



# THE WULF RECORD

SPRING 2008

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## Partnerships Will Make A Successful 2008

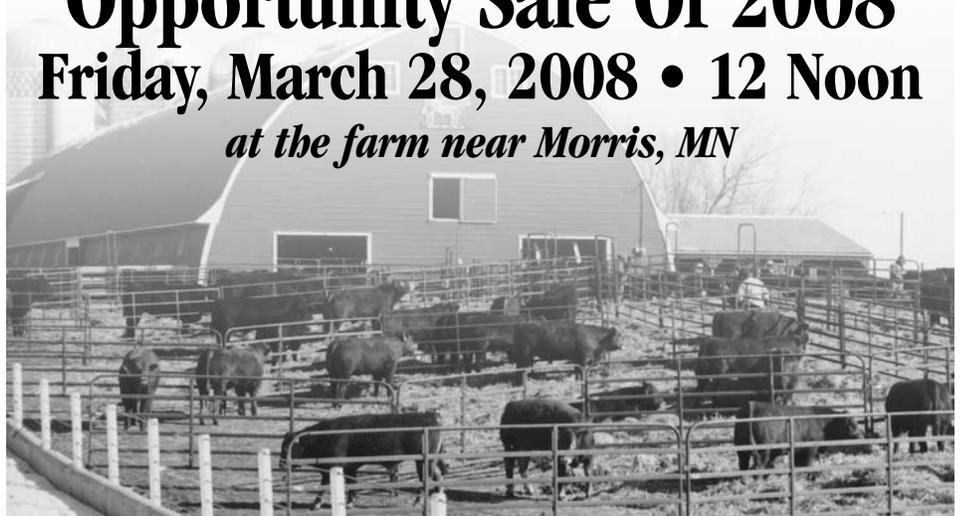
2008 marks our 38th year in the seedstock business. We have always believed history is a great teacher. With our 52 years in the beef industry and 37 years in the Limousin business, it has been a fascinating experience! Of all the knowledge we've gained and lessons we've learned, the most profound is that change has always been, always will be, and is happening at a more rapid pace today than ever before.

Talk about change at a fast pace—2007 was probably a record breaker: higher feed costs, a growing demand for natural cattle, and a weaker dollar creating higher demand for source and age verified cattle for export. 2007 was a challenging year in the cattle feeding sector of our company. Thanks to Limousin-cross genetics, they have helped soften the impact of higher feed costs. Now more than ever, we appreciate the efficiency of Limousin genetics converting both fiber and grain to pounds of quality beef.

Another exciting development is the strong relationships we're developing with our fed cattle customers. They are truly marketing a brand, not just beef. We sent nearly 6000 head of cattle into PM Beef's Natural Choice Program in 2007. They are very interested in working with us and our cooperative ranchers in developing a supply of certified feeder cattle originating from certified herds and feedyards to produce beef for export to the EU (European Union). Limousin/Angus-cross cattle work well for this program.

We are enjoying another successful year with Laura's Lean Beef, marketing over 3000 head with them in 2007. With today's higher corn cost, being able to finish cattle

## WULF LIMOUSIN "Opportunity Sale Of 2008" Friday, March 28, 2008 • 12 Noon at the farm near Morris, MN



*We learned long ago at Wulf Limousin the beef business is a people business. On sale day each year, we enjoy welcoming new faces and saying thanks to our partners in a full circle beef production system.*



**LOT 1**  
Wulfs Sirloin 3172S • BD: 5/3/06 • Blk/Homo. PLD  
Cole Wulf Hunt X Wulfs Negotiable 3172N (Wulfs Korbyn 3561K)  
BW WW YW MA SC RE Marb  
-0.9 50 97 29 0.3 1.04 0.04



**LOT 4**  
Wulfs Trailblazer 2329T • BD: 4/5/07 • Dbl. PLD  
Wulfs Ransom 3059R X Wulfs Mother of Pearl 2329M (Wulfs Forty-Niner 3492F)  
BW WW YW MA SC RE Marb  
-2.5 40 79 25 0.4 0.40 0.05

for Laura's on a lower energy diet with less days on feed is working well. They continue to pay a bonus to ranchers for producing weaned, heavy muscled, high-percentage Limousin calves.

Other branded programs we have sold Limousin/Angus-cross cattle into are Creekstone Farms, Coleman's Natural Beef, U.S. Premium Beef, Swift, Meyer Angus and Smithfield's Premium Gold.



**LOT 9**  
Wulfs Tatonka 5035T • BD: 3/14/07 • Blk/Dbl. PLD  
Wulfs Nasa 1212N X Wulfs Regale 5035E (Wulfs Guardian 5074G)  
BW WW YW MA SC RE Marb  
-0.9 44 83 31 0.7 0.30 0.00

(Continued on page 5)

# Schaefers Farm Realizes Efficiencies Through Wulfs

—by Dixie Russell, Graphic Arts of Topeka, Inc.

If one could have too much of a good thing, efficiencies probably wouldn't be one of them. Efficiencies that add value, increase productivity, cut costs, decrease risk and improve the bottom line of a commercial beef operation provide an unbeatable combination. It's a recipe for not only surviving volatile input costs, but thriving. Efficiency is what brought Limousin cattle to Wulfs over 35 years ago and is one reason Schaefers Farm in central South Dakota has used Wulf Limousin genetics for over 10 years. Through the relationship that began years ago, Schaefers Farm developed a system of using high accuracy Wulf Limousin genetics in a crossbred cow herd, resulting in a value-added feeder calf with known feeding and grading characteristics. Due to the size and scope of Wulf's breeding and feeding operation and information exchange, the Schaefers have decreased their risk in the beef business and created a predictable, customer-driven feeder calf in demand by the beef industry. They're truly partners with Wulfs in a full circle beef system.

While accomplishing efficiencies in different types of businesses may require different game plans, the result is the same—increasing profit margins. For Schaefers Farm, it's quite simple. Raise your own feedstuffs to decrease input costs, use efficient, high accuracy Wulf Limousin genetics, and take advantage of a time-tested chain of information making best use of valuable time and data.

The diversified family operation located in Orient, South Dakota consists of Curt Schaefers, parents Harold and Mary Schaefers, and Curt's brother Dirk with wife Susan and their three kids. The cow-calf and backgrounding operation raises most of their feedstuffs, including wheat, corn, beans and hay.

The cow herd consists of a three way cross of Limousin and Chiangus genetics, maximizing heterosis and taking advantage of both high yielding and quality grading genetics. Limousin sired females are bred to Chiangus bulls; Chiangus sired females are bred to Limousin bulls. Schaefers raise and keep their own replacement females. Steers and heifers are backgrounded on the homeplace and marketed as feeders weighing 850-870 pounds ready to go into the feedlot.

## Genetic Efficiency

With little hired help in a spring calving herd, Curt depends on the crossbred cow to be fairly self sufficient during calving time. "The cows sure seem to have hybrid vigor and all the doability you could expect to have. It's pretty important when it's below freezing, the wind's blowing and it's snowing or



*Schaefers Farm is a family affair. Pictured (l to r) are Kassie, Curt, Susan, Collin, Dirk, Kaitee, & four-legged family member, Sam.*



raining. You want a cow that will get the calf up and a calf has to have enough vigor to get up and begin sucking; otherwise, the pair has to come to the barn. We have to bring very few of them into the barn for assistance." The cows calve by a nearby creek, while the heifers calve by the barn so they can be watched. A strict herd health regimen is followed with vaccinations at spring branding time, followed by pre-weaning vaccinations in August and then a third round of vaccinations at fall weaning time.

The Schaefers family met Wulfs a number of years ago at a show in Rapid City. The late Leonard Wulf began buying Schaefers' cattle and convinced them to try Wulf genetics. One bull purchase turned into two, and the rest is history. Curt attends Wulf's annual Opportunity Sale every spring to purchase and add to his bull battery. "We want a bull that produces a female and can go out and graze stalks," explains Curt. Actual performance data, EPDs and phenotype are all studied. A good marbling EPD bull with a moderate frame score and favorable disposition are all important factors. "Our cattle have great disposition since using Wulf genetics."

High accuracy Wulf genetics are a vital component in Schaefers' commercial cow herd as well as the backgrounding portion of the operation. Genetics are used as a risk management tool in the operation. The consistency of genetics and accuracy of EPDs provide a known element in the genetic, feeding and marketing equation. "We know how the genetics are going to do each year. We know when the steers will hit the 850-870 lb. mark and it's usually the end of January or first of February every year. We know how they're going to feed and have an approximate marketing time."

## Efficiency of Feedstuffs

The rising cost of corn is not only a factor to contend with in the present and near future, but economists predict the rising cost of corn may be here for the long term. Therefore, Schaefers' grow and utilize their own feedstuffs to keep feed costs low. Plus, they're located near Redfield Energy, an ethanol facility in Redfield, South Dakota, enabling

them to feed distillers grain. "Our feed consultant has integrated as much distillers grain into our ration as possible. We're paying \$90/ton FOB Redfield for distillers grain right now. Corn's a lot more than that."

Both cattle in the backgrounding yard and the cow herd receive the lower cost ration. "Cow rations include distillers grain, which allows us to feed more straw and less of the alfalfa hay, cheapening up our ration. It's a way to keep the cost of our rations competitive."

## Efficiency of Information and Accurate Genetics

Information is power and the Schaefers-Wulf relationship has yielded genetic counseling and useful information for Schaefers, enabling them to capture added value on their calves at marketing time.

At Wulf's annual spring sale, bull indexes are published in the sale catalog to assist customers with selecting bulls that best meet the needs of their operation. With volumes of data available on Wulf genetics, the indexes are a quick reference for buyers, making efficient use of time. Curt explains, "Jerry (Wulf) always has a list of bulls that that will work for replacement heifers and bulls that will work for terminal programs. They'll be noted for calving ease and maternal characteristics. The index also includes genetics that fit different types of grids. It's a handy reference and you know where to start. If you go there and have to look at 300 bulls, it takes a lot of time and there's a lot of information to go through."

While Jerry assists Schaefers with genetic selection, he's also there on sale day at Hub City Livestock in Aberdeen, South Dakota, every year ready to buy Schaefers' cattle. The set of cattle Schaefers routinely haul to town are hardly commodity cattle. They're the result of a holistic plan of efficient, predictable genetics, a good feeding regimen and an arsenal of information. Because Wulfs collect carcass data on thousands of head of Wulf-influenced cattle each year, the information trail creates a more predictable base of genetics. This base of genetics is part of the

foundation at Schaefer's Farm, creating a Continental-cross feeder calf that will hang a high yielding, quality carcass. And buyers at Hub City Livestock know it. "We sort a couple of loads of evenly weighted calves at a time and Jerry's been there faithfully to bid on them," Curt says. "They usually top the market."

Once Curt has his check in hand, the cattle may be gone from his operation, but the chain of information continues. Jerry usually partners with fellow cattle feeder Frank Virchow on the cattle. Feedlot closeout reports and carcass data are funneled by Jerry to aid Schaefer's in future decisions. "Jerry's been marketing our cattle through the PM Beef natural grid in Windom, Minnesota. It pays more on quality grades. To do well on the Laura's Lean grid, you really need to have cattle that are 75% Limousin or higher. Since ours are mostly 25% to 50% Limousin crossed with an Angus hybrid, they do better on the quality grids. The Angus will put more marbling in the herd and Limousin will add meat, so you don't have Yield Grade 4s. The cross gives us a good combination of marbling and thickness, plus gainability."

The last three years, Schaefer's have been taking the extra step to add more value by age and source verifying their cattle before they leave the farm. Most recently, Jerry lined them up with Beef Concepts, Inc. to get tags and complete the data management. "At weaning time, we put EID tags in, write down the information and mail the information to Beef Concepts," says Curt. "Beef Concepts records the information for potential buyers. It seems like the age and source verified crossbred cattle sell well. They kind of speak for themselves. This year, we're South Dakota Certified, too. Beef Concepts transferred our data to the South Dakota Certified Program, so we didn't have to touch it again."

While Schaefer's currently don't retain ownership on their cattle, it is something they've considered. "We've thought about retaining ownership, but haven't done it yet. I'd probably visit with Jerry, because he knows the ins and outs of marketing cattle and the different types of marketing programs. Some of them would probably work for us. He would have a pretty good idea. It's hard to capture the value when you're selling feeder cattle like we are. If we retained ownership and fed out our cattle, we'd realize more of those premiums."

While Schaefer's make the entire process look simple, it's one that requires constant evaluation and a trusted partner. Schaefer's have found a trusted partner in Wulf Limousin. Experience is a good teacher. Curt concludes, "Wulfs have been at it a long time and there's a lot of wisdom there." Why not use time proven methods of veterans to decrease one's risk in the beef business? It's worked for Schaefer's Farm and it's one they plan on keeping.

## Wulf Limousin Expansions

Wulf Limousin is growing their beef production system into South Dakota. For the past 30 plus years, Wulfs have custom grazed and custom fed cattle in a five state area in the upper Midwest. While this has served us well, over the years, we have decided to expand into a more direct management approach, by overseeing more of our commercial beef cattle production.



*Golden Hills Ranch expands our full circle beef production system by serving as a summer grazing home for yearlings.*

### Golden Hills Ranch, McLaughlin, South Dakota

We are majority owners in this 19,000 acre ranch in beautiful western South Dakota. It has 2500 acres of crop and hay land with the balance grassland. This will serve as a summer stocker pasture for about 2500 yearlings. With today's high feed cost, growing cattle to a heavier weight on grass just makes good sense. It also allows us to spread cattle into more marketing periods throughout the year. Ranch manager Terry Goetz, McLaughlin, South Dakota has been on the ranch for nearly 25 years and is currently running it today and doing a super job. Golden Hills is located just

300 miles west of our Minnesota ranch and is close to Corson County Feeders in McLaughlin, which is owned by Dallas Schott. It is surrounded by ranches in the Dakotas that are loyal Wulf bull customers. The weaned calves we purchase are backgrounded at Corson County Feeders (a 10,000 head feedyard) then moved to grass in the spring. The location is a perfect fit for Wulf's commercial beef production programs. If you are ever in the area and would like to visit the ranch, please give us a call. Some of your cattle may be roaming beautiful Golden Hills Ranch.

### Yeaton/Wulf Feedyard, Chamberlain, South Dakota

Since August of 2007, we have leased a 4000 head capacity feedyard just east of the Missouri River in south central South Dakota. Like Golden Hills Ranch, this feedyard is very well located. It is in the heart of our customers' ranches, giving us great access to an abundant supply of high quality Limousin-cross feeder cattle and calves. It is also near some of the most productive irrigated corn ground in South Dakota. Nice weather is a huge asset as well as the temperature is usually 10-15° warmer than our Minnesota feedlot giving it nearly ideal feeding conditions. We plan to use it for both

backgrounding and finishing cattle with easy access to processing plants in South Dakota, Minnesota and Nebraska. We would like to thank Kenny, Lynette and Karen Yeaton for giving us the opportunity to lease the yard. The relationship we are building is great! Yeaton/Wulf Feedyard runs very efficiently and is managed by Lucas Sutherland, Lowell Swanson and Josh Tachecek. We are extremely pleased with the job these guys are doing in the feedyard and you are welcome to stop by and visit. You just might find your calves on feed!

Wulfs will continue to work with a select group of custom feedyards in Minnesota, North Dakota, South Dakota and Nebraska that have proven to do a superior job in the past. Along with this group, we think Golden Hills and Yeaton/Wulf Feedyard will be a nice asset to our company. As we emerge into an era of higher feed costs with more demands for traceability and accountability, getting a tighter grip on control and management of our beef production seemed crucial.

The net result should be conducive to the longevity of our company. We look forward to building even stronger relationships with our customers. By buying Limousin-cross feeder calves and sharing reliable information, we create win-win opportunities for everyone involved.



*Yeaton/Wulf Feedyard is managed by (l-r) Lucas Sutherland, Josh Tachecek and Lowell Swanson. They understand the value of customer service.*

# Steps to Age & Source Verification

—by Rhonda Wulf, Wulf Limousin

Source and age verification is becoming a highly marketable component of our customers' calf crops. As the foreign and domestic meat buyers increasingly request it, and as the system seems to be shaping up under private enterprises versus government mandated systems, there are lots of opportunities for Wulfs and Wulf customers to learn from verifying our calves. In our operation, where we buy our feeder calves from bull customers, the full circle of data sharing is beneficial to everyone.

## What the Rancher Can Do

In order to be source and age verified, the rancher must record the birthdate of at least the first calf of the group. But remember, if they record the first birthdate, that date is assigned to all of their calves. So, if the rancher has a calving season from February 15 to June 2, the calf born on June 2 will still have a birthdate of February 15. If there is a large birthdate range, it would be good to either record individual birthdates or split them into several groups so that a young calf's birthdate is accurately reported and under 21 months of

age. These birthdate records must be kept on file for at least three years. Also, the rancher needs to sign an affidavit, verifying the age at the time of the sale. If the cattle are natural, the natural affidavits will work; otherwise, Wulfs have an affidavit you can request at the time of sale.

Wulfs have taken source and age verification to the next level. Along with feeding for branded programs (which are requesting source and age verification), for the third year we are also using the tracking system as a tool to trace the cattle through the system and get carcass data back to our rancher suppliers. This should, in turn, help with their bull selection. We split the cattle into three groups to more fairly compare the cattle based on type and end market: commodity cattle (implanted cattle), Laura's Lean type cattle (highly muscled cattle), and Natural Choice cattle (other natural programs such as PM, Coleman, Swift Natural, etc). If you have any questions about your carcass data, feel free to give us a call.

For more information on steps to age and source verify your cattle, contact Rhonda Wulf at (320) 392-5802 or rkwulf@yahoo.com.

I am pleased to be associated with the Wulf family and serve as a link between you, the valued customer, and Wulf Limousin. Family values, work ethic, business sense, and reputation are the backbone of this operation. For the last 50 years, they have been at the forefront of making beef production as efficient as possible. To be part of that is a personal honor.

Assisting Wulf customers with genetic selections, management practices, marketing options, and nutrition are some of my responsibilities. Your feedback and suggestions are held in the highest regard at Wulf Limousin; learning from our customers is vital. Adding your suggestions, concerns, and advice help determine genetic direction and management practices at the ranch.

Having cattle that work in the pasture and feedyard is crucial. Utilizing carcass and feedlot data on Wulf sired calves for the last 25 years has helped us narrow the playing field. We look forward to the future and your participation in the beef industry is always welcome.

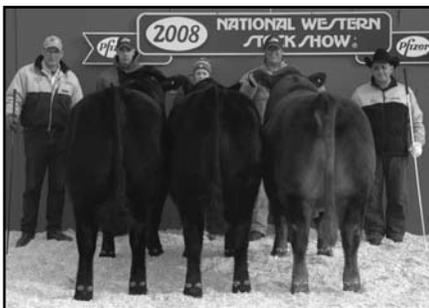
Thank you for your involvement in the Limousin business and if I can ever answer any questions pertaining to Wulf Limousin please do not hesitate to call anytime! My cell phone number is (319) 540-1731.

Best Regards,  
Joel Edge  
*Customer Relations*

## Wulf's 2008 NWSS Carload and Pen of Three Bulls All Sell March 28



**2008 NWSS Class Winning Carload**



**2008 NWSS  
Division I Champion, Pen of Three**



**2008 NWSS  
Pen of Three**

## CyberCampfire

NALF has recently formed an alliance with *BEEF* magazine and DVAuction.com to bring you the CyberCampfire producer-outreach webcasts, which you can join from your home computer. Frank Padilla, NALF's director of member and commercial relations, has done a great job of moderating discussion on such topics as bull-buying strategies, cross-breeding strategies, value-added production, nutrition and much more. Sign up for NALF's e-mail list to learn of upcoming webcasts, and listen to past ones at [www.nalf.org](http://www.nalf.org) on the Web.



## Search Wulf Sale Lots

All sale lots of Wulf's Opportunity Sale of 2008 will be listed on the Limousin Exchange Bull Listing Service or Females for Sale, which can be accessed from [www.nalf.org](http://www.nalf.org). This tool can be used to sort the sale lots according to individual ranch needs. If you have any questions, give us a call us at 320-392-5802.

Strauss Veal from Wisconsin is another company that was recently launched and they are very interested in developing a relationship with Wulf bull customers. They are buying halfblood and higher percentage calves right off the cow. Give us a call about this exciting new program.

We are now in the fourth year of collecting and analyzing carcass data on the feeder calves we purchase and run through our program. This is imperative information to identify the target market best suited to our customers' cattle. Combine that with the use of our bull selection indexes, and together we should be able to keep perfecting our production systems, making us more efficient and profitable producers of quality beef.

We hope you all can join us Thursday, March 27, for the Wulf Beef Seminar and Friday, March 28 for our Opportunity Sale of 2008. Also, be sure to view our bulls three weeks prior to the sale (via video) at [www.superiorlivestock.com](http://www.superiorlivestock.com) or, better yet, stop by the ranch near Morris, Minnesota! Your visit is always a treat.

Kind Regards,  
Jerry Wulf

## Schedule of Events

(held at Wulf Sale Facility)

### Thursday, March 27

**Afternoon** View Sale Cattle

**5:30 PM** Supper

**7:00 PM** Wulf Beef Educational Seminar

### Friday, March 28

**11:00 AM** Lunch

**Noon** Wulf's "Opportunity Sale of 2008"

### 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 and Mexican borders.

Any delivery inquiries should be directed to Wulf Limousin, phone (320) 392-5802. Ask for Dennis or Jerry Wulf. Or, contact Lathrop Trucking, phone (847) 426-5009.

## Educational Seminar Thurs., March 27 Focusing on Target Markets With Processors

*We had such positive feedback on last year's educational seminar, we've compiled another one, focusing on our packer and processor relationships.*

### Moderator:

#### Frank Padilla

*North American Limousin Foundation, Director of Member & Commercial Relations*

Frank has a great understanding and comes with a wealth of experience in both the seedstock and commercial industries. He has been a great asset to our program.

### Speakers:

#### PM Beef Team • Greg Miller, President • Dick Smith, Cattle Procurement

Greg and Dick will discuss their natural program and how they are embarking on developing a network of certified suppliers of cattle that qualify for the European Union export market.

#### Laura's Lean Beef Team • Don Knore, Vice President of Cattle Procurement

*Jeff Russo, Director of Cattle Procurement (Midwest Region)*

Don and Jeff will provide details about the Laura's Lean Beef program, including the kind of cattle they're looking for; what it takes to be a supplier; what rewards are available for the producer; and the value of source and age verified cattle.

#### Strauss Veal & Lamb International Team

*Ray Kroner & John McGinn, Veal Buyers*

Attendees will hear about the new marketing opportunity for Limousin and Limousin-cross calves. Strauss, who has been in business for over 70 years, is launching a new brand of veal consisting of young Limousin calves. This plan has the potential to revolutionize the veal industry.

*Plan to come early on Thursday, March 27 to view the cattle, and then join us for a meal and very informative meeting. These three excellent target markets can create additional value for customers of Wulf Limousin genetics. Find out what it takes to be part of an integrated production system and the potential rewards available for producers.*

## 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 2008 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 bull selection and avoid single trait selection. Single-trait selection is not wise; rather, cattle with a balance of traits that match production needs provide the greatest profit potential. The indexes combine traits of economic importance for different types of bull customers. Indexes in our 2008 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.

Visit [www.superiorlivestock.com](http://www.superiorlivestock.com) to view the video of sale bulls three weeks prior to the sale. Also, watch our "Opportunity Sale of 2008" via internet broadcast at [www.superiorlivestock.com](http://www.superiorlivestock.com). See page 6 for full bidding details.

## 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."*



Watch the sale via internet broadcast at [www.superiorlivestock.com](http://www.superiorlivestock.com). You can place bids through conference calling.

**PLEASE CALL AHEAD BEFORE SALE DAY** and pre-register for conference call bidding at (800) 431-4452.

## Please Join Us For The Wulf Limousin "Opportunity Sale Of 2008" Friday, March 28, 2008 • 12 Noon at the farm near Morris, MN

### Selling 270 Limousin & LimFlex Bulls

- 90 Coming 2-year-old Bulls ■ 180 Yearling Bulls
- Our Entire 2008 National Western Pen and Carload Bulls

### Selling 70 Limousin Females

- 30 Guaranteed AI Bred Replacements ■ 40 Open Replacement Heifers & Show Prospects

Call for your free catalog • Farm (320) 392-5802 • Fax (320) 392-5504 • Jerry Wulf (320) 392-5988  
Jim (320) 392-5966 • email: [wulflimousin@juno.com](mailto:wulflimousin@juno.com) • 10 mi. south of Morris on Hwy. 59  
Joel Edge, Customer Relations (319) 540-1731

### Sale Headquarters:

Best Western Prairie Inn • Morris, MN  
(320) 589-3030 or (800) 535-3035  
*(ask for the Wulf Limousin block of rooms—  
please make reservations early)*

Other Accommodations *(ask for Wulf block)*:

Super 8 (320) 589-8888 • Morris Motel (320) 589-1212

Prairie Waters Inn (320) 289-2500 • Country Inn & Suites at Benson (320) 843-4395



*"The Home of Good Doin' Cattle"*

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*"The Home of Good Doin' Cattle"*



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