



# THE WULF RECORD

FALL 2012

Vol. 8, Issue 2

## Wulf Limousin is Now Wulf Cattle. You May Ask, *Why?*

For all its diversity, the beef industry is, in reality, a small circle. Change often resonates throughout the business faster than the speed of sound! The Wulf family operation has experienced change—positive change. Change we want to share with our valued customers as well as the entire beef industry.

Before explaining our recent expansion, it's important to know a bit of history. The history involves two families, the Fehr and Wulf families. Three generations ago, Paul Fehr provided opportunity for Leonard Wulf. Leonard moved to Stevens County, Minn. to marry Violet, who is a cousin to Paul's wife, Anna. Paul offered Leonard a start-up to farm. A few years later, Leonard and Vi went "out on their own" and began raising kids, cattle and crops. Meanwhile, during these years, the Fehr family was raising kids, crops and started a dairy enterprise.

Throughout the years, the Wulf and Fehr families continued to share similar core values, work ethic and a passion for agriculture. From the 1990s to the present, the professional relationships have changed from investor to partner. While remaining mostly autonomous, the partnership enables us to share assets, a skilled work force and take advantage of economic efficiencies.

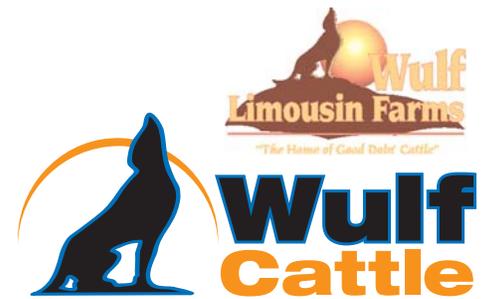
Cattle feeding has been a significant component of the Wulf business model since the beginning. A few years ago, we expanded our capacity to develop stocker cattle by acquiring

the Golden Hills Ranch in South Dakota. Since then, we have added feeding capacity by purchasing Wulf's Cattle Depot (McLaughlin) and leasing the Wulf-Yeaton Feedyard (Chamberlain) both in South Dakota.

For many reasons, the supply for known genetics and high valued feeder cattle is in serious decline. The opportunity to design a predictable feeder calf using Wulf genetics on Jersey cows met our threshold for a win-win. In the summer of 2010, Wulf Cattle began a trial program to add value to Jersey bull calves. Calving data on several thousand Limousin X Jersey calves document 98.8% unassisted births and average birth weights of 79.5 pounds. Carcass data documents 91% Yield Grades 1 and 2, more than 49% Choice with a 13.54 sq. in. REA. We have partnered with Genex to market bull semen on our high carcass value Limousin and Lim-Flex sires to participating dairies. Wulf Cattle is offering to contract all the dairy beef calves. The dairy beef feeder cattle are being fed and finished at the recently acquired Bassett, Neb. feedlot.

Earlier this year, Wulfs added Angus genetics to the seedstock operation with the purchase of the Canadian Dunford Royal Angus cowherd. The herd has arrived in Minnesota and we are rapidly incorporating those genetics into our future marketing plans.

Long ago, our annual Limousin production sale was named Wulf's



Opportunity Sale. We often use the very word, opportunity, to describe our goals for progress and customer service. Opportunity is used as a benchmark to help determine whether to go forward. Is any presenting opportunity good for our customers as well as our family operation? If we can answer yes, we consider moving forward.

The name of the Wulf operation has changed to accurately reflect our diversity and the capacity to create more opportunities for our customers. The core values of our families will never change. We will continue to create efficiencies in our agricultural operations, provide opportunities for our customers and deliver a healthy, humanely produced, safe and nutritious food animal protein to the consumer. ■

Our passion is  
**STEWARDSHIP**

Our economic  
engine is  
**VALUE-ADDED  
PRODUCTS**

We can be the  
best in the world at  
**PROVEN  
GENETICS**



# Real World 101

## Showcases True Beef Profitability

In July, more than 260 people had an opportunity to see, in a real world setting, the direct relationship between feed efficiency, carcass cutability and profitability. The Iowa Limousin Association, Wulf Cattle and Iowa State University's Animal Science & Meat Lab hosted an innovative and unique educational seminar during the National Junior Limousin Show and Congress.

For the third year in a row, Wulf Cattle participated in the University of Minnesota Carcass Merit Program. This year, three steers were selected from the 2012 Wulf group of 40 head that were fed at the Rosemount Research and Outreach Center, Rosemount, Minn. A Limousin steer (WZRK Primestar X Wulfs Guardian), a Lim-Flex steer (Wulfs Nobel Prize X Bon View New Design 1407) and an Angus steer (BT Crossover X SS Objective) were visually

appraised for optimum phenotypic breed characteristics and uniformity. The steers were harvested and a side from each carcass was fabricated into individual boxed beef. Participants had a "front row" seat as each carcass was evaluated and compared for red meat yield, quality grade, carcass weight and waste.

Dr. Stephanie Hansen, Assistant Professor, Animal Science, ISU, a ruminant nutritionist whose research addresses nutritional challenges facing Midwestern beef producers, presented the results of the overall feed efficiency study. Jim Venner, Iowa Limousin breeder and chairman of the Real World 101



project, compared the carcass results, ultimately illustrating true profitability by factoring feed efficiency and value of retail product. Mike Holtzbauer, Meat Laboratory Manager, ISU, used market pricing for the week to determine the total value of saleable product as well as cost of carcass waste and inefficiency.

Results from this project and other combined industry research indicates Limousin cattle, on average, have a \$45 per head feed cost advantage and a dressing advantage of 1-2%. Further data indicates each increase in dressing percentage equates to an additional \$25 per head. For example, the average Limousin steer in this study, based on feed efficiency, yield and quality grade differences, returned an additional \$95 per head.

Other speakers throughout the day included Dr. Steven Lonergan, Dr. Brad Skaar, Dr. Howard Tyler and Dr. Grant Crawford.

Those in attendance were presented the real world beef industry challenge to consistently breed a beef animal with the genetic potential to efficiently convert less feed to more high-quality, lean red meat. ■

### Carcass Cutout and Pricing of Real World 101 Steers

(based on one carcass side)

	Angus	Lim-Flex	Limousin
Yield Grade	3.2	1.5	1.5
Quality Grade	Avg. Choice	High Select	Low Select
Total Cut Weight (lbs.)	175.20	202.40	192.90
Total Fat Weight (lbs.)	78.20	39.60	38.70
Total Lean Trim Wt. (lbs.)	97.45	108.30	102.35
Total Bone Wt. (lbs.)	61.50	68.25	72.95
Total Value of Side (\$)	\$761.11	\$758.89	\$712.13
Total Value (\$/cwt)	\$183.93	\$181.21	\$174.71
Total Cost of Gain	\$570.00	\$510.00	\$522.00
Feed Conversion	7.52	6.32	5.83
Cost of Gain (\$/cwt)	\$112.81	\$97.05	\$89.09

*Economics: When adjusted to a common starting weight of 850 lbs., the purebred Limousin return is \$63 greater than the Lim-Flex and \$142 greater than the Angus due to the increased weight gain and decreased cost of gain. On a carcass basis, the purebred Limousin returned \$34 more than the Lim-Flex and \$128 more than the Angus steer.*



# Wulf Cattle Returns To Its Roots

An old adage states history repeats itself. Back in the 1960s, Angus and black baldie cows roamed Wulf pastures in the western Minnesota hills along the Pomme de Terre River. In 1971, we incorporated a new French breed, Limousin (*The Carcass Breed*), by crossing them on our Angus based cowherd. Over the next several decades, the Wulf cowherd blended both Limousin and Angus cows. By the 1990s, Wulf Limousin evolved into one of the largest herds of purebred Limousin cows in North America.

Call it “coming full circle” or simply adding to our genetic menu, we at Wulf Cattle are passionate about being a full service provider to our customers. Earlier this spring, we purchased the Dunford Royal Cattle Co. elite Angus herd of 135 registered females. Casey Fanta and his family has managed the Woodstock, Ontario, herd for the past 15 years. Owner, Stan Dunford, and Casey started the Dunford herd with the purchase of 80 registered Angus heifers from Thomas Angus Ranch, Baker City, Ore. Casey has meticulously managed this herd through intense selection and a successful AI program, building it into one of the leading Angus herds in North America.

Casey Fanta and family are moving to Minnesota to join the Wulf team. Casey grew up on a ranch in the heart of North Dakota, attended NDSU and was employed by several

*“We are continually searching for ways to make our customers more successful by expanding market opportunities. The Wulf program is a fully integrated beef producer feeding many customers’ calves, tracking them through the packing process and sharing the carcass data with the producer. This allows us to insure you are using the best genetics available for your environment to produce a high quality, value added product.” — Casey Fanta*



*Leonard and Jerry Wulf in front of their Grand Champion carcass at the 1986 NWSS Fed Beef Contest.*

leading seedstock operations in the U.S. before moving to Canada and managing the Dunford Royal herd. Casey brings a wealth of cattle knowledge and experience to the Wulf Cattle team. He oversees all seedstock operations, production, sales, and marketing of the Wulf Cattle registered Limousin and Angus herds.

Wulf Cattle is currently marketing 40,000 head annually of value added fed cattle, with feedyards in Minnesota, South Dakota and Nebraska. The late Leonard Wulf would say with a smile “We were cattle feeders before we were cattle breeders.” Our knowledge and cattle feeding experience is the driver for our genetic program. In the feedlot, our primary focus is producing a premium product with both eyes on the bottom line. Feed efficiency, dressing percent and better yields are crucial. Because of those factors, Limousin will always be an intricate part of the genetic make-up of our cattle on feed.

As lifelong cattlemen, we realize the value of heterosis in the nation’s commercial cowherd. Knowing the maternal strength and marbling

ability of the Angus cow, we believe Angus will always be the beef breed of choice for commercial females. Our new Angus herd is above average for growth and muscle, and rank towards the top of the breed for milk and marbling EPDs. We believe this herd will complement our Limousin genetics and produce high valued commercial replacements and feeder cattle. Going forward, Wulf Cattle will be marketing Limousin, Lim-Flex, and Angus genetics.

Casey Fanta discussed the importance of adding Angus as a genetic resource. “We are continually searching for ways to make our customers more successful by expanding market opportunities. The Wulf program is a fully integrated beef producer feeding many customers’ calves, tracking them through the packing process and sharing the carcass data with the producer. This allows us to insure you are using the best genetics available for your environment to produce a high quality, value added product.” ■



*Dunford Royal Angus females now at home at Wulf Cattle.*



Progress is a never ending pursuit. If we are objective, the resulting improvements made along the way show us that opportunity is abundant for every segment of the food chain.

Wulf Advantage serves as our overarching theme to create pull-through demand for beef. Our core values of integrity, strong work ethic and quality relationships provide a strong foundation to develop new business and strengthen existing relationships. The result is a high quality, safe, healthy and sustainable beef product with opportunity for profitability at every segment of production.

### Feeder Calf Procurement

Leonard Wulf always said, “We were cattle feeders before we were cattle breeders.” Our extensive cattle feeding operations provide opportunity for Wulf Cattle to work with our customers to actively compete for their feeder calves. By doing so, we can supply our feedyards with cattle designed for specific end targets.

### Feedlot & Carcass Data

Successfully creating pull-through demand for our beef depends on our ability to communicate with our customers and cooperatively make decisions to breed better beef. Since the beginning, Wulf Cattle has collected feedlot and carcass data and shared the information.

### Source & Age Verification Program

Source and age verification is the gateway to ultimately enable our beef products to qualify for many value added markets, from export to branded beef. We work with third party verifying companies to assist our customers through the process.

### Bull Selection Index

Wulf Bull Selection Indexes were developed to simplify the bull selection process and avoid single trait selection. The indexes combine traits of economic importance for different types of bull customers. Each year, the indexes are revised for the current sale offering and printed in the sale catalog.

### Bull Retirement Program

Bull retirement is an incentive program for our customers to retire their old bulls and receive a premium. American Foods will buy all bulls that meet current USDA withdrawals for all animal health products. American Foods will also pay a premium for those bulls that qualify as Natural. Customers taking advantage of the bull retirement program will receive credit in the sale.

### Breeding To Feeding

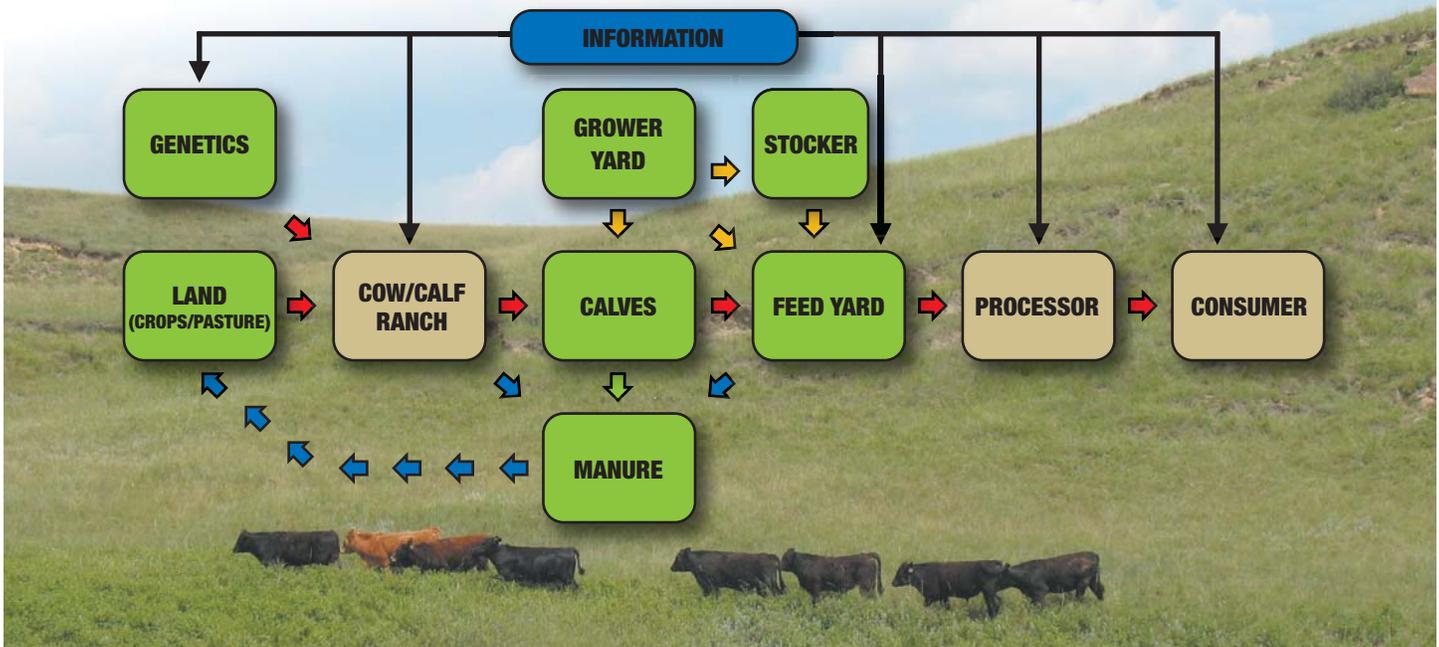
B2F is an innovative new program designed to produce value added dairy beef using Lim-Flex and Limousin genetics on Jersey cows. Wulf Cattle is offering a cash contract on all resulting bull calves. Genex, our allied partner, is exclusively marketing the semen to participating dairies in specific regions of the U.S. Learn more at [www.BreedingToFeeding.com](http://www.BreedingToFeeding.com).

### Integrated Branded Beef Relationships

Wulf Cattle is a preferred supplier of value added finished cattle to Tyson Fresh Foods, Laura’s Lean and Strauss Brands, Inc. We assist our customers to make management decisions that potentially qualify their feeder cattle for specific brand or niche markets, including natural, non-hormone treated (NHTC) and Global Animal Partnership (GAP). ■

*If you would like more information about any of our Wulf Advantage programs, contact us at (320) 392-5802 or [www.WulfCattle.com](http://www.WulfCattle.com).*

## Creating Pull-Through Demand





# BREEDING TO FEEDING

WULF x GENEX CONNECTING SUPPLY AND DEMAND

Wulf Cattle is constantly striving to improve the quality and sustainability of beef. We recognize the U.S. cowherd is at its lowest since 1952. It is our responsibility as beef producers to search for every opportunity to increase the number of value added feeder cattle to supply the food chain. Building better alliances within the beef industry has always been fundamental to the Wulf family business.

Breeding To Feeding is an exciting terminal program developed to add value to dairy bull calves. Wulf Cattle and Genex are partnering to offer bull semen on high accuracy Limousin and Lim-Flex bulls. Wulf Cattle is offering a buy back contract on all bull calves resulting from the Breeding To Feeding program.

Why dairy beef? Wulf Cattle has been raising Limousin and buying back Limousin feeder calves for more than 30 years. The value of muscle and feed efficiency Limousin brings to a terminal cross is unmatched.

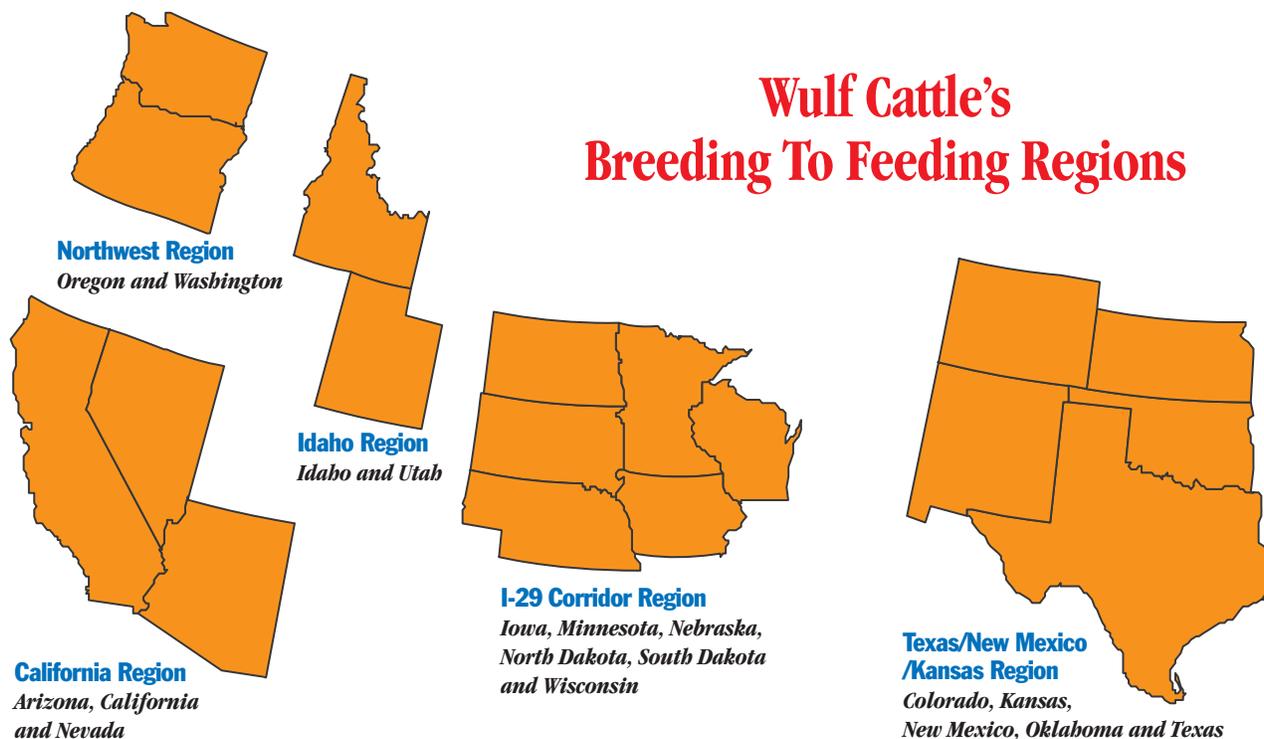
In the summer of 2010, Wulf Cattle began a trial program with neighbors and long time family friends, the Fehr family, to add value to Jersey bull calves. The first Limousin X Jersey calves were born in March 2011. The average birth weight on more than 2,600 calves was 79.5 pounds with 98.8% unassisted births.

The first dairy beef calves were harvested in early June of 2012. The results are impressive! More than 49% graded USDA Choice, 91.1% were Yield Grades 1 and 2, and had an average ribeye of 13.54 sq. in.

Breeding To Feeding is a sustainable, resource management program to produce a value added feeder calf for a depleted national supply chain. Watch for more information about this new program and visit [www.BreedingToFeeding.com](http://www.BreedingToFeeding.com). ■



## Wulf Cattle's Breeding To Feeding Regions



### Breeding To Feeding ■ 1<sup>st</sup> Harvest Carcass Results

No. Hd.	Avg. HCW	%Choice	%Select	%YG1	%YG2	%YG3	%YG4	REA	DMC
90	713	49.4	50.6	24.4	66.7	6.7	1.1	13.54 <sup>2</sup>	5.79

# Calf Run 2012 Event

## Highlights Feeder Cattle Program

Wulf Cattle hosted the first Calf Run event, showcasing the recently acquired feeder cattle management facilities at Wulf's Cattle Depot and feedlot in McLaughlin, S.D. More than 150 customers and fellow beef producers were in attendance. In addition to facilities demonstrations, team members discussed marketing opportunities available to Wulf's feeder cattle customers.

Cattle Depot improvements include new pens, working facilities and installation of the Herringbone gate system. Demonstrations also included Wulf Cattle's feeder cattle management system which allows cattle to be sorted into specific target markets, ultimately adding value. Other information presented was access to value added programs,

meticulous feed and water management, and high quality genetics. The Wulf Cattle procurement team was on hand to discuss purchasing feeder calves this fall. Cattle buyers Nate Knobloch and Bob Metzger were setting up appointments to visit ranches. Travis Edeal from IMI Global was on hand to discuss getting cattle qualified for various programs, including source and age verified, GAP, NHTC and Verified Natural. The Prairie Dog Cafe (McLaughlin, S.D.) catered a roast beef dinner. The event concluded with a seminar geared toward preparing calves for the fall calf run. Jerry Wulf, President, Wulf Cattle, and Lucas Sutherland, Manager, Wulf's Cattle Depot, explained the changes and updates in Wulf Cattle. Mark Anderson, Executive Director, NALE, and former Manager at Cervi Feedlot, Greeley, Colo., discussed the advantages of



Limousin cattle in a feedlot setting, especially in Natural programs. Dr. Blaine Hopfauf, consulting veterinarian, Interstate Veterinary Clinic, Mandan, N.D., presented health and vaccination information about keeping calves healthy in the most stressful time of their life. The seminar was broadcast live by Limousin Live on [www.WulfCattle.com](http://www.WulfCattle.com). Videos will be available soon. ■



## Add Value to Your Feeder Cattle

*Wulfs continue to procure Limousin-influenced 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

### Verified Natural Beef™

- Cattle have never received hormones, antibiotics or animal by-products
- When cattle are Verified Natural Beef™ they meet requirements of USDA's NeverEver3 Program, making them eligible for verified all-natural marketing claims
- Ranch must be audited by a third party verification company

### Non-Hormone Treated Cattle (NHTCs)

- Cattle cannot have implants or any kind of hormones
- If cattle are sold through a sale barn, the barn must be approved. Check with your sale barn before you sell.
- Animals that have been treated with antibiotics are still eligible for NHTCs
- Ranch must be audited annually by a third party verification company. Wulfs use IMI Global.
- A paper trail with a tag manifest must accompany the cattle at each delivery point

### Humane Handling

- Ranch's animal welfare and handling meet certain standards
- Some ranches may qualify for the Global Animal Partnership (GAP) program
- Ranch must be audited by a third party verification company

### 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 preparing your calves for these value added programs.*

# Wulf Team **Expands**



**Casey Fanta** ■ **Seedstock Manager**

Casey has assumed the tasks of managing the production and sales of all the registered seedstock cattle and joined the team as Seedstock Manager in September 2012. He and the recently purchased Dunford Royal Angus herd have joined the Wulf Cattle operation. He worked at and/or managed Limousin operations in the West and Midwest before joining the Dunford Royal operation in Woodstock, Ontario in 1996. While at Dunford Royal, he built a herd of Limousin cattle and maternally oriented Angus cattle. Casey grew up in Tappen, N.D. on a cattle and grain farm. He and wife, Kelly, are parents to Ashley and Wiley.

[casey.fanta@wulfcattle.com](mailto:casey.fanta@wulfcattle.com)



**Robyn Metzger** ■ **Fed Cattle Research & Development and Quality Control**

Robyn coordinates the pipeline of Wulf Cattle data from rancher to feedlot to packer. She collects carcass data and matches it with each rancher's cattle. She also explores new opportunities, including setting up research studies and helping conduct tests at Wulf Cattle feedlots. Robyn grew up working on the Wulf farm and is Jerry and Linda's second daughter. Other professional work experience includes research and development and quality control at several meat processing plants, working at a feedlot/grain elevator and student intern meat grader for USDA. Robyn and her husband, Aaron, have two boys, Colt and Zane.

[robyn.metzger@wulfcattle.com](mailto:robyn.metzger@wulfcattle.com)



**Anthony Ekren** ■ **Dairy Beef Sales & Marketing**

Anthony began working with Wulf Cattle in March 2012. He assists Adam Zeltwanger and Nate Knobloch with semen sales and calf procurement, and assists Rhonda Wulf with marketing duties. Anthony completed sales and marketing duties while at Riverview Dairy prior to coming to Wulf Cattle. Anthony enjoys spending time with wife, Amy, and three small children Alton, Annabella and Andon.

[anthony.ekren@wulfcattle.com](mailto:anthony.ekren@wulfcattle.com)



**Nate Knobloch** ■ **Feeder Calf Procurement**

Nate began working with Wulf Cattle in May 2012 and buying feeder cattle is among his responsibilities. He also assists with fed cattle marketing, buying and selling of dairy beef cattle, and feedyard placement and inventories. Nate learned order buying with his grandpa and at Dakota Livestock and also managed a feedlot in northwest Iowa. He grew up on a farm and cattle feeding operation and currently resides near Rock Rapids, Iowa.

[nate.knobloch@wulfcattle.com](mailto:nate.knobloch@wulfcattle.com)



**Adam Zeltwanger** ■ **Dairy Beef Sales**

Adam began working with Wulf Cattle in March 2012 and had been working with the Riverview Dairy program since 2005. He met many dairy farms while selling Easy Rakes, which are silage pile facers. He worked on his family's grain and cattle feeding operation and did some trucking prior to being employed at Riverview. Adam and wife, Christy, and children Taylor, Harrison and Sydney, live near Morris and love to entertain so stop by if you're in the area!

[adam.zeltwanger@wulfcattle.com](mailto:adam.zeltwanger@wulfcattle.com)

## Wulf Cattle's Beef Leadership Team

Jerry Wulf, President of Wulf Cattle (320) 491-1390

### Seedstock/Genetics

- Casey Fanta, Seedstock Manager (320) 288-6128
- Rhonda Wulf, Seedstock R&D (320) 491-1746

### Dairy Beef

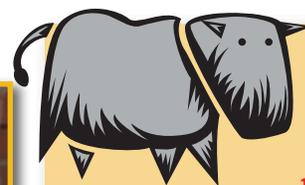
- Adam Zeltwanger, Dairy Beef Sales (320) 760-5092
- Anthony Ekren, Dairy Beef Marketing (320) 287-0978

### Cattle Feeding

- Nate Knobloch, Feeder Calf Procurement (712) 330-9347
- Bob Metzger, Feeder Calf Procurement (612) 963-0089
- Robyn Metzger, Feedlot R&D/Value Added Programs (605) 695-9874
- Mike Wulf, Value Added Programs (320) 491-6682

## Wulf Cattle

26406 470<sup>th</sup> St., Morris, MN 56267 ■ Farm (320) 392-5802 ■ [Wulf@WulfCattle.com](mailto:Wulf@WulfCattle.com) ■ [www.WulfCattle.com](http://www.WulfCattle.com)



**New  
in 2012!**

## Wulf Fall Bull Early Retirement Option

**November 16-17, 2012**

*held in conjunction with  
Dallas Schott's bred heifer sale*

Our bull retirement program has been successful and we are excited to offer a fall bull retirement delivery so you don't have to winter your bulls. American Foods will buy all bulls that meet current USDA withdrawals for all animal health products. American Foods will also pay a premium for those bulls that qualify as Natural. American Foods will pay Wulfs for the bulls and Wulfs will issue a certificate of credit for the full value plus the Wulf premiums listed below. It will be used as sale credit at Wulf's Opportunity Sale of 2013 on Friday, March 22. Bulls can be delivered to Wulf's Cattle Depot (McLaughlin, S.D.) where we have a certified scale.

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

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

You can call after November 12, 2012 for an estimated bid price on your bulls.



26406 470th St.  
Morris, MN 56267

RETURN SERVICE REQUESTED

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

## Location, Location, Location

Close proximity to processing makes good economic sense in the cattle feeding business. Our feedyards are strategically located to avoid long hauls from ranch of origin to the feedyards. Also, shipping of our finished cattle to the harvest facility is minimized.

**Tegrity:** Located at the Wulf Cattle headquarters, Morris, Minn.

Josh Miller, Feedlot Mgr.

(320) 296-9563

Eric Zeltwanger, Cowherd Mgr.

(320) 766-0066

**Pine Creek:** Bassett, Neb.

Feedlot for all dairy beef  
(Breeding to Feeding) cattle

Jon Nickless, Feedlot Mgr.

(402) 760-5092

**Eagle Creek:** Atkinson, Neb.

Ismael Cruz, Feedlot Mgr.

(320) 287-2397

**Wulf Cattle Depot:**

McLaughlin, S.D.

Lucas Sutherland, Feedlot Mgr.

Ross Potter, Asst. Mgr.

(605) 823-4468 (Office)

**Golden Hills Ranch:** McLaughlin, S.D.

Terry Goetz, Ranch Mgr.



## Wulf's Opportunity Sale of 2013

Friday, March 22, 2013

At the Farm ■ Morris, MN ■ 12 Noon

Selling Limousin and Lim-Flex  
Bulls and Angus Females