



# THE WULF RECORD

SPRING 2009

Vol. 5, Issue I

## Partnerships Will See Us Through

Each year I write this letter, I think we have had some curve balls thrown at us, only to be outdone by the next. 2008 was no exception. Never in my lifetime can I remember markets rising to new heights and then falling so fast. Who would have thought had lending decisions and a credit crisis in this country would have such a ripple effect on the commodity and world markets? Markets are 90% emotionally driven, and for the last 12 months we have been on a roller coaster.

When the dust settles a bit from all the economic turmoil, we believe agriculture will lead this country out of this mess. People can do without many things in this world, but not without food. In the livestock sector, beef, pork and poultry numbers combined are the lowest they have been since the early 80s. Beef exports are up year to date, and we appear to be on solid ground with supply and demand.

We said it last year and we will say it again this year—when times get tougher for all of us, we must take “must do steps”. This is a period where every management decision we make must be scrutinized. Should we? Shouldn't we? Does it pay us a return?

A good beef production program has to start with genetics. All the data we see on the profiles of the most profitable producers shows one place not compromised is high quality genetics. I know we all get tired of hearing the word efficiency, but now more than ever we are efficiency driven. That's exactly what drove Wulfs to Limousin genetics nearly 40 years ago. Wulf Limousin and Limousin-cross cattle are leaders when it comes to converting grass and grain to red meat yield.

Another must do for all of us is build a program raising beef cattle with the end in mind. Focus on an end target, use our bull indexes to select the right bull for your

*(Continued on page 5)*

## WULF LIMOUSIN “Opportunity Sale Of 2009”

Friday, March 27, 2009

12:00 Noon

*at the farm near Morris, MN*

## Wulfs Garner Reserve Champion Carload Honors at 2009 NWSS

**TWO CARLOADS AND PEN OF 3 BULLS SELL MARCH 27**



**Reserve Champion Carload**



**Class Winning Carload**



**Reserve Grand Champion Pen of Three**

Wulf's reserve champion carload of Limousin bulls also was the People's Choice award winner at the NWSS. The eight head had an average birthdate of April 26, 2007; an average weight of 1,878 pounds; and an average WDA of 2.98 pounds. Sires represented in the group were Wulfs Realtor 1503R, Wulfs Nobel Prize 3861N, HUNT Mr Jock 44J, PLND Numero Uno 394N, Carrousel's MVP, Wulfs Reagan

2011R and ELOR Ole's Black Gold 606.

The reserve grand champion pen of three was also Division 2's winning pen. They had an average birthdate of March 1, 2008; an average weight of 998 pounds; and an average WDA of 3.13 pounds. COLE Wulf Hunt, Wulfs Nasa 1212N and Wulfs Ridgley 3172R sired the group.

*(adapted from NALF press release dated 1.21.09)*

# Doud Ranch Values Wulf Relationship Three Generations Deep

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

Having one less unknown in a relatively volatile market seems to make all the difference from being in the red or making money. Agricultural markets have definitely seen their share of ups and downs over the past 12 months. Those ups and downs bring to light the importance of aligning oneself with a proven genetic, management and marketing system to help smooth out the rough ride and have a profit left in the end. Doud Ranch has found a proven partner to help them thrive during volatile markets. Ron Doud explains, “My son and I and Dad have come to realize it’s a joint effort in the long run and long term. We’re going to need people like Wulfs down the road to keep us in business. We can raise and take care of the cattle, but we sure need people like Wulfs to create new avenues to market beef.”

Three generations of the Doud family choosing Wulf Limousin genetics on their Midland, South Dakota ranch can’t be wrong. It’s a decision they’ve made after evaluations and conversations at the dinner table. Since purchasing their first Wulf Limousin bull in 1985, they’ve remained a customer who uses the genetics because they work. And, they receive marketing and genetic consultation and carcass data to help make ranch management decisions.

Richard and wife, Celia, make up the first generation. Son Ron and wife, Shirley, with their son, Casey, and wife, Krystle, make up the second and third generations. They all work together on the family’s commercial cow-calf operation. Many years ago, Casey sent a check with Grandpa Richard to Wulf’s sale to purchase his first bull. Now, Casey is an integral part of making management decisions at Doud Ranch. He relies on his past experiences, the ranch’s performance, hard work, and a little bit of consultation from Jerry Wulf. “We’re working with Wulfs because they have a strong family background, a good selection of bulls and they work with us on choosing bulls that fit our cattle best. In return, they get good cattle to put in their feedlot and are able to get carcass data back. They share the carcass data with us to show us how we can improve and do things differently,” Casey explains.



Three generations of DouDs have chosen Wulf Limousin genetics and look towards fall marketing time for the ranch’s income. Pictured (left to right) are Ron, Casey and Richard Doud.

## Starting With A Good Product

A herd of 300 Limousin x Red Angus-cross and black baldy cows serve as the operation’s genetic base. Breeding these cows to registered Limousin bulls has consistently yielded high performing calves in demand by cattle feeders. DouDs follow a strict herd health regimen with vaccinations at spring branding time, followed by pre-weaning vaccinations prior to selling in mid-October each year. Having a buyer for their cattle at the Ft. Pierre Livestock Market is another advantage to the Doud-Wulf relationship. The calves weigh 550-580 lbs. at marketing time and Jerry is usually there to bid on them. “The last couple of years, Jerry has bought them,” Ron says. And, when Jerry can’t make it, he’ll send someone in his place to make sure DouDs have a marketing outlet. “We communicate with Jerry to let him know when we’re going to sell,” states Ron. When a ranch depends on a check once a year to pay bills, having a buyer for their cattle takes an unknown out of the equation and chalks one up on the known side. Ron adds, “We have consistent genetics and Jerry knows what he’s getting. Plus, our genetics are getting more consistent each year. He’s got places for the cattle to go, no matter the market.”

Casey has recently taken over the bull buying responsibilities—a responsibility that Richard and Ron used to handle, but one more they’ve added to Casey’s growing list. Casey studies Wulf’s bull selection index published in their sale catalog each year. The bull selection index assists bull customers in selecting bulls that best meet the needs of their operation, from keeping replacement heifers to producing calves that fit in a variety of

value-based grids. Casey also evaluates the EPDs to choose the best genetics for their management plans. Sometimes, for various reasons, DouDs can’t make it to Wulf’s annual production sale. They place an order with Jerry according to what they need. Casey says, “I trust that Jerry is going to send something home that will work.” Ron adds, “Any blood-line question we have, he’ll talk us through it so we can understand what kind of bulls we should use.”

Calf vigor is something DouDs appreciate about Limousin genetics. Ron states, “It doesn’t take long for the calves to get up after being born. We start calving in early March and we like the way they handle the stress and cold.”

DouDs raise their feedstuffs, including alfalfa, prairie, native and Sudan grasses, millet, oats and wheat. It’s an effective way to manage their operation’s input costs.

## Trying Something New

It’s been said that when markets and returns on investments are good, it’s difficult to have a reason to try something new. However, when markets are a little tougher, it’s a good time to do more with less and try a new approach. Choosing the right approach for DouDs has included keeping some things the same, while looking into new markets.

DouDs have chosen to not implant their calves for over 10 years. Plus, they don’t allow any ionophores in the mineral or drugs in the creep feed. This allows their cattle to be sold as drug free and eligible for value-added natural marketing grids, a plan Jerry has visited about with them. While Ron realizes, in certain years, they may be giving up gain by not implanting, Ron and Casey they feel as though the price they receive for their calves makes up for the difference. Also, in some years, not as much gain is given up as in others. Casey attributes this to not overstocking their nutrient rich grass, utilizing Sudan grass, and supplementing with creep



feed when needed. Casey states, "We do what fits our operation best. I'm happy selling them as drug free and keeping it that way as long as I can." Casey realizes the genetics they've got will work if you just allow them to do so. "If they're going to gain, they're going to gain." Ron adds, "I talked to Jerry last spring about going back to implanting our cattle. He told me either way, he'd still be interested in buying our cattle. But, he wouldn't be as interested if we implanted them."

Being able to sell their cattle into natural markets is one marketing opportunity. Looking into the very particular European beef market is another. While the Douds admit they're still researching the European market before committing, it's one where they've sought Jerry's advice. To be eligible, the cattle must be age and source verified and drug free. Plus, the ranch and feedlot must be approved through a lengthy process. "Jerry's answered a lot of questions. We don't know if it'll come to pass, but it's what we've been working on. It's just another opportunity to market beef," Ron says. "Jerry's got a lot of enthusiasm towards getting this European market established. It takes about a year in advance to get things in order to make this program really work and it's another way to improve your bottom line." Douds will age and source verify their cattle for the first time this fall. The tags will be put in at weaning time in October prior to leaving the ranch for sale.

### Putting It All Together

Time has proven that consistently working to improve one's product, no matter how uncomfortable and volatile the markets may be, will prove to be fruitful in the long run. Douds have found a trusted partner in Wulfs to help them continuously evaluate their operation and be a profitable part of a full circle food chain.

After Douds sell their cattle each year, one might think the project ended there. However, when Jerry buys their cattle, he keeps them informed on how their genetics perform in the feedlot and on the rail—a pipeline of information beneficial for any type of beef operation. While Casey admits they haven't fully used the carcass data they've received from Jerry in the past, it's a project he's planning to focus on next year. "We're not sure if we'll track it all the way back to the cow. But, we could figure out what cows are producing the best and what we need to do differently." When they do decide to integrate more of this data into their operation, Casey will seek Jerry's advice. "He knows what he's talking about and it's a lot quicker than other routes because he's been around it a lot."

Ron and Casey admit they incorporate other Limousin breeder's genetics into their operation. The customer service they receive from these breeders is helpful. However, Ron explains, "Jerry's more involved with the ins and outs and in the know all the time. He knows what the up and coming items are in

## Steps to Source and Age Verification

We have been progressively pursuing the source and age markets. In Europe, beef is sold with a label that pictures a rancher who supplied beef to that program. It has been an effective selling point as people are increasingly interested in their food's origin. While we are a little ways away from that in the U.S., we can still add value to a calf crop by verifying their source and ages.

In 2008, we were certified to sign up ranchers for the AgInfoLink program. If you would like to become certified under AgInfoLink, please contact Jerry, Joel Edge, myself, or Roger Potter (Braddock, ND). Then, we will need a copy of at least the first page of your birth records to verify your current calf crop. Please email the following information to us in an Excel spreadsheet: ranch tag, EID tag, birth date (individual or group), and sex. Any forms, natural affidavits or tag sheets should be faxed to the Wulf home office (302-392-5504), rather than the feedlot where the

cattle are fed. Likewise, if you are already working with a source and age program of your choice, please fax or email the paper work, certificates and/or natural affidavits to our home office. No matter which program you are using, we still offer EID tags, including both the Destron Fearing buttons and the combo E (panel/EID combo tag) for sale to you at our cost. Contact Mike Wulf or myself if you need any tags. Not only is this data helpful for our customers in gaining premiums for source and age information, but also for our carcass collection database to aid in returning carcass results on your calves.

Thank You,  
Rhonda Wulf  
Phone: 320-392-5802  
Fax: 320-392-5504  
Email: [wulfjimousin@juno.com](mailto:wulfjimousin@juno.com)

## Sorting Wulf Bulls Online

### Limousin Exchange Features Bull Listing Service

If you are anxious to check out the Wulf sale offering before you get your catalog, the Limousin Exchange Bull & Female Listing is a great way to view both bulls and females in the offering as well as individual data on those cattle. Another advantage to this service is the ability to sort the cattle according to your specific selection criteria.

Bull buyers can search for Limousin and Lim-Flex herd sire prospects by directing their web browsers to the North American Limousin Foundation (NALF) home page at [www.nalf.org](http://www.nalf.org) and clicking the "Limousin Exchange: Bull Listing Service" link.

To search for Wulf bulls, choose FI—Leonard Wulf & Sons in the "Herd" box. Users can identify a variety of criteria, including sire, expected progeny differences (EPDs), coat color, polled status, and percent blood to obtain information about the bulls that fit their specifications. Also included in a bull's listing are his name, registration number, tattoo, birth date, pedigree, ultrasound scan data and additional comments. Users can sort the results according to any given trait.

the Limousin breed and beef market." Ron and Jerry have spent countless hours discussing livestock and grain markets—time Ron has enjoyed and values. "Wulfs are always working to improve the Limousin breed, no matter if it's a new market or providing carcass data. It was always a pleasure doing business with Leonard and his boys have carried it on."

Having a trusted partner to assist with genetic, management and marketing decisions is a way to take a big piece out of the unknown puzzle. Having Wulfs as that trusted partner has proven to be a valuable, time-tested decision for three generations of the Doud family. Casey admits they're working to prepare the ranch and make it span four generations—and Wulf Limousin plans on being there every step of the way.



Sorting and branding on the Doud Ranch is a family and neighborly affair.

# Wulf's Integrated Beef Production is Working Well

—by Jerry Wulf

What are we doing that's unique in our industry? In the past we told you about building a supply chain that starts with genetics and then goes all the way to branded beef programs. Brands we supply to include: Laura's Lean Beef, PM Beef, Meyer Angus, USPB, Creekstone Farms, and Noah's Ark Processors (kosher product). Most of these require natural plus source and age verified cattle. They are all very good about sending carcass data back to us and we, in turn, send directly onto our Wulf feeder calf suppliers.

For Wulfs, performance efficiency is paramount. Getting the Limousin-cross feeder calf grown to finished weight as efficiently and professionally as we can is a challenge we meet head on. We work with a select group of feedyards in Minnesota, South and North Dakota, and Nebraska. Following is a list of feedyards that custom feed for us:

**Koehl Custom Feedyard • Hancock, MN**  
**Corson County Feeders • McLaughlin, SD**  
**Docter Feedlot • Amberst, SD**  
**Virchow Feedyard • Lake Preston, SD**  
**Graniteview Feeders • Milbank, SD**  
**J&P Feeders • Napoleon, ND**  
**KCC Feeders • Minden, NE**  
**Sandy Ridge Feedyard • Fullerton, NE**

These feedyards are all doing a professional job for us and we appreciate the relationships we have developed with them. Feel free to contact us and we can put you in touch with them if you are interested in feeding Wulf genetics and possibly finding your calves on feed there.

We also manage two of our own operations in central South Dakota.

## **Golden Hills Ranch, McLaughlin, South Dakota (since 2006)**

Featured last year in our 2008 letter, we introduced this 20,000+ acre ranch in the beautiful hills just west of the Missouri River in north central South

Dakota. It currently is home to nearly 3,000 summer stocker cattle and we winter some of our Limousin cows there when grass is abundant.

Terry Goetz, our ranch manager, has been with us since the start of this project and is doing an excellent job. Running stocker cattle accomplishes two things: 1) growing cattle at a lower cost and 2) building a supply of first quarter cattle for the branded beef programs. It helps us give them a steady supply 12 months a year.

## **Yeaton/Wulf Feedyard, Chamberlain, South Dakota (since 2007)**

Just east of the Missouri River in south central South Dakota, we lease a 4,000 head feedyard ran by Lucas Sutherland, Roger Roberts and Lowell Swanson. The climate is excellent, feed is reasonable, the neighbors have been great, and our management team is top notch. We appreciate the Yeatons giving us the opportunity to lease this yard.

We have aligned ourselves with some of the best people and companies in the business while maintaining a fair amount of control. All this allows us to thrive and, the Lord willing, succeed in an industry that we all know is competitive and operates on slim margins. While not always accomplished, each segment is ran as a profit center and the net result is win-win. In the future, we hope to procure more Wulf-bred feeder cattle, while supplying more high

quality products consistently to meet the beef companies' demand.

Give us a call. Or, better yet stop by and visit our Morris, Minnesota ranch or any other location. You will probably find your calves on feed. We will also discuss how we can work together so that everyone benefits in the entire system from the genetic supplier to the commercial ranchers to the feeders to the branded companies and ultimately to the consumer.

### **Dear Friends of the Beef Industry:**

It has been my sincere pleasure to work with many of your operations and step foot on many of your farms and ranches throughout the nation. The beef industry is moving rapidly and we are happy to be involved in many facets, which we feel can keep all of us more informed and educated for things that lie ahead. Learning from customers and servicing your wants and needs are priority one at Wulf Limousin.

This year, we called on many of you and enrolled your cattle in a source and age verification program through AgInfoLink and other source and age programs. We will continue to do so and relay the information we learn about your cattle directly to you. This, in turn, should help in terms of genetic selection and what we need to "tweak on" for the future.

I thoroughly enjoy answering questions as they pertain to genetics, management, and marketing of Limousin cattle, whether it is on the commercial or seedstock side. If I can ever help in any of those areas, please do not hesitate to call!

Best Regards,

Joel Edge

Wulf Limousin Customer Relations

(319) 540-1731

edgelivestock@yahoo.com



Above: Golden Hills Ranch Manager, Terry Goetz (right), has been on the ranch for nearly 25 years.



Jerry Wulf overlooking  
Corson County Feeders,  
McLaughlin, SD

**Check Your Herd Bulls Early** It has been one of the coldest, roughest winters in more than a decade. Be sure to check your herd sire prior to March 27 to make sure they handled the winter in satisfactory condition. We will only have a limited offering of bulls available private treaty after the sale.

(Partnerships continued from page 1)

program, and align yourself with someone who can get help you reach your target. Keeping your calves natural, getting them source and age verified, along with building carcass data history on your calves are just a few things Wulfs would like to help with to add value to your calves.

We are very pleased with our 2009 bull offering. Bulls are available in volume that offer EPDs and data ranking in the top of the breed along with enough variety in type that we assure you can find a bull for any program that will move your operation forward.

We extend a hardy welcome to Morris, Minnesota. Join us for our educational seminar Thursday evening, March 26 and for our 21<sup>st</sup> Opportunity Sale on March 27.

I close by encouraging all our colleagues in the beef business to stay positive. We are still part of a great industry and we can be the leaders who help get the country back on track.

See you all in March! Call or stop by anytime!

Kind Regards,  
Jerry Wulf

# “Building Our Brand, Enhancing Your Future”

**Educational Seminar • Thurs., March 26 • 7 p.m. • Wulf Sale Facility**

*View the seminar live at [www.superiorlivestock.com](http://www.superiorlivestock.com).*

Our educational seminar has become an annual event and one where we enjoy sharing genetic, management and marketing information with customers. This casual seminar will focus on questions we’re frequently asked.

## 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: Jerry Wulf

### *Cattle Procurement and Marketing*

Purchasing cattle, targeting branded markets, carcass data collection, a place for Limousin and Limousin-cross genetics

### **Jim Wulf**

### *Wulf Best Management Practices*

Daily management of herd health, pasture management, nutrition, data collection, breeding programs

### **Joel Edge & Rhonda Wulf**

### *How You Can Help Us Help You*

Source and age verification, natural verification, EU verification, customer relations

## Schedule of Events

*(held at Wulf Sale Facility)*

### **Thursday, March 26**

**Afternoon** View Sale Cattle

**5:30 PM** Supper

**7:00 PM** Wulf Educational Seminar, “Building Our Brand, Enhancing Your Future”

### **Friday, March 27**

**11:00 AM** Lunch

**Noon** Wulf’s “Opportunity Sale of 2009”



## Opportunity Sale & Seminar Broadcasted on Superior Livestock

Wulf’s Opportunity Sale will once again be broadcasted on Superior Livestock’s website (not RFD-TV). You can 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 to pre-register for conference call bidding at 800-431-4452.

You can visit [www.superiorlivestock.com](http://www.superiorlivestock.com) to view the video of the sale cattle three weeks prior to the sale. If you have trouble viewing the video, please give us a call at 320-392-5802.

DVDs clips of all the sale lots will be available upon request one week prior to the sale. Give us a call and we will mail you one.

The “Building Our Brand, Enhancing Your Future” seminar will also be broadcasted on Superior Livestock. Log onto [www.superiorlivestock.com](http://www.superiorlivestock.com) to view the seminar live.



## 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 2009 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 2009 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.

## 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."*

### 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.

## Please Join Us For The Wulf Limousin "Opportunity Sale Of 2009" Friday, March 27, 2009 • 12 Noon at the farm near Morris, MN

### Selling 280 Limousin & LimFlex Bulls Our 2009 National Western Pen and Carload Bulls

### Selling 80 Limousin Females

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 • www.wulflimousin.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"*

Morris, MN 56267

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"The Home of Good Doin' Cattle"



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