



# THE WULF RECORD

SPRING 2010

Vol. 6, Issue I

## Forging Ahead Yields Results

If I could summarize the end of 2009 and the start of 2010 with one word, it would be hope. Especially in challenging years such as 2009, hope is what keeps us going.

Facing the challenges head-on has generated opportunities to enhance our system while building a better product. We continue turning over every stone and exploring new partnerships, creating pull-through demand for Wulf cattle and genetics. Tougher times not only make us better producers, but better people. Ultimately, we hope to come out of this not only as survivors, but leaders in our industry.

We have not scaled back our cattle feeding enterprise and are very much in the pursuit of high quality Limousin-cross feeder cattle, especially those cattle fitting our value added programs: natural, NHTCs and age verified. (See story on page 6.)

We are excited to introduce and execute our bull retirement program in 2010. Laura's Lean Beef and American Foods both like and want to buy Limousin bulls. As life goes, all good comes to an end. Even Limousin bulls do not last forever, so if you need to replace your herd bull, here is an opportunity to capture added value. Bring him back to Wulfs. This should be win-win for everyone. (See page 3 for more details.)

After 38 years in the seedstock business, we have gained a deep appreciation for building strong relationships. We could not accomplish the big picture if we were not aligned with branded beef companies wanting our fed cattle and ranchers using our bulls and raising us quality feeder cattle.

Going forward, we are passionate about helping each other. So, whether it's interpreting carcass data, picking the right bull, or marketing your feeder cattle, give us a

*(Continued on page 6)*



## OPPORTUNITY SALE of 2010

Friday, March 26, 2010 • 12 Noon  
at the farm near Morris, MN

**Selling:**  
**300 Limousin & LimFlex Bulls & 80 Females**  
**Including our NWSS Carload Bulls and Pens of Three**



**Champion Pen of Three**

Wulfs exhibited the grand champion pen of three Limousin bulls at the 2010 National Western Stock Show. The Division 1 winner had an average birthdate of April 21, 2008; an average weight of 1,825 pounds; and an average WDA of 2.89 pounds. Wulfs Ridgley 3172R and Wulfs Shop Talk 2332S sired the group.

The Division 1 reserve champion pen honors also went to Wulfs. ABD: 8/21/2008; avg. weight: 1,557 lb.;

avg. WDA: 3.05 lb.; sires: JIWM Dire Strayts 4109P, Wulfs Realtor 1503R and Wulfs Shop Talk 2332S.

Wulf's Division 3 reserve champion pen's stats were as follows: Pen 59; ABD: 3/6/2009; avg. weight: 1,118 lb.; avg. WDA: 3.57 lb.; sires: Wulfs Ransom 3059R and WZRK Primestar 861P

*(adapted from NALF press release dated 1.25.10)*

# Wulf Relationship Doubles the Options for Eagle Pass Ranch

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

Two markets are better than one in any type of business, including the beef business. In fact, it makes pretty good business sense to spread an operation's risk with the goal of creating a more consistently positive cash flow. Eagle Pass Ranch has done just that—taken advantage of two different markets to sell their calf crops. Selling all-natural veal calves directly off the cows into the Strauss® Meadow Reserve program is one market. The other is raising and backgrounding all-natural cattle bound for Laura's Lean branded beef program. Both markets have proven to be successful for Eagle Pass due to detailed management, consistent and predictable Wulf-influenced genetics, and a valuable information exchange. Norm Herbst, partner in Eagle Pass Ranch, states it pretty simply, "Most of our calves are sired by Wulf genetics. In return, we have options to sell our calves. It's nice to know we have two places that want our calves. It all comes down to our genetics and the quality of calves we raise."

When the calves hit the ground at the Hillman, Minnesota ranch, the markets are already lined up. The calves born in early fall usually go into the Strauss veal program. The calves born in the early spring are kept on the ranch and backgrounded before being sold to a feedlot—usually one of Wulf's feedlots. Norm's father-in-law, Roger Wagner, represents the other half of the Eagle Pass Ranch partnership and understands the value of utilizing proven Wulf genetics in their 600 head, Limousin-cross cow herd. "On the calves we keep and background, we know when they're going to reach 700-750 lbs. due to their genetics. One telephone call to Jerry Wulf and we know they're sold. Jerry said the grade and yield on the cattle is fantastic. And, we usually get a premium from Laura's Lean when they're harvested."

The east central Minnesota ranch partnership is made up of Roger and Nancy Wagner, along with



*Eagle Pass Ranch partners Norm Herbst and Roger Wagner understand the value of having more than one marketing option.*

their daughter, Heather, and husband Norm Herbst. Roger was first introduced to Wulf Limousin 25 years ago, when, with the encouragement of a friend, attended Wulf's Opportunity Sale and purchased two bulls for use on his then British-based cow herd. These two bulls were less popular with the sale crowd than many bulls that day, because they were easily excited due to the sale day environment. Roger explains his first encounter with Wulf's solid customer service policy: "Leonard [Wulf] told me if I didn't like the bulls when I got home, to give him a call. Leonard offered to pay the freight both ways and give me my money back, or exchange them for two other bulls." Roger stated the bulls' dispositions were just fine once they were turned out—they had just gotten rattled in the sale ring.

## Management For A Veal Program

Wulf genetics are fully integrated into Eagle Pass Ranch's cow herd using Wulf bulls and keeping their replacement heifers. Due to the proven, predictable

Wulf genetics, Eagle Pass Ranch has increased the predictability of their own cow herd. This helps them hit the profit target further up the food chain. The Strauss® Meadow Reserve program is a niche program that purchases consistently sized, docile, uncastrated, all-natural, and pre-weaned calves weighing 400-500 lbs. They are processed and marketed as meadow-raised veal to its upscale customer base. Meadow-raised veal was developed when Strauss Brands recognized consumers were concerned with the welfare of

veal calves traditionally raised in confinement.

The Strauss veal program fits Eagle Pass Ranch's management and calving cycle well. Their fall-born calves are shipped to Strauss in January and February. This early shipping frees up facility space when their spring calving cows start calving. Eagle Pass feels they do really well with their calves, due in part to their market timing. Roger explains, "Lots of people have calves to sell in the fall, but we choose to ship veal-ready calves in January and February when the veal market is usually really strong. We don't have to call Strauss—they call us. That's how bad they want calves in January and February."

Raising all-natural calves specifically for the Strauss veal program takes precise management. But, Eagle Pass has earned premiums and received valuable data in return. Jerry introduced Eagle Pass to the veal marketing program a few years ago. Roger recounts the conversation, "Jerry told me it's such a good program, I can't help but tell you about it. I think there's money to be made." However, Roger understands Jerry misses out on the opportunity to buy the ranch's cattle, when they're sold directly into the veal program. He said, "I've known Jerry long enough that if he's recommending it, it's probably a program we need to look at. Ever since that time, we've been selling 2-3 truckloads per year into the Strauss veal program."

Roger and Norm's fall calves are tagged in groups of 50 for easier age and weight management. Once the calves are 6-8 weeks old, while still nursing from the cow, they receive all-natural creep feed, plus they can eat whatever the cows are eating. In December, they figure average weights of each group to help determine shipping time. They usually ship when the calves weigh between 450-500 lbs. "We're very cautious about their weight because there's a \$50/head



*Even though this winter has been unseasonably cold and wet, the ranch's cow herd has maintained their milking ability through improved genetics and a little extra feed.*

bonus for every calf that hangs a 220-280 lbs. hot weight carcass. So, besides getting a good price for the pre-weaned calf, one can gain \$.10/lb. for fitting in a specific weight category," says Roger. Eagle Pass administers vaccinations, but no antibiotics, hormones, or implants per the program's all-natural guidelines. And, the calves must not have been fed any animal by-products.

The calves are age and source verified, allowing for a beneficial stream of information, which Eagle Pass uses in their herd management. Live weight, hot carcass weight, grade and yield are all provided by Strauss to Eagle Pass Ranch. "We take that information and trace it back to the individual cow. That way, we can decide which cows we want to keep and which ones we want to ship because she's not doing what she's supposed to be doing," Roger says. Eagle Pass calves typically yield 61-63.5% and have never graded below Choice in four years.

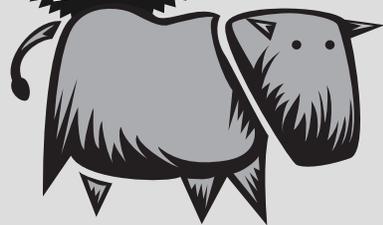
Wulf genetics have helped Eagle Pass realize savings with their veal calves by hitting market weight faster. "With the Wulf bulls we selected two years ago, it moved our weight up one full month. Last year, we shipped on February 18. This year, we will ship the fourth week in January," explains Roger. He attributes the faster gain to the consistent genetics and milking abilities of the cows. The unseasonably cold and wet winter has been tough on the ranch's cows. He explains, "It's taken extra feed, but the cows have maintained their milking ability. They've taken the weight off themselves and put it into their milk. The calves look fantastic."

### Backgrounding For A Defined Market

The Eagle Pass Ranch calves kept and backgrounded are also managed for the all-natural market. The calves are weaned in late September, castrated, and by late October, have been given two rounds of vaccinations. The calves are given all-natural creep feed and kept in a familiar lot during the weaning process. The ranch used fenceline weaning a year ago and, as Roger explains, "it was the best thing we ever did." With the cows just across the fence, but out of reach for nursing, the calves were comfortable and they had very little shrink.

The ranch raises and utilizes their own feedstuffs, including corn silage, native grass haylage, and a purchased distillers grain base. They also work with a Hubbard Feeds nutritionist on their all-natural feed program. Once Roger and Norm have an average weight estimated on the cattle, they'll call Jerry and give him an opportunity to bid on them. On the latest set of cattle weighing 700-750 lbs., compared to the region's market price, Jerry paid \$.05/lb. more on steers and \$.04-.05/lb. more on heifers. Roger prefers to sell direct because it creates a less stressful environment for the cattle. "Jerry knows they've been taken care of and he knows how they'll work in his feedlot. He's been a good buyer for us and he knows what he's getting. I think he really feels com-

**NEW  
in 2010**



## Wulf Limousin Bull Retirement Program

Foods will buy all bulls that meet current USDA withdrawals for all animal health products.

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

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

Laura's Lean and American Foods will pay Wulfs for your bulls. You will receive full value plus the premium to be used as sale credit at Wulf's Opportunity Sale of 2010 on Friday, March 26.

As an option, you can call during sale week (after March 22) to get a bid estimate on your bulls.

Get paid a premium to retire your herd sire! Bring your used Wulf herd bull to the ranch in Morris, MN on March 25-26. Wulfs have a certified scale at the ranch. We will have two buyers in attendance that like to buy Limousin bulls—Laura's Lean and American Foods. Laura's Lean Beef will buy 20 month natural bulls (bulls guaranteed not to have any antibiotics for the last 20 months) and Cradle to Grave bulls (guaranteed no antibiotics the bull's entire life). American

## 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 "Lim-

ousin 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.

fortable with us and we really feel comfortable with him," Roger said.

The cattle are age and source verified, which sets the stage for another valuable information exchange. Jerry shares feedlot close-out data and Laura's Lean provides carcass data back to the ranch. Eagle Pass uses that information the same way they use information from Strauss—trace the information back to the cows. Pick out the poor doing ones and sell them. And, the ones that produce really good calves, they note to possibly even keep heifers from them. "It's so much information and I feel it's necessary if one's going to improve their cow herd. You can have a really nice looking cow, but she can turn out a calf that doesn't do what it's supposed to do. You can eliminate that cow when you get this type of information back from Laura's Lean," explains Roger.

### Planning For Future

For the last two years, Roger and Norm have been

using Wulf's bull selection index to help them determine which bulls best fit their operation. Roger explains, "I'm really impressed with it and I think it's something that's going to improve the genetics in our cow herd tremendously. We get to a point where there's so much information, it's hard to consume it all. And, what we like to do is look at the index and pick bulls according to where we want to be in the next 18-24 months. That's especially true with our replacement heifers. We're getting really picky. We've got a really nice herd of cows, but now we want to make these cows stand out even more. We want to wean 700 lb. calves and I think we're going to be able to do that with this index."

Over the two plus decades of purchasing Wulf bulls, Roger has worked with Jerry trying to develop a genetics program that emphasizes maternal traits. He explains, "I have a theory on cows and calves—

*(Continued on page 7)*



# Wulf's Current Research Feed Efficiency & DNA Markers

Wulfs have always tried to stay on the cutting edge of research and technology. Not only do we believe it is important in all aspects of our lives, but we want to be part of those who make it happen. As leaders in the industry, we feel it is our obligation to do so. We feel it is a balancing act between being quick to launch and making sure what we bring to you is useful, accurate, and simple enough to understand.

Thirty years ago, Wulfs were among the first to collect weaning and yearling weight information in the breed.

Twenty years ago, Wulfs were collecting carcass data on feedlot cattle along with yearling measurements of breeding stock on docility, scrotals and pelvis. When the North American Limousin Foundation (NALF) came out with new and important EPDs, a large part of the data collected to formulate those was collected at Wulfs.

Recently, in 2009, Wulfs launched the collection of feed efficiency data. Even though feed efficiency data is hard to collect and relatively expensive, we thought the time was right to move forward, especially since we seem to be in a new era of higher feed cost.

What we look for when evaluating the cattle is the pounds of dry matter feed it takes to put on one pound of live weight gain, usually expressed as feed to gain (F:G).

A typical feed to gain number for beef cattle is 6-8 pounds of dry matter feed to put on one pound of gain. Depending on the size of cattle and the amount of energy in the ration, a lower feed/gain (F:G) is better

since it takes fewer pounds of feed to put on a pound of gain.

Another measurement used is residential feed intake or (RFI):

*“Residual Feed Intake (RFI) or net feed efficiency is defined as the difference between an animal's actual feed intake and its expected feed requirements for maintenance and growth. RFI is the variation in feed intake that remains after the requirements for maintenance and growth have been met. Efficient animals eat less than expected and have a negative or low RFI, while inefficient animals eat more than expected and have a positive or high RFI.” (Agri-Facts)*

We have collected individual feed intake data on both bulls and pedigreed feeder cattle.

Also, the bulls born in the fall of 2008 will have feed efficiency data in the sale catalog.

DNA research is also ongoing. Wulfs currently have a joint research project in progress with Pfizer Animal Genetics. We have collected many DNA samples for bulls, heifers and feedlot cattle testing for multiple traits. What we hope to accomplish with this is both validate and correlate the differences between animals tested and matched to the DNA markers. We hope this results in DNA marker assisted sire selection with higher accuracies and predictability on all traits.

Be sure to attend our educational seminar the night before our sale and learn more from experts in our industry on both feed efficiency and DNA marker assisted selection.

## “Feed Efficiency & the Future of Genetic Selection Through DNA”

**Educational Seminar • Thurs., March 25 • 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.

### Moderator:

**Jerry Wulf**

*General Manager, Wulf Limousin Farms*

### Speakers:

**Dr. Grant Crawford**

*Cattle Feeding Specialist,  
University of MN Extension*

Learn about feed efficiency in beef feedlot cattle

- Why is it important?
- Why should we measure it?

**Kent Abele**

*Green Springs Bull Test, Nevada, MO*

- Learn about feed efficiency data collection
- How does Limousin compare to other breeds?

**Dr. Kent Anderson**

*Pfizer Genetics*

A look into the future of genetic selection

- Wulf/ Pfizer's joint research project
- Using DNA markers as a selection tool for selecting new herd sires in the future with more predictability

### Schedule of Events

*(held at Wulf Sale Facility)*

#### Thursday, March 25

**Afternoon** View Sale Cattle

**5:30 PM** Supper

**7:00 PM** Wulf Educational Seminar, “Feed Efficiency & Future of Genetic Selection Through DNA”

#### Friday, March 26

**11:00 AM** Lunch

**Noon** Wulf's “Opportunity Sale of 2010”

# Research Illustrates Limousin Feed Efficiency

—By Lauren Hyde (Reprinted with Permission, Winter 2010 issue of Bottom Line)

Throughout history, Limousin cattle have been extremely efficient at and well suited to meat production. Although there is anecdotal evidence supporting that claim from experience with the breed, the U.S. Meat Animal Research Center (USMARC) near Clay Center, Neb., has been accumulating scientific evidence since the early 1970s, when producers permanently imported the first Limousin bulls into the United States.

In the first germplasm evaluation (GPE) progress report, released in 1974, researchers at USMARC compared progeny of Limousin, Angus, Charolais, Hereford, Jersey, Simmental and South Devon (Cycle 1) sires out of Angus and Hereford dams for several traits, including feed efficiency. They defined feed efficiency as pounds of total digestible nutrients (TDN) consumed per pound of gain and recorded it after 212, 247 and 279 days on feed. Among the Cycle 1 breeds, Limousin ranked the highest for average feed efficiency with a least-squares mean of 6.56 pounds.

Agricultural Research Service (ARS) Technical Bulletin No. 1875, published in 1999, is a summary of results from a 15-year USMARC study in which researchers compared composite breeds to their parental breeds for major bioeconomic traits. They evaluated gain efficiency at four different end points (to 207 days; from 684 to 1,191 pounds; to a carcass weight of 734 pounds; and to a retail-product weight of 463 pounds) for nine parental breeds (Limousin, Angus, Braunvieh, Charolais, Gelbvieh, Hereford, Pinzgauer, Red Poll and Simmental) and three composites developed at USMARC (MARC 1, MARC 2 and MARC 3). Limousin ranked first for both liveweight gain (LWG) and retail-product gain (RPG) per megacalorie (Mcal) of maintenance energy (ME) on a time-constant basis, second for LWG

on a weight-constant basis, first for LWG to a constant carcass weight and first for RPG to a constant retail-product weight.

From GPE Progress Report No. 22 (2004)—a comparison of Cycle 7 breeds (Limousin, Angus, Charolais, Gelbvieh, Hereford, Red Angus and Simmental)—differences between Continental and British breeds in many traits are not as great as they were 30 years ago in Cycle 1. Among the four Continental breeds, however, Limousin ranked first in LWG per unit of ME consumed (pounds per megacalorie) to 187 days on feed; second from a weight of 750 to 1,300 pounds; second to a marbling score of Small<sup>35</sup>; first to a fat thickness of 0.43 inch; first to a fat trim of 24.8 percent; and second to 456 pounds of retail product.

Beginning in 2003, USMARC started a long-term feed-efficiency research project in which scientists will collect individual feed-intake data and DNA samples for steers and heifers produced from Cycle 7 of the GPE study. Although one of the primary objectives of the steer and female experiment is to develop the tools needed to help create expected progeny differences (EPDs) and genetic markers for selection on feed efficiency, breed characterization likely will be a byproduct of the research, with the Limousin breed ranking at the top.

## Glossary

**Feed-conversion ratio (FCR)** is the ratio of units of feed consumed to units of weight gained. FCR is the most common measure of efficiency, but growth and composition of gain highly influence it. Selection for increased growth indirectly results in selection for improved (lower) FCR; however, selection pressure to improve FCR might result in increased birth and mature weights.

**Residual feed intake (RFI)** is the difference between actual feed intake and expected feed intake, accounting for body size and production. In statistical terms, RFI is independent of the traits with which it might be correlated, such as growth rate, fat deposition, milk production and body size. That allows for selection on favorable (lower) RFI without unfavorable effects on other traits.

## The Limousin Feed Efficiency Advantage

Amount and dollars (more) feed required from weaning to harvest to produce the same amount (463 lbs.) of trimmed case-ready retail product as Limousin.

	Mcal of ME Consumed/hd <sup>1</sup>	Dry Matter Consumed/hd (lbs.) <sup>2</sup>	Dollars More Feed Required/hd for Same Amt. of Retail Product <sup>3</sup>
<b>Limousin</b>	<b>3675</b>	<b>2701</b>	<b>—</b>
<b>Angus</b>	<b>8026</b>	<b>5899</b>	<b>\$204</b>
<b>Hereford</b>	<b>8953</b>	<b>6580</b>	<b>\$248</b>
<b>Gelbvieh</b>	<b>4305</b>	<b>3164</b>	<b>\$26</b>
<b>Simmental</b>	<b>4548</b>	<b>3343</b>	<b>\$38</b>
<b>Charolais</b>	<b>4243</b>	<b>3119</b>	<b>\$23</b>

<sup>1</sup>MARC, JAS Volume 72, May 1994, page 1153

<sup>2</sup> 3.00 Mcal of metabolizable energy (ME)/kg of dry matter, times 2.205 lb/kg

<sup>3</sup> \$130/ton ration cost, weaning to harvest

“The amount of feed required per unit of retail beef produced is the ultimate biologic measure of beef production efficiency. Limousin calves produced the same amount of trimmed retail product with roughly one-half as much feed from weaning to harvest as compared to Angus and Hereford calves.”

Gregory et al., *J. Anim. Sci.* 72:1154

**Table. Breed-Group Means for Different Measures of Gain Efficiency**

Breed group	No. of carcasses	Time constant (to 207 days)		Gain constant (684–1,191 lb.)	To a carcass wt. of 734 lb.	To a retail-product wt. of 463 lb.
		LWG <sup>1</sup>	RPG <sup>2</sup>	LWG <sup>1</sup>	LWG <sup>1</sup>	RPG <sup>2</sup>
<b>Limousin</b>	<b>138</b>	<b>54</b>	<b>47</b>	<b>51</b>	<b>54</b>	<b>57</b>
<b>Hereford</b>	<b>133</b>	<b>54</b>	<b>34</b>	<b>48</b>	<b>51</b>	<b>24</b>
<b>Charolais</b>	<b>125</b>	<b>52</b>	<b>40</b>	<b>52</b>	<b>53</b>	<b>50</b>
<b>Simmental</b>	<b>126</b>	<b>51</b>	<b>38</b>	<b>52</b>	<b>52</b>	<b>46</b>
<b>Pinzgauer</b>	<b>119</b>	<b>50</b>	<b>39</b>	<b>50</b>	<b>50</b>	<b>40</b>
<b>Braunvieh</b>	<b>138</b>	<b>50</b>	<b>38</b>	<b>51</b>	<b>51</b>	<b>42</b>
<b>Angus</b>	<b>117</b>	<b>50</b>	<b>35</b>	<b>48</b>	<b>49</b>	<b>26</b>
<b>Red Poll</b>	<b>114</b>	<b>49</b>	<b>35</b>	<b>48</b>	<b>48</b>	<b>28</b>
<b>Gelbvieh</b>	<b>148</b>	<b>48</b>	<b>40</b>	<b>49</b>	<b>49</b>	<b>49</b>
<b>Overall</b>	<b>1,599</b>	<b>51</b>	<b>38</b>	<b>50</b>	<b>51</b>	<b>40</b>

<sup>1</sup> Liveweight gain in grams per megacalorie of maintenance energy

<sup>2</sup> Retail-product gain in grams per megacalorie of maintenance energy

Source: USDA-ARS Technical Bulletin No. 1875 (1999)

(Forging Ahead, continued from page 1)

call. Or, better yet, stop by and visit.

I will close by extending a hearty welcome to Morris, Minnesota. Be sure to attend our educational seminar on March 25 and Wulfs' 22nd Opportunity Sale on March 26. Remember you are always welcome 52 weeks a year.

Kind Regards,  
Jerry Wulf



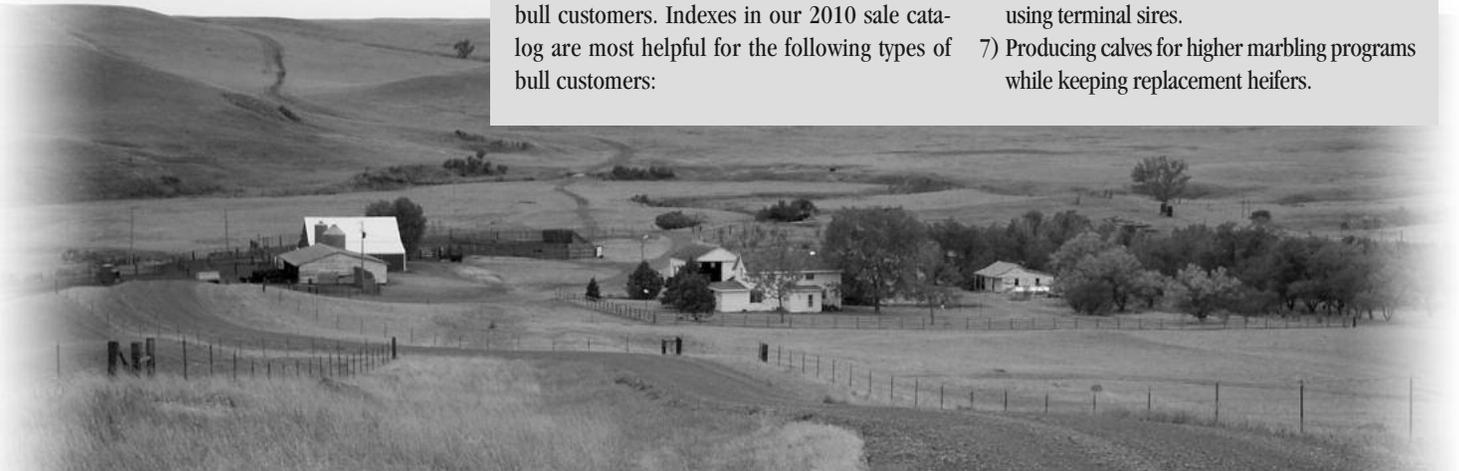
## Opportunity Sale & Seminar Broadcasted on Superior Livestock

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.

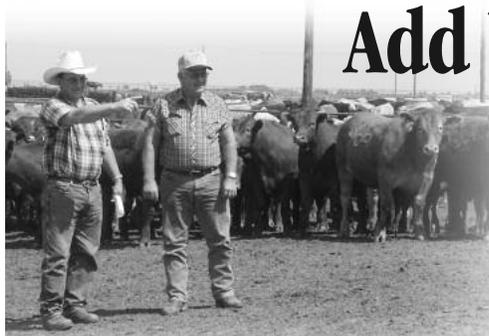
You can visit [www.superiorlivestock.com](http://www.superiorlivestock.com) to view the video of the sale cattle three weeks prior to the sale. If you have trouble viewing the video, please give us a call at 320-392-5802.

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 "Feed Efficiency & Future of Genetic Selection Through DNA" seminar will also be broadcasted on Superior Livestock. Log onto [www.superiorlivestock.com](http://www.superiorlivestock.com) to view the seminar live.



# Add Value to Your Feeder Cattle



Wulfs continue to procure Limousin feeder cattle for specific markets. Here's multiple opportunities to add value to your calves.

### Age & Source Verified

- Cattle can be natural or commodity
- Ranch must be audited by a third party and have auditable calving records
- Calving records can be individual or group
- Wulfs are working with AgInfoLink as a USDA process verified third party verification company

### Non-Hormone Treated Cattle (NHTCs)

- Cattle cannot have implants or any kind of hormones
- Animals that have been treated with antibiotics are still eligible for NHTCs

- Ranch must be audited annually by a third part verification company. Wulfs use IMI Global.
- Cattle cannot be sold though a sale barn
- A paper trail with a tag manifest must accompany the cattle at each delivery point

### All-Natural Cattle

- These cattle have never received hormones or antibiotics
- Should have a signed natural affidavit from the program (Laura's and/or Tyson) at the time of sale
- All-natural programs we supply cattle to include:
  - Laura's Lean Beef – ¾ blood and higher Limousin or Continental cattle
  - Tyson's All Natural Open Range Beef – Cattle must be at least 1/2 Angus and 1/3 to 1/2 Limousin

Give us a call. We'd like to visit with you about positioning your ranch and getting your calves into one or more of these value-added programs.

## 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 2010 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 2010 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.”*



We fit the  
Food Chain

*Please Join Us For*

**Wulf's**

**OPPORTUNITY SALE of 2010**

**Friday, March 26, 2010 • 12 Noon**

*at the farm near Morris, MN*

**Selling:**

**300 Limousin & LimFlex Bulls & 80 Females**

### 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.

### 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

*(Eagle Pass Ranch, continued from page 3)*

nobody buys a dead calf. So, we try and focus on calving ease, mothering ability and milk. Without those three, you really don't have much to sell." Therefore, when Norm and Roger study Wulf's sale catalog and develop a bull wish list, they focus on these EPDs as well as docility.

Roger plans on playing a smaller role at Eagle Pass Ranch in the near future and slowly hand the reins over to Norm. Norm plans to stick with what works. He explains, "There's no doubt in my mind that we're going to keep using Wulf's genetic base. We see improvements in our herd every single year."

The Eagle Pass-Wulf relationship has proven that two are better than one. Two operations working their way through challenging market dynamics, using valuable information to create better end products. Two different markets provide greater profit opportunities and marketing options. Norm says, "If Strauss doesn't pay what we think is fair, then we've always got the option to feed them and sell them back to Wulfs." Roger, on his relationship with Wulfs, "They're good, honest people. I've been in the beef business for 49 years. I've never felt more comfortable working with anyone. I enjoy my time with him and we enjoy having him at our dinner table."

"Even though cattle prices have been lower, we still have demand for our calves. We get a little premium for our cattle and we feel like we're doing things right," Norm concludes. "Wulfs are a foundation of what we're doing. They want everyone they work with to be successful."



Farm (320) 392-5802

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Jerry Wulf (320) 392-5988

Jim (320) 392-5966

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10 mi. south of Morris on Hwy. 59

Joel Edge, Customer Relations (319) 540-1731



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