



THE WULF RECORD

SPRING 2012

Vol. 8, Issue I

Dear Friends & Fellow Cattlemen,

We have all heard the saying, "High priced corn makes high priced cattle." Wow, was this ever true this year. Cattle have soared to all-time highs—never in our lifetime have we seen these prices.

Even with this higher market, we still have been able to add value to our program and fed cattle like never before. According to CattleFax and Tyson, beef was exported out of this country at record pace. We are truly feeding the world with high quality American beef. The result is high markets for everyone and yet even higher as we add value by qualifying cattle for these markets. We want to thank all our feeder calf suppliers who have been proactive in qualifying their calves for NHTC, Natural and GAP approved. For more information on any of these programs, please give us a call.

After another year of feed efficiency testing backed by closeouts on hundreds of pens of cattle going through our operations, we are certain we are on the right track with Limousin and Lim-Flex cattle. When it comes to converting feed to carcass weight, they are the elite in the industry.

Be sure to come to the sale a day early and take in the seminar "What's Under the Hide." It promises to be a crash course in meat science, brought to you again by a great panel of speakers. Brad Brandenburg, Tyson Fresh Foods, will discuss carcass specifications used in their selection process.

When you get your carcass data on the calves, please call if you have questions, or if you would like us to walk you through it. If we can assist in which bulls to buy based on the data, we are more than happy to help.

Bull retirement is back again—another win-win program. Get a premium to cash in your old bull and replace with new and

(Continued on page 6)

**Industry
CONNECTED
Market TESTED**

OPPORTUNITY SALE OF 2012
March 30, 2012 ■ At the farm ■ Morris, MN ■ 12 Noon

**SELLING 320 LIMOUSIN
& LIMFLEX BULLS ■ 60 FEMALES**

30 Years & Counting

Often referred to as the "granddaddy of all stock shows", the National Western has long been a bellwether for the pulse of the beef industry. For 30 years, Wulf Limousin has used the NWSS to showcase seedstock at the highest level. Each year, the pen and carload bulls are returned to the ranch and sell in the spring production sale. This year the People's Choice award was given to our Carload and Purebred Pen.

(Continued on page 4)



Div. I Champion Purebred Pen & People's Choice Champion

Age: 4/7/10-4/30/10

Sires: WZRK Prime Star 861P,
Wulfs Titus 2149T, HSF Undertaker



Champion People's Choice Carload

Age: 4/4/11 - 4/25/11

Sires: Wulfs Uppermost 6196U, Wulfs Space Ship 3223S, Hunt Mr. Jock 44J, Wulfs Realtor 1503R,
Wulfs Ransom 3059R, Wulfs Unabridged 6093U, Wulfs Warbonnet 6254W, Wulfs US Army General 5093

Wulf Relationship Helps Meyer Ranch Lock in Marketing Security

—By Kim Holt

The last time Dave Meyer of Meyer Ranch sold calves at public auction was more than 15 years ago. Through his choice of sire genetics and a relationship forged with Jerry Wulf and Wulf Limousin Farms, he's moved from being a commodity to a value-added supplier of all-natural, age- and sourced-finished beef and beef calves targeted for export and U.S. lifestyle choices markets—all at a premium.

A Family Operation

The Meyer family's relationship with Wulf Limousin Farms began in the late 1990s when Dave Meyer bought just a few Limousin bulls "to try them out" on his family's black-based commercial herd. The Wulfs came recommended, as friends told Dave they were a good family to work with.

Family-run operations are important to Dave and Brenda Meyer. They have five sons themselves, all third-generation ranchers who've chosen to make a living from land and animals as had their Grandpa Meyer.

While each Meyer son has branched out to run their own herd and operation, father and sons work together to tackle the ranching workload on their southwestern North Dakota commercial operations 50 miles southwest of Bismarck.

"They're their own bosses but yet we work together," Dave explains. "They make their own decisions."

Some 15 years since his first purchase, Dave Meyer now has a 100 percent Limousin bull battery. Two of his five sons, Jessy and Chris, have also incorporated Limousin genetics, while Dave says

Jerry is still working on the other three.

Jessy is Dave and Brenda's eldest son. He assures the brothers all have different ideas but still work together every day. "We get along and everyone is working for the common good of the group."

To better manage numbers and workload, the Meyers calve year round, with a bulk of their calves born in April and May. This practice allows them to share bull power and also rotate bulls. Dave estimates they get two and half times more use out of each bull. "That way we can afford to pay a little more for some of these top-end bulls," he says, "because they cost a lot of money."

The Meyer family does market calves together and, through the years, have become well-acquainted with the Wulf family. As a seedstock provider, the Wulfs strive to provide customers with both a quality product and impeccable customer service.

From the beginning, Jerry followed up on Meyer bull purchases and offered to help Dave market his Limousin-influenced calves. Early on in the Wulf-Meyer relationship, Dave visited with Jerry about different marketing strategies and options available to him. Meanwhile, Jerry bid on and bought Dave's calves off the ranch.

"We've just gotten a really good relationship over the years," Dave says of Jerry and his family.

It's been within the last five years, however, that Dave has taken further advantage of these marketing options, and is now realizing the benefits of producing value-added products targeted for all-natural niche markets.

"We learned a lot as we've gotten into it. Now we're really taking advantage of it. It's been great for us," Dave comments.

Partnering For Value-Added Profits

These days, Dave partners with Wulf's and they finish Meyer Ranch calves at the Wubbenhorst's KCC Feeders at Minden, Neb. KCC prefers to feed Limousin-influenced genetics, and has fed cattle for Wulfs for more than 20 years.

This wasn't the Meyer family's first venture into cattle feeding though, as they had fed calves some 20 years earlier. With Jerry's guidance, they have fed all of the last five years primarily because of the valuable premiums associated with age and source, all-natural and non-hormone treated cattle (NHTC) third-party verifications.

Meyer is more than pleased with the premiums they have received through these value-added programs, and relays that nearly all of their cattle are harvested at Tyson for export overseas.

They send spring-born 6-weight calves off the cow to KCC the first of November. All have been vaccinated but not received antibiotics or growth implants so they qualify for all-natural programs. The day of shipping, they are sorted, sized and weighed on the truck. They are slotted into specific programs at the very least one month prior and tagged with an RFID (electronic) tag before leaving the ranch.

Meyer cattle are sourced and age-verified each year through IMI Global's verification system, a connection which Jerry helped facilitate. Meyers have Verified Naturals which also qualify for the NHTC market. This enables their cattle to sell into the European Union and for GAP—the Global Animal Partnership program—which recognizes producers for their welfare practices and can add additional premiums per head.

All-natural markets require that cattle have never been implanted nor received antibiotic treatment, whereas NHTC requires that cattle have never been implanted. Animals treated with antibiotics are still eligible for NHTC verification (see 'Add Value to Your Feeder Cattle' on page 6).

Dave explains that all cows are ultrasounded for pregnancy and split into calving groups and pastures accordingly. This gives them beginning and ending calving dates to meet age and source verification requirements, needed for NHTC and all-natural programs, too.

Their goal is to keep calves managed as best they can so as many as possible can fit into all-natural programs. Dave relays it costs 8 to 10 cents per pound to keep calves natural, so "we do need a premium for them." But no additional management is needed on their ranch to meet



The Meyer family includes Dave and Brenda, and their five sons (standing, from left) Jessy, Chris, Brandon, Josh and Casey. All sons but Casey are married and Dave and Brenda have five grandchildren, the fourth generation to call Flasher, ND, home.

these program specs other than keeping track of calves that were administered antibiotics and electronic tagging calves.

Up until then, Dave says he hadn't any idea that how they already managed calves would net them these kinds of premiums. Before, he sold 600-pound calves off the ranch.

"This just gives me more advantages—there's just a lot more things I can do, a lot more options." And, more comfort, too.

"You basically know what you're going to get when they leave the place. With weather and corn, there's a little variance in there. But the knowledge is the big thing. You know what you're going to get at the end—where you're at. It is so much easier to plan."

He adds, "That's always been the cattlemen's problem—he doesn't know from year to year what he's going to get. Knowing what you're going to get really locks in your security."

Dave tries to see the calves on feed at KCC at least once a year, and receives back both feed performance and carcass data. He and Jerry review the data and, because Jerry knows Dave's cow herd and end-product needs, heads up Dave's bull selection for him.

"We end up partnering on a lot of calves, so he wants the best that we can do out of our herd. So it's a good service that's good for both of us. We both gain out of it. That's what I think they're trying to accomplish—making everybody happy, everybody successful."

Strauss Veal Adds More Options

Strauss Brands is another marketing opportunity that Wulf's brought to the attention of their bull buyers, including the Meyers, at the annual Wulf sale educational forum in 2008. In January of that same year, the North American Limousin Foundation (NALF) signed a formal partnership with Strauss, who had just reintroduced natural pasture-raised veal into the marketplace featuring Limousin genetics.

"Basically it was another way to promote and market Limousin calves," Dave recalls. "Jerry said we could send them to Strauss—another market,

another value-added opportunity. Not only are we going to be there to bid on calves, hopefully Strauss keeps getting bigger every year, and they'll bid on your calves too."

Strauss Brands Inc., in business for 75 years, prefers half-blood Limousin calves, at least five months of age and 400 pounds, for its growing Free Raised® and Meadow Reserve™ veal programs.

Two years ago, the Meyers became part of the Strauss supply chain which rewards them for using Limousin genetics and all-natural management practices. Meyer Ranch's numbers to Strauss have "really picked up," Dave says and, since September, they have sent one load of calves weekly to Strauss Brands for its Strauss Free Raised brand.

"They really want them natural and stress-free," Dave says of the calves, which are shipped straight off mama's milk to a Milwaukee suburb plant for harvest and processing. The Meyers haven't changed or added management protocols for these calves because they're basically untouched.

Dave relays, "If we did anything, it made it easier because we don't have to dehorn, castrate, or give the respiratory shots,"—all which lowers input and labor costs for certain. In fact, it also eliminated the need for their biggest branding over Memorial Day Weekend.

"It's as natural as natural can be," he remarks. "They want to be able to call these calves free-raised veal."

While this value-added market has been working well for this family and Strauss as well, Dave doesn't deny that they were a little hesitant in the beginning about trying this non-traditional beef market.

"You have to book calves in advance, and we didn't want to book too many. We wanted to see how this program would work—if it really worked as good as it appeared," he explains.

Dave says they probably did too much to their first calves. But they learned more as they shipped loads, "and we eliminated our workload as we went." As they figured out that this program would work for them and Strauss was a company that would be around, they decided they'd try to "build the best relationship" with Strauss possible.

Wulf Limousin Bull Retirement Program Works Well for Meyer Ranch

For the last two years, since its inception in 2010, the Meyers have used Wulf's bull retirement program. It is "definitely" useful to Dave Meyer as a commercial producer, he says.

"The bottom line is you get \$300 more for your bull. We probably end up getting a little more than that just because we don't have to go through anybody—we take them to Jerry and he sends them directly onto the plant. It just eliminates a couple middlemen and with the cost-saving measures involved, you make a little extra."

Many Wulf bull customers have taken advantage of this retirement program, which pays a premium above market price. Wulfs pay a premium which is used as credit in their upcoming sale.

The Meyers and Strauss have built that relationship on trust—to the point where Strauss no longer sends out a representative each time to load trucks. "We load our own calves and send them to Strauss. We've built this relationship and every load comes like the one before," Dave relays.

The Meyers have added efficiencies for Strauss too, with supply and demand working in favor of both. For their supply chain, Strauss has discovered a trusted supplier who can consistently ship them the high-quality one-source product they need to fill their brand.

(Continued on the back cover)



Weigh the Wulf Advantage

Energy efficiency is a hot topic for discussion in everything from cars to appliances to the architecture. With corn being our energy source for feeding cattle over \$7.00 a bushel earlier this fall, profitability can be dramatically influenced by feeding efficient cattle.

In the fall of 2010, 48 head of known pedigreed cattle were put on feed at the University of Minnesota feedlot in Rosemount, Minn. Thirty purebred Limousin steers were fed for 135 days alongside 18 purebred Angus steers using a Calan Gate system. Both groups were implanted with Revalor® S on the first day of the test. The steers were fed a 61.5 Mcal ration consisting of dry-rolled corn, modified distillers grains, grass hay, and a liquid supplement. All the cattle shipped on July 8 to Tyson in Dakota City, Nebraska.

Interestingly, both groups of steers gained 3.56 pounds per day. The Limousin steers consumed 21.47 pounds of dry matter per day, which equates to a feed to gain ratio of 6.08, while the Angus steers averaged 24.2 lbs of dry matter intake per day which gives them a feed to gain ratio of 6.80. This is 2.7 pounds less feed per day. With the ration cost for that time period of approximately \$250 per ton, or \$0.125 per pound, the Limousin steers fed for \$0.34 less per head per day. Over the course of the 135 days the Limousin steers fed \$45.56 per head less than their Angus contemporaries. Cost-of-gain was \$0.99 per pound for the Limousin steers and \$1.08 per pound for the Angus steers. While the Angus steers did not have any Selects or Standards, they also had 39% Yield Grade 4s and no 1s and 2s. The Limousin graded with more Selects, but 45% achieved Yield Grade 1s, 45% Yield Grade 2s and 10% Yield Grade 3s.

The Angus steers had heavier live weights, with a 1,439 pound average compared with a 1,394 pound average live weight for Limousin. However, carcass

weights were relatively similar: 909 pounds for Limousin and 912 pounds for the Angus due to nearly a 1.5 percent increase in Limousin dressing percentage compared with Angus. By comparing cattle with a similar final live weight of 1,400 pounds, each percentage increase in dressing percent is worth an extra 14 pounds of carcass weight. Considering the current hanging carcass price for the week the cattle were harvested, the \$1.90 per pound of carcass equated to an extra 14 pounds or almost \$30 per head.

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Feed efficiency has never been as economically relevant as it is today. Beef producers are in the business of producing red meat. In the current era of record high corn prices, the efficiency gained by using Limousin in a crossbreeding system can offer a real time advantage in lowering the number one cost in beef production—feed.

Wulf Limousin (31 Head)

Final Weight (4% shrink) = 1394
 Hot carcass weight: 909 lbs
 Dressing Percent = 65.3%
 1 heavy carcass (3%)
 Marbling score = 353
 (range 260-560)
 0% Prime
 16% Choice
 6.5% CAB®
 77% Select
 7% Standard

45% YG 1
 45% YG 2
 10% YG 3
 0% YG 4

Backfat = 0.27 in
 Ribeye = 17.56 sq. in

Limousin Average RFI -0.8

Angus (18 head)

Final Weight (4% shrink) = 1439
 Hot Carcass Weight: 912 lbs
 Dressing Percent = 63.4%
 2 heavy carcasses (11%)
 Marbling score = 625
 (range 460-950)
 28% Prime
 72% Choice
 67% CAB®
 0% Select or Standard

0% YG 1
 5% YG 2
 56% YG 3
 39% YG 4

Backfat = 0.66 in
 Ribeye = 14.66 sq. in

Angus Average RFI 1.3

Considering the current hanging carcass price for the week the cattle were harvested, the \$1.90 per pound of carcass equated to an extra 14 pounds or almost \$30 per head.

(NWSS Results, continued from page 1)



Div. I Reserve Champion Lim-Flex Pen

Age: 8/8/10-8/16/10

Flushmates: SAV Bismarck 5682 x Myrlene



Div. III Res. Champion Purebred Pen & Res. Grand Champion Purebred Pen

Age: 2/20/11-3/20/11

Sires: Wulfs Titus 2149T, Wulfs US Army General 5093, Wulfs Upgrade 0500U

Wulf Limousin

—Always Seeking New Opportunities

Thomas Edison once said, “Opportunity is missed by most because it is dressed in overalls and looks like work.” Since the first Wulf Limousin production sale 24 years ago, we have used the word opportunity as a moniker for vision, value and, well, opportunity! Most always, opportunity requires action or change. The time, and opportunity, has come for changes within Wulf Limousin.

Jim and Twyla Wulf and their family recently were presented an opportunity to purchase a ranch, including the commercial cowherd, near Starbuck, Minn., about 25 miles from the Wulf headquarters. No longer involved in the day-to-day operations of Leonard Wulf & Sons Inc., Jim and Twyla will begin a satellite herd raising embryo calves for Wulf Limousin Farms.

For Leonard Wulf & Sons Inc., it is business as usual, maintaining the cowherd of 900 registered Limousin and Lim-Flex cows near Morris. Cowherd Manager Eric Zeltwanger’s responsibilities have been increased in the day-to-day operations. Eric has been involved in the seedstock industry since 1999 and with Wulfs since 2008.

The Wulf seedstock and feedlot marketing team has many years of combined experience. Jerry Wulf, manager of Wulf Cattle operations, will continue to focus on customer service and marketing feeder and fed cattle. Rhonda Wulf will continue her role in marketing, seedstock cowherd and feedlot records. Jim Wulf and Joel Edge will continue to assist with marketing consulting. Mike Wulf assists in the cattle feeding operation. Wulfs also welcome James Koehl as office manager for Leonard Wulf &



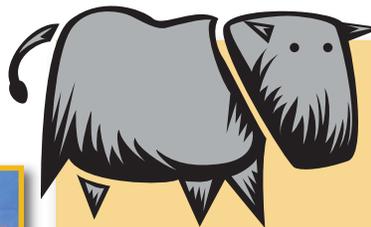
Jim Wulf (right) at a recent NWSS with Limousin breeder and Cattlemen to Cattlemen host Kevin Ochsner.

Sons Inc. and Wulf Cattle Company LLP.

A recent feedlot acquisition, Wulf’s Cattle Depot, McLaughlin, S.D., is managed by Lucas Sutherland. Wulf’s stocker ranch, Golden Hills, near McLaughlin, S.D., is managed by Terry Goetz. Another Wulf enterprise, a feedlot near Chamberlain, S.D., is managed by Jared Sanderson. The Wulf Limousin Team is committed to riding for the Wulf brand and always exploring opportunities in the Limousin breed and beef industry.

Encouraged by the opportunities in the beef industry and the Limousin breed, Wulfs will continue offer a full service, seedstock and beef operation from genetics to rail. This year marks the 24th annual Wulf Limousin Farms Opportunity Sale, selling over 300 bulls and 60 females.

Wulfs are committed to producing a superior product and service. Recently, NCBA and CattleFax selected Wulf Limousin as the #16 ranked beef seedstock operation in the United States.



Wulf Limousin Bull Retirement Program

Get paid a premium to retire your herd sire! Bring your used Wulf herd bull to the ranch in Morris, MN on March 29-30. 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 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 2012 on Friday, March 30.

As an option, you can call during sale week (after March 26) to get a bid estimate on your bulls.

Wulf Limousin Farms Educational Forum

Thursday, March 29, 2012 ■ 7:00 PM

Providing information and educating our customers has always been a focus at Wulf Limousin. We have set aside the evening prior to the sale to present industry relevant information. These educational forums are intended to educate our customers and provide greater opportunity for profit using Wulf genetics.

Our 2012 program, “What’s Under the Hide” will be presented Thursday, March 29 at 7:00 PM. Our speakers include:

Brad Brandenburg, Tyson Fresh Foods, will lead the discussion.

Dr. Ryan Cox, Meat Scientist, University of Minnesota, will discuss pre-harvest effects on meat quality.

Dr. Duane Wulf developed the Wulf Bull Indexes. Each year, Duane analyzes the data and provides new indexes to assist in our customers’ bull selection. Duane will discuss the importance of predictable genetic information when determining an endpoint target for your operation.

Plan to come early, view the sale offering and join us for “What’s Under the Hide.”

Schedule of Events

(held at Wulf Sale Facility)

Thursday, March 29

Afternoon ■ View Sale Cattle

5:30 PM ■ Supper

7:00 PM ■ Wulf Educational Seminar, “What’s Under the Hide”

Friday, March 30

11:00 AM ■ Lunch

Noon ■ Wulf’s “Opportunity Sale of 2012”

(Jerry's Letter, continued from page 1)

improved genetics. See page 5 for details.

The Wulf crew is extremely excited this year about the Limousin and Lim-Flex offering. Quality is deep, and the bulls have been out all year running on grass and stalks. They should be hard and ready to breed cows.

Feel free to stop by anytime between now and sale time to view the cattle. You are most welcome. Otherwise, we will see you all Thursday, March 29 for the seminar and March 30 for our 24th Annual Opportunity Sale.

Safe travels and we look forward to seeing you.

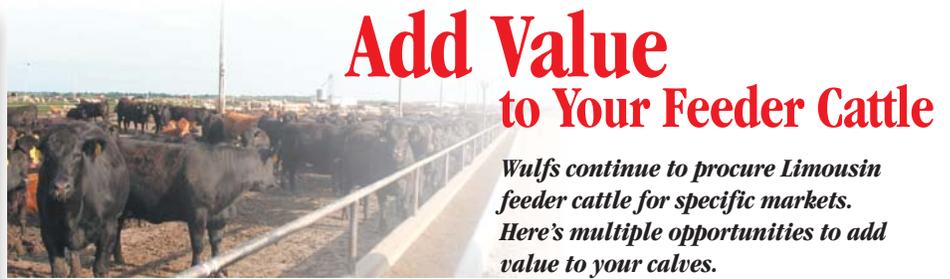
Kind Regards,
Jerry and the Entire Wulf Crew

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 2012 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 2012 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.



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
- 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 part verification company. Wulfs use IMI Global.
- 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

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.

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

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.

Zeltwanger Joins Wulf Team

Eric Zeltwanger has been with Wulfs since 2008 and prior to that, he was the herdsman of a Simmental seedstock operation. With Jim Wulf's departure from the day-to-day operations, Eric has moved into the cowherd manager position and is responsible for the production aspects of the seedstock cowherd, the AI and embryo transplant programs, pasture management and semen sales. His great work ethic and easy going personality make him a great asset to our team. Feel free to give Eric a call if you have questions about any of the lots in the sale, as he knows the cowherd and genetics of our program extensively. Eric and his



Cowherd Manager Eric Zeltwanger along with his wife, Jenny, and son, William.

wife, Jenny, have a one-year-old son, William. Eric is active in the local cattlemen's group and NALF's Emerging Leaders program.

Industry CONNECTED Market TESTED

OPPORTUNITY SALE OF 2012

March 30, 2012 ■ At the farm ■ Morris, MN ■ 12 Noon

SELLING 320 LIMOUSIN & LIMFLEX BULLS ■ 60 FEMALES



- FREE TRUCKING TO CENTRAL POINTS
- BULL SELECTION INDEX
- BULL RETIREMENT PROGRAM
- FEEDER CALF PROCUREMENT
- SOURCE & AGE VERIFICATION PROGRAM
- FEEDLOT & CARCASS DATA
- INTEGRATED BRANDED BEEF RELATIONSHIPS
- GENETIC CONSULTATION



LEONARD WULF & SONS

47694 320th Street, Morris, MN 56267
Farm (320) 392-5802 ■ Jerry Wulf (320) 491-1390
Eric (Z) Zeltwanger (320) 766-0066

Marketing Consultation:

Jim Wulf (320) 491-6312, Joel Edge (319) 540-1731
e-mail: wulf@wulflimousin.com
www.WulfLimousin.com

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.



Superior Video Broadcast

We hope you can join us sale day. However, we know there will be some scheduling conflicts and distance limitations. In these cases, we have arranged for you to be able to participate in the sale on an absentee basis.

If possible, you can come by and evaluate the animals prior to sale day. If distance is a problem, we can also provide you with a DVD of all the cattle

for home viewing. All of the lots in the sale will be available for viewing online prior to sale day at www.SuperiorLivestock.com as well.

Customers tell us that the video does a good job of showing conformation, structural correctness, and how the cattle travel, etc. Our sale book, with complete data on each animal, is very helpful. Please feel free to call us with questions.

HERE'S HOW IT WORKS

Please call Superior Productions at 800-431-4452 and pre-register for your buyer's number. A registration form needs to be filled out and returned to Superior Productions with a signature. This registration form is also available on the website at www.SuperiorLivestock.com under the "Register for a Buyer Number/Superior Productions" tab where it can be printed, completed and either faxed or mailed in. Upon receipt of this information Superior will call you with a buyer's number and the

bid line number that you will use on sale day to place bids over the phone.

The sale will be broadcast on the internet at www.SuperiorLivestock.com. Simply go to the website and in the brown Production Auctions box on the Home page, click on the Wulf sale link. From there, users can view the Wulf video catalog and also bid online, provided they have registered. Regardless of internet connection, you will be able to view and listen to the same video feed as seen on the satellite. The bidding process is the same—follow the auction on the internet and call the bid line number to place your bids. Your computer must have Flash Media Player installed to view the auction.

Bidders making purchases via internet at www.SuperiorClickToBid.com will be contacted by the ranch after the sale to settle payment and shipping arrangements.



47694 320th St.
Morris, MN 56267

RETURN SERVICE REQUESTED

PRSRT STD
U.S. POSTAGE
P A I D
Permit #9
Topeka, KS

(Meyer Ranch, continued from page 3)

“This is more cost-effective for them,” Dave points out, because they don’t have to seek out calves and fill loads. “We have calves year round.”

The trucks sent for the calves “just shine on the inside,” Dave describes. It’s 850 miles from the ranch to the plant, but calves come right off their moms, and are loaded quietly and comfortably into bedded dividers to minimize shipping stress. They are loaded Monday morning and arrive one day later for processing.

“It’s sure been working good for us,” Dave says. “It’s another reason to buy Limousin bulls. It really helps.”

Strauss pays the same price for heifer and bull calves. The Meyers sort their heifers for Strauss but, in late summer, weigh the options for their bull calves between Strauss and finishing out as steers at KCC.

An Excellent Supporter

Entering into the value-added marketplace, Dave has found both Strauss Brands and Wulf Limousin, as a feeding partner for retained ownership cattle, both “excellent markets.” Furthermore, he classifies Jerry an “excellent supporter” of the Meyer commercial program, helping them discover added value for their Limousin-sired end products.

Their son, Jessy, 31, agrees. Since Jessy’s been ranching, “Jerry’s been a major part of our operation. He’s been a good friend too—we share the same birthday, so we send a candy bar or make sure we buy each other a card or at least give each other a call.”

Jessy has used Limousin bulls for five years. He explains, “Jerry was buying our (all five brothers’) calves as well as Dad’s. Dad was always getting a little bit more for his because they were Limousin. So money talks.”

Over the years, Jessy has noticed the Limousin calves are smaller at birth, but are vigorous. “They hit the ground, and they’re up and running. The vigor of the calves is tremendous,” he remarks, an especially useful trait for their part of the country.

Jessy’s bull battery is up to nearly 90 percent Limousin, all used on crossbred cows. Like his dad, he doesn’t usually keep any heifers. “We try to buy good, young cows bred to Wulf bulls. If we can’t do that, we breed them ourselves.”

He, too, takes advantage of the Strauss marketing option, and then also sells calves to his dad and Jerry to finish at KCC. “The greatest part about calving year-round,” he comments, “is you always have something to sell.” He realizes that,

anymore, production needs to fit a market. “It’s not just cowboying anymore, it’s a lot of business.”

With Wulf’s assistance, the Meyers have been able to realize more value for their commercial calves in a changing and demanding marketplace.

Dave and Brenda’s recent tour of Strauss Brands further confirmed for them that they’re not only beef producers, but food providers who have a part in an integrated production system.

“We are a big part of the food source in the U.S.—and not even just the U.S. All of our big animals that go to KCC Feeders go overseas. It’s worldwide,” Dave remarks.

Perhaps Jessy, whose family includes wife Steph and three little girls, puts the value of a good seedstock partner like Wulf Limousin Farms—who sells not just bulls, but a program—into perspective best: A lot of guys pull into his family’s yard, “trying to get us to buy their bulls,” he says.

But, “Until somebody takes the steps that Jerry and Wulf Limousin has done, it’s going to be hard to convince me to go anyplace else. He walks the walk, and talks the talk. When we make a deal, whether it’s over the phone or a handshake, a deal is a deal.”