifers and Dallas has the unique opportunity to sort through and handpick the very best half-blood heifers for his replacement sale.

"I am very fortunate to work with the Wulfs because they buy such a large number of Limousin-influenced cattle," he says.

Dallas describes his partnership with the Wulfs as "very unique". He enjoys working with them

because they're honest and straightforward businessmen as well as good cattlemen.

"I deal with other good people too. But the Wulfs are just at the top of the list of anybody I've ever had business dealings with," Dallas says—a list which included a 600-person customer base from the sale barn. "I don't know of a nicer, more honest family that I've ever dealt with up front."

MARKETING MORE HALF-BLOODS

The half-blood Limousin heifers that result from the Schott-Wulf relationship have been featured in the Broken Arrow S sale for two years. Dallas explains that when he started out, he just offered straight Black Angus heifers bred to Wulf Limousin bulls.

"The demand came to where people were asking for Red Angus heifers, and they wanted them bred to a Limousin," he says. Because buyers requested an even stronger influence of Limousin blood, in 2005 he started offering half-blood Limousin heifers bred to Limousin bulls.

"The highest priced heifers I sold last fall were the Red Angus and the half-blood Limousin heifers. They actually outdid the others by a little over \$200 a head."

Of the 1,400 sold, about 250 were the half-bloods—Limousin X Angus crosses. Based on buyer demand, however, Dallas is nearly doubling the amount of these females he'll offer next time.

"At this point, we have 606 that are half-bloods. We won't breed that many because we'll cull, once again, in April. I imagine we'll end up putting about 400-450 with half-blood influence in the next sale.

"It's consumer demand that's driven me to lean toward the half-blood and the Red Angus," he explains. "The calves out of these Lim-Flex®-type heifers are stronger-influenced Limousin to where they fit into the Laura's Lean Beef Program—they're a little more muscular."

Dallas describes the Limousin as just "good, stout cattle." He says they feed well and have been good to work with. His efforts with this breed were recently noted by the South Dakota Limousin Association who recognized Broken Arrow S Ranch as its Commercial Producer of the Year.

SELECTING FOR THE VERY BEST

Broken Arrow S sources its heifers from both registered and commercial operations, and selects on quality and genetic background, disposition and a heifer's ability to easily flesh as tested by a limit-fed ration.

"We have a unique situation where we will buy the very best and cull several times after," Dallas

says. "We cull very hard on disposition. There are a lot of good genetic cattle out there and we try to watch EPDs and backgrounds on these heifers. But nobody wants to mess with a wild heifer, no matter what breed it is."

Heifers are culled in spring before breeding and, depending on disposition, can even be culled when bred. Along with visual management tags, all carry electronic ID tags for computerized record-keeping.

"We keep track of every tag that goes in the heifer so we can ID back to the original ranch in order to know if we want their cattle back again next year," Dallas explains. "We monitor disposition that way too."

Broken Arrow S also accustoms heifers to both horses and 4-wheelers and cake breaks them on summer pastures. All heifers in the 2007 sale will be PI tested for BVDV.

PLANNING FOR CUSTOMER SUCCESS

While Dallas is very careful about which heifers sell through the sale ring, he's also selective about the type of bulls they're bred to.

"I'm very, very picky that they have calving ease with good dispositions. The calves need to have some power after they hit the ground, so the sires

"I am very fortunate to work with the Wulfs because they buy such a large number of Limousin-influenced cattle."

—Dallas Schott

have to have some good numbers," he says.

He adds, "I love to throw into the mix that they're homozygous colored, whether black or red, and polled. I don't care to buy horned bulls."

Black-hided half-blood Limousin heifers are A.I.ed to Wulfs NASA 1212N. Red-hided half-bloods are bred to Wulfs Ransom 3059 R. Both are calving-ease bulls, packed with tremendous numbers, Dallas says. "They're two very, very popular bulls in the breed now."

Heifers are bred in three A.I. cycles, and begin calving in early March. All are ultrasounded and producers are able to purchase potloads of heifers with one sex of calf inside.

This past year, buyers from five northern plains and western states sat on the sale seats. "The place

(Dallas Schott continued from page 7)

is always full," Dallas assures. He figures 70% of his heifers sell to repeat customers. Half-blood Limousin heifers bred to Limousin sires averaged \$1,300 a head, while Red Angus heifers bred the same way averaged \$1,420.

Buyers who return each year are assured of high-quality products without the labor and guesswork often associated with replacements and first-calf heifers.

"What we have done is provided buyers with an elite heifer," Dallas explains. "They're the highest quality that I can come up with and I look at thousands of head. They can feel comfortable they're getting a heifer with calving ease. We can give the time when she's going to calve, and we can predict whether it's a heifer or bull calf."

The bottom line is Dallas plans for buyers to have success with Broken Arrow S replacements in much the same way as Wulf Limousin plans for and willingly helps customers discover success with Wulf-sired genetics. Through the strong business relationship Dallas has built with the Wulfs, he's able to offer elite Limousin-influenced replacements that create value-added opportunities for the commercial segment.

The 14th Broken Arrow S Ranch Replacement Heifer Sale is scheduled for Nov. 17, 2007.

Wulf Farm Creed

We strive to treat each other and our guests in the same manner that we wish to be treated — with a friendly, courteous and positive attitude. Our goals are:

- To leave the land better than we found it while maximizing production;
- To breed high quality cattle for seedstock and commercial producers;
- To produce grain and livestock in a healthy and safe environment for the consumer and our country.

"We will remember at all times that without consideration and respect for each other and faith in God, we cannot accomplish these things."

SALE HEADQUARTERS:

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(ask for the Wulf Limousin block of rooms—please make reservations early)

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