



THE WULF RECORD

SPRING 2014

www.WulfCattle.com

Vol. 10, Issue 1

Dear Friends & Fellow Cattlemen,



We often hear the phrase "it's a small world" and it will continue to shrink as it gets faster and easier to connect.

There are now 7 billion people in

this world, headed for 9 billion. Nearly 1 billion of those 7 billion go to bed hungry each night.

At the same time, America is among the most affluent on earth, and spending nearly the lowest of their net income on food. Yet, more and more Americans are concerned about where food comes from, and how it is raised.

In the U.S., people living on and operating its farms and ranches now have shrunk to about 1.5 percent of the population—a tall order shouldered by fewer of us all the time. It is both a challenge and honor to be among those attempting to feed the people of this planet.

Here at Wulf Cattle, we will always be thankful for the basics that allow us to master the challenge.

1. God given resources, land and water.
2. America, where we can still be rewarded for hard work and doing the right thing.
3. Passionate people, running side by side, getting it done.

Our strategy is simple:

1. Focusing on efficient utilization of our resources.
2. Producing a high quality product for satisfied customers.

(Continued on page 7)

GENERATIONAL Genetics!



WULF CATTLE OPPORTUNITY SALE of 2014

Seminar: Thursday, March 27 ■ 7 PM (Supper at 5 PM)

Sale: Friday, March 28 ■ 12 NOON (Lunch at 11 AM)

At the farm (47694 320th St. ■ Morris, MN 56267) ■ 10 miles south of Morris on Hwy. 59

Selling Approximately 400 Limousin, Lim-Flex & Angus Bulls ■ 50 Females

Selling in the Opportunity Sale of 2014 on March 28

Wulfs Australian T359A ▶

3/17/2013 ■ HP (T) / Blk
NPM2042675

Wulfs Yankee K689Y x Wulfs Ultra Diamond 8571U
CED 8 ■ BW 4.4 ■ WW 69 ■ YW 106
MA 30 ■ CEM 10 ■ SC .8 ■ DOC 35 ■ CW 45
REA .82 ■ YG -.04 ■ MB .09 ■ \$MTI 52



◀ Wulfs Absolute Pitch T333

3/3/2013 ■ HP (T) / Red
NPM2039377
Wulfs Xtractor X233X x OKLF Noel 356N
CED 9 ■ BW 2.3 ■ WW 63 ■ YW 103
MA 23 ■ CEM 8 ■ SC 0.8 ■ DOC 25 ■ CW 42
REA .69 ■ YG -.09 ■ MB .10 ■ \$MTI 53

MARCH 27 SEMINAR & OPEN PANEL DISCUSSION

"How Feed Efficiency Drives Profit" ■ New data and selection tools that will make us better ■ Speakers: Jerry Wulf (moderator) ■ Nate Knobloch: Why feed efficiency is important to Wulf Cattle ■ Dr. Matt Spangler, Univ. of Neb.: An industry perspective (Who cares and why?) ■ Alison Sunstrum, GrowSafe Systems: How GrowSafe data is used and implemented ■ Dr. Kent Andersen, Zoetis: Making data user friendly ■ Robyn Metzger: Providing our ranch suppliers with data ■ Casey Fanta: Seminar wrap-up

Managing Through Change

By Kim Holt

Travel north of Minot, N.D., about 100 miles and you'll reach Pipestone, Manitoba, the hometown of the Atchison family's Poplarview Stock Farm, established in 1905. Through innovation, resourcefulness, stewardship, and hardy, versatile Limousin-influenced genetics, along with plain old perseverance, this southwest Manitoba operation has continued to grow and manage through challenges and change.

In its earlier days, Poplarview's main business was selling abundant native grass as hay to area livery stables. Today, this feed source is just one of the staples this family depends on to feed its cattle, the farm's main enterprise for more than 60 years. Lloyd and Joan Atchison took over the operation from Lloyd's father in 1967. Following high school graduation in 1993, their son, Trevor, assumed management duties for the family's cow herd. Trevor and his wife, Melissa, run today's operation with their two young children, Reese and Wyatt, Trevor's parents and Ryan Murphy. Extended family members also lend a hand on weekends, summer and during processing.

The Atchisons care for 700 cows and 600 yearlings of their own, and run an additional 250 custom cows and 250 yearlings with partners. They operate on 5,600 acres of native pasture, farm 2,150 acres of tame (planted) and native hay and 400 acres of cash crops.

The family has used Limousin genetics since 1969. Their early experience with Limousin was through a federal government foreign breed evaluation project that researched and compared four Continental breeds, including Limousin. Through this program, cooperators could obtain discounted semen and access to program information if they helped record and collect data. The Atchisons recognized Limousin crossed well with

favorable calving results, especially on their then Angus-based herd.

Staying the Course

In 1974, the Atchisons imported a registered Limousin female from France, and from the mid-1970s to 2004, the majority of cows in the Poplarview herd were registered Limousin. They continued to breed and market both bulls and females, and participated in several Canadian and U.S. bull tests.

Like many in Canada, however, their seedstock program changed its course when the BSE (bovine spongiform encephalopathy) crisis rocked the country, with the discovery of the first case in May 2003. As part of the fallout, Trevor relays that in 2004, they quit registering cattle.

"On our own operation, we had to tighten our belt a little bit," he says. "There was no return on the investment into purebred stock at that point in time." He explains that any older cattle that fell out of a purebred program were worth very little. There were more bulls for sale in the marketplace than producers to buy them.

Post-BSE, cull cows in Canada were worth 25 to 30 cents a pound for about two years. According to Trevor, it has taken ten years for their cull cow market to reach the same value as in the spring 2003, pre-BSE. "Nobody thought it was going to take ten years to get back to prices that were this lucrative," he says. However, the BSE fallout in Canada is still being felt today. With the rise of animal values, producers can now afford to exit the cattle business, to seek a more stable source of income. They're turning grass into grain.

The Atchisons charted a different course. To recover from the BSE challenge, Trevor says their theory was to hang onto the herd, and have more

numbers when business turned around. Since 2003, they have actually doubled the herd by purchasing bred cows and keeping very few heifers.

"We were buying as good and as young a cow as we could and as cheap as we could," Trevor explains. "For awhile there, you could buy a really good bred cow for about \$100 more than a heifer calf was worth."

Trevor admits, "The herd isn't near the quality or consistency that it was back before that. Most are black or red cows, but even in the last two or three years, we've gotten them back to a similar frame size. Our goal is to go back to a Limousin-Angus-based female."

He says this cross has been some of the best and longest living cows they've ever produced. "We want to move the herd back to that F1 cross with a strong Limousin influence in the females. With that, we can breed the cows for mainstream markets or go straight Limousin for a Laura's Lean-type. It gives us more options in the future."

BSE also changed their feeder calf markets. Before, they calved around March 1 and marketed calves off of cows to Ontario buyers in the fall. With that no longer as a viable market, the Atchisons began calving about 45 days later. Trevor explains, "As we calved later, we kept calves to add weight and, hopefully, value to them. Some are marketed in the spring. The majority are marketed in the fall after being on grass for a summer."

He says their calves have gone to branded beef programs, including Laura's Lean. "We've sold weaned calves, backgrounded cattle and yearlings to others who finished for Laura's Lean, and we have finished them for Laura's ourselves. Laura's Lean has worked very well."

Wanted: Credible, Quality Information

In the fall of 2012 and 2013, Wulf Cattle purchased Poplarview's yearlings sight-unseen. Trevor shares, "Jerry (Wulf) had seen carcass data from when our cattle had been through the Laura's Lean program, but he had never seen our herd or the yearlings they bought until they arrived at the feedyard."

Wulf genetics are prominent in the top and bottom sides of the Atchison herd, are represented in over half of the bull battery, and they've used Wulf genetics through A.I., Trevor says, "for years and years and years." Poplarview sires are Limousin, Lim-Flex and, more recently, Angus.

Trevor's family was introduced to the Wulf Cattle team by Dr. Jerry Like from Indiana, a long-time



Trevor Atchison of Poplarview Stock Farm has found value in the versatility of Wulf genetics, enabling him to target multiple markets, regardless of the changing Canadian marketing landscape. Here, Trevor is pictured with his wife, Melissa, son, Wyatt, and daughter, Reese.

friend and customer, and also a long-time Wulf buyer. Poplarview bought its first Wulf bulls in the mid-1990s.

Poplarview has continued to use Wulf genetics through bull purchases from the annual March production sale in Minnesota, the purchase of Canadian-bred bulls carrying Wulf genetics and through an extensive A.I. program.

When selecting herd sires, first and foremost, Trevor seeks credible information on cattle. "I look for quality cattle with information to back up what I am buying in order to produce calves that fit whatever program I am looking to fit," he explains. He says that, right now, they are targeting an increase in phenotype uniformity due to the number of females they've brought into their herd over the last few years. Beyond that, they select bulls for maternal genetics and terminal sires.

Trevor explains, "When cows are summered in smaller pastures, we select cows that we would keep females or bulls from. In the pastures that hold larger numbers, we may run maternal bulls for two to three weeks and then swap them out for more of a higher performance terminal sire or run the terminal sires the entire breeding season."

He has successfully used the Wulf bull index to help sort his sire purchases. "Wulf bull indices are very complimentary in selecting the right bull for the right job. Whether you're looking for a mainstream bull or a Laura's Lean, and whether you want the maternal genetics in there or not, you can buy a bull that can fit the bill. It allows you to select the one that suits your needs and your price range."

He adds, "I was very impressed when Duane Wulf spoke at the seminar a couple of years ago about what went into the development of the indices, and that they were still looking for (producer) input as to what else to add to them."

When bull buying, he also feels it's important to be able to visit directly with the people who raise the genetics, and "know that they make their living from these animals and, therefore, have to stand behind what they sell."

The Atchisons have never experienced issues with Wulf bulls, and have taken neighbors and friends to the Wulf sale. But they have heard from friends that this seedstock supplier backs up the



Lloyd and Joan Atchison managed the southwest Manitoba operation for nearly 30 years before their son, Trevor, assumed the management duties. Lloyd and Joan still help on the ranch today.

products it sells 100 percent.

Trevor says he's also attended Wulf sale seminars with guest speakers. He says, "It's unheard of for a seedstock producer to divulge so much information about what they are doing. The speakers they have are relevant to the opportunities that buying Wulf genetics can offer a buyer like me."

For example, the Atchisons received group feed and carcass data on their yearlings fed by Wulf Cattle. Trevor believes that shared information like this will help all those who own or feed cattle through the system, and can help him reduce risk. "With accurate information and more of it, we can make decisions that will hopefully produce better cattle," he says. "Raising better cattle with information behind them makes it easier to market. At this point, that is helping the risk."

He also shares that the Wulf Cattle team is happy to assist customers with raising these better cattle. "I haven't found anybody else in any breed who has invested as much as the Wulf Cattle team has and are willing to share it with everybody who wants to learn.

"Once you meet the Wulf Cattle team and discover the passion they have for the industry and how to make it better for everyone involved, it is not a surprise to see the investment they have made and continue to make into actual data collection, research on not only the performance of cattle but in the production of a product that fits the industry, and the analysis of it all. All of that kind of innovation is something." ■



Portable wind breaks, made of freestanding corral panels with wind boards, assist the Atchisons with rotational grazing and winter feeding in pastures. The wind breaks help move cattle away from poplar bush and spread nutrients over more land.

Involved and Innovative

Trevor Atchison's passion, similar to the Wulfs, for beef production led him to six terms as a director on the Manitoba Beef Producers board, soon rounding out a year as this group's president. He is also a director of Canada Beef, the marketing arm of the Canadian beef industry, where he represents Manitoba.

His involvement isn't unusual, he says, because he was raised by parents who were always involved in community and industry groups and activities. "My father was a founding member of the Manitoba Limousin Association (MLA)," he says. "I served nine years on the MLA, and was about 19 or 20 years old when I started."

"I was taught that you can't complain about the system if you don't do your part to try to help it. I believe the industry needs people who will stand up and lobby for a business atmosphere, environmental regulations and laws that are science-based. We, as producers, need to explain and tell what we do so the public hears it from us, not the animal and environmental rights sides of society."

Innovation has never been in short supply at his family's Poplarview Stock Farm, especially when it comes to feed resources and being environmentally responsible. Trevor says, "My parents have always been innovators and allowed me to do the same." Explaining their operating philosophy, he says, "We try to be low cost while being cost effective. We recognize the environmental risks associated with cattle production and have taken steps to prevent runoff and leaching at winter feeding sites."

The Atchisons have taken a lot of time to develop their feed resources. "Some of them have developed naturally, but we've tried to take what grows here naturally and use it to the best, and cheapest, of our ability," Trevor explains. They rotationally graze 60 percent of their pastures in some fashion, bale both tame (planted) and native hay and have swath-grazed corn since the late 1990s. "Through implementation of rotational grazing and winter feeding across pastures, we have reduced our winter feeding of supplying a full ration to 120 days or less," Trevor shares.

In the fall, Poplarview sorts the cattle into multiple winter herds when scoring

(Continued on page 4)

Cattlemen,

The year 2014 promises to be another monumental one at Wulf Cattle.

In addition to our main seedstock operation in Morris, Minn., our Sandy Ridge Ranch location at Atkinson, Neb., is now operating at full capacity with nearly 2,500 cows grazing there year round and some 5,000 young animals being developed in the yards. The first group of breeding bulls are on test. They're being evaluated for feed efficiency with our GrowSafe system while being grown out in large, sandy pens that provide maximum exercise, which allows us to develop our bulls for optimal growth without sacrificing longevity and soundness. Our operation has been growing and evolving to produce larger and larger contemporary groups of bulls that will be ready to go out and service your cow herds. The hot topic of conversation when discussing our cattle will continue to be feed efficiency. We have known for years that feed efficiency is the leading profitability indicator in the cattle business. Not until this year have we had the system to accurately analyze each animal and prove our beliefs.

Once again this year, we will offer a great selection of Limousin, Lim-Flex, and Angus genetics at our annual Opportunity Sale. It will mark our 26th annual and will take place Friday, March 28, 2014 at the farm near Morris, Minn., where we will offer nearly 400 bulls and 50 yearling females. We offer this genetic diversity because we want to be your genetic supplier and work with you to produce the most valuable crops of calves possible. Our dedication goes one step further, as once we help you with your genetic planning, we continue our investment in your program by competitively trying to bring your calves from Wulf Cattle herd sires to our feedyards. This circle allows us to continually raise the bar for the genetics, which we produce, as we also have a vested interest in the end product.

If I or any member of the Wulf Cattle team can be of assistance with your genetic planning, please call anytime. My cell number is (320) 288-6128 and my email is casey.fanta@wulfcattle.com. I would enjoy assisting you anyway I can.

Casey Fanta
Seedstock Manager



Selling in the Opportunity Sale of 2014 on March 28

Wulfs Able Body T324A ▶

2/25/2013 ■ HP (T) / Het Blk (T)
NPM2039359

Wulfs Yak the Black T108Y x Tecs Tabby 741
CED 9 ■ BW 1.3 ■ WW 49 ■ YW 86
MA 24 ■ CEM 3 ■ SC .3 ■ DOC 27 ■ CW 37
REA .88 ■ YG -.16 ■ MB -.03 ■ \$MTI 45



Wulfs Confidence A927A ▶

2/8/2013 ■ Angus
17521041

Connealy Confidence 0100 x Royal Katinka DRCC 9027W
CED 13 ■ BW -.3 ■ WW 53 ■ YW 97 ■ RADG .19 ■ CEM 12
Milk 28 ■ Marb .44 ■ RE .61 ■ Fat .019 ■ \$W 43.91
\$F 42.61 ■ \$G 32.50 ■ \$QG 25.47 ■ \$YG 7.03 ■ \$B 71.58



◀ Wulfs Airproof T343A

3/9/2013 ■ Dbl Pld / Red
NPM2042674

Wulfs Yankee K689Y x Wulfs Ultra Diamond 8571U
CED 8 ■ BW 1.9 ■ WW 55 ■ YW 106
MA 30 ■ CEM 10 ■ SC .8 ■ DOC 35 ■ CW 45
REA .82 ■ YG -.04 ■ MB .09 ■ \$MTI 52



(Involved and Innovative, continued from page 3)

body condition during pregnancy checking. They manage their herd's record keeping with electronic ear tags, the same required as part of Canada's national identification system.

Cows are maintained on a nutritionist-balanced ration consisting of less than 40 percent high quality forages with the remainder lower quality hay and /or cereal straw to keep feed costs down.

The rations are adjusted as cold temperatures fluctuate, and they'll rotate winter feeding through as many pastures as they have infrastructure to support with water and shelter, including portable wind breaks. These freestanding corral panels with wind boards have "almost revolutionized the cattle industry up here," Trevor remarks. "We began using portable wind breaks over 15 years ago to move cattle away from the poplar bush and spread nutrients across more land."

Cold and snow in his country is usually there by mid-November and leaves by April. Normal winter highs are about 5 to 10°F with -10°F for a low. But extreme temperatures aren't uncommon. Already this year, they've reached -40°F for a stretch of time. When it's this cold, cows cope by eating a lot, Trevor says.

To hone feed resource and business management skills, this family attended a holistic grazing management course in the early 2000s, and Trevor a Ranching for Profit course in 2003.

He recalls, "BSE had hit, we had a terrible drought that year, I was scrambling to find feed and by fall cows were worthless." He says it was a sizeable amount to attend, but "when I came out of it, it was worth every penny I'd spent at that point."

"I certainly learned grazing management skills," he says, but "the biggest thing I learned from these courses is just to plan. If you fly by the seat of your pants forever, some day you're going to have a hiccup. There aren't very many businesses that operate with as many dollars as ranchers have invested in their ranch and infrastructure that don't do a budget, cash flow or profit-loss analysis at the end of the year. I learned to track and analyze those things. If you're not making money, why aren't you? Don't go to the coffee shop and complain about it; figure out why and fix it.

"The biggest thing about those courses is planning and thinking about what you're doing before you do it so you're not always caught up in this reaction mode of what's going wrong on the ranch. Try to plan some of it out ahead of time." ■



Breeding to Feeding Update

By Anthony Ekren, Dairy Beef Marketing

When we started the Breeding to Feeding program, we had a couple of goals in mind. One was to educate the

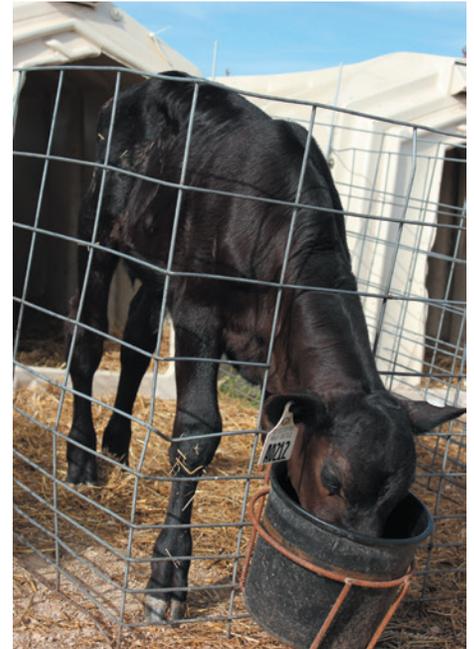
dairy industry on the benefits and advantages of using Limousin sires on dairy cows to make a terminal cross. The second goal was to purchase some of the Limousin-sired calves from the dairyman for our dairy beef program.

Our first purchased Limousin-sired calves started hitting the ground in August and haven't stopped since. We have been able to buy back calves all across the country. It has been great meeting the dairymen that we have been purchasing calves from and hear their story. A straight Jersey bull calf can be sold for as little as

\$10 per head so the Breeding to Feeding program has been a win-win for both the dairyman and Wulf Cattle. The dairyman can receive a great premium for his Limousin-sired terminal cross calf and we can benefit by having a quality, consistent, dairy-beef feeder calf supply.

A few other items to note: Our dairy beef comparison feeding trial is well under way in Texas. When we are finished next fall, we will have feeding and carcass results on many different types of dairy-beef crosses. A few of our prospect bulls from last year's sale have met their benchmarks and we have started to sell their semen into dairies.

We continue to have a lot of excitement about this program and please don't hesitate to call us if you have any questions. ■



Limousin x dairy-cross calf



Cattle Feeding & Feeder Cattle Procurement Report

By Nate Knobloch, Feeder Calf Procurement

First of all I would like to say "thank you" to all the ranchers that work hard every day to supply us with quality feeder cattle. Without the supply

of quality cattle we get from all the ranchers that use our genetics across the country, it would be hard for us to target value added markets for our fed cattle.

I have two objectives in this article. Number one is to explain what we are looking for when buying feeder cattle. Number two is to give you an overview of our cattle feeding operation.

Feeder Cattle Procurement

Wulf Cattle purchased over 40,000 head of feeder cattle in 2013. Over 70 percent of those cattle are purchased in September, October, and November during the fall run. The remaining 30 percent of the cattle we purchase would be spread out through the remaining nine months of the year. The fall run is a very busy time for ranchers and the feedyards as we try and get calves received and settled into the feedyards before winter hits. We appreciate all of your flexibility and patience as we work to deliver your cattle in the busy fall run.

I have listed the things that Wulf Cattle feels give feeder cattle value and drives our purchasing decisions. Wulf Cattle focuses on three things when purchasing feeder cattle and I have listed them below.

Health: Sound vaccination and mineral programs that allow cattle to better transition from the ranch to the feedyard.

Value Added Programs: We believe in adding value to our fed cattle and marketing them into natural and NHTC (Non-Hormone Treated Cattle) programs. To do this, we need to buy feeder cattle that are qualified for these natural, GAP, and NHTC programs. This process starts by having your ranch operation and calves verified by a third party, such as IMI Global. If you are interested in any of these programs, give us a call.

Genetics: Feeder cattle that have been sired by our Limousin and Lim-Flex bulls have extra value for two reasons. Number one, they have the genetics to perform in the feedyard. This, in turn, lowers our production cost because the cattle are able to convert feed to gain more efficiently than cattle with other genetics. Number two, our Limousin and Lim-Flex sired calves that we sell as fed cattle to our customers, such as Tyson, have desirable carcasses and we receive a premium for supplying them with quality fed cattle.

Cattle Feeding

Wulf Cattle marketed 42,000 head of cattle in 2013. We marketed these 42,000 head into several different value added markets. Here is the breakdown on our fed cattle marketing by value added program: 14,000 head marketed into natural programs; 14,000 head marketed into NHTC programs; 2,000 head marketed to

the Laura's Lean Beef program; and 12,000 head marketed to grid based commodity markets. Wulf Cattle currently has 45,000 head of cattle on feed between our locations in South Dakota, Minnesota, Nebraska, and custom feedlots in that three state area. Below is the list of our feedyard capacity and locations:

Pine Creek Feeders—14,000 head capacity (Bassett, Neb.)

Eagle Creek Feeders—7,000 head capacity (Atkinson, Neb.)

Sandy Ridge Feedlot—5,000 head capacity (Atkinson, Neb.)

Wulf Cattle Depot—11,000 head capacity (McLaughlin, S.D.)

Wulf Cattle Tegrity—4,000 head capacity (Morris, Minn.)

Summary

In conclusion, by using Wulf Cattle genetics we feel we can create a win-win relationship with ranchers across the country. We are adding value to the beef industry and would like to continue selling value added fed cattle. In order to do this, we are looking for more ranchers to supply us with feeder cattle sired by Wulf Cattle genetics. The calves that are sired by Wulf Cattle genetics have a lower production cost in the feedyard and bring a premium when harvested. This, in turn, allows us to pay a premium to you, the rancher, for using Wulf Cattle genetics on your operation. ■

Wulf Cattle Team Member Spotlight

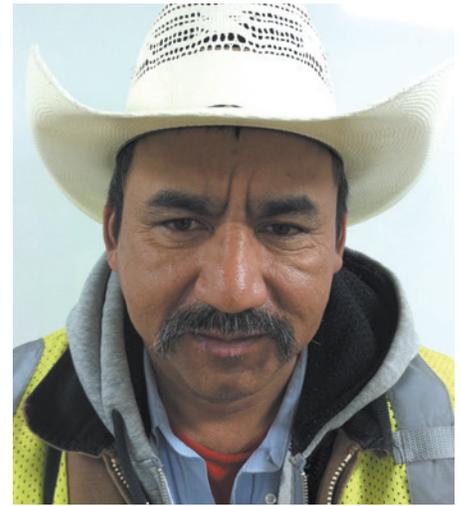
Baldo Monasterio

Baldo Monasterio manages the Sandy Ridge operation near Atkinson, Neb. He's responsible for day-to-day operations of the 5,000 head capacity feedlot and ranch, where 2,600 cows call home. In addition, Baldo oversees Sandy Ridge's eight employees.

Baldo brought with him over 30 years of ranching experience when he became a Wulf Cattle team member in January 2013. He gained in-depth experience while working at a handful of seedstock and commercial beef operations from Nebraska to South Texas.

Continuing education is important to Baldo and he's thankful Wulf Cattle has given him an opportunity to learn more. Over the years, he's fine tuned his beef management skills through a variety of agricultural short courses. When Baldo returned to Nebraska to work for Wulf Cattle, it was familiar since he had previously managed some of the same ranch land earlier in his career.

Baldo's hobbies include training horses for roping, feedlot and general ranch work. He's been married for 26 years, has four boys and enjoys playing soccer and coaching his kids' soccer team.



Understanding Your Carcass Data

By Robyn Metzger, Feedlot R&D/Value Added Programs

It is with great pleasure that we will again be mailing out carcass data this year on cattle we have fed out in 2013. With the information from you for value added programs, we are able to additionally benefit from using that data along with getting data collected at the packing plant and get the data back to the respective calf producers. Around the end of February, you can start looking for your carcass data in the mail. You will find a sheet with our Wulf Cattle yearly averages, a carcass information sheet and your carcass data.

We split the data into four different groups, as those groups are fed and marketed to different end points, so it is not fair to compare them all together.

Commodity Cattle: These cattle are implanted, raised for the commodity market, and sold mostly on the Tyson grids. The commodity group also contains the naturals that get treated and fall out of the natural program. For these cattle, our target is USDA Choice and higher and USDA Yield Grade 3 or better.

Laura's Lean Cattle: The natural cattle raised for Laura's Lean, a program giving premiums for high yield and leanness. Most of these cattle harvested at about 1,250 pounds. Our target yield grades are 1 and 2 and target quality grade is a USDA Select or Standard.

Natural Cattle: The naturals are sold on a quality grade-based grid, going to Tyson Natural. We target an 80 percent USDA Choice or higher and USDA Yield Grade 3 or better.

Non-Hormone Treated Cattle: These cattle are marketed with NHTC programs at Tyson, PM Beef, Creekstone and Greater Omaha. We target an 80 percent USDA Choice or higher and USDA Yield Grade 3 or better.

Your carcass data sheet will have the following categories: Harvested Plant, Harvest Date, Program, EID, Hot Carcass Weight (HCW), Sex, Quality Grade (QG), Yield Grade (YG), Calculated Yield Grade, Ribeye Area (REA), Marbling Score, Back Fat and the feedlot where they were finished.

USDA quality grades are determined by marbling and overall maturity of the animal. The marbling score is determined by looking at the amount of intramuscular fat in the ribeye at the 12th and 13th rib. The USDA Prime carcass has a maturity of A or B, and marbling amounts of Abundant, Moderately Abundant, or Slightly Abundant. A USDA Choice carcass will have a maturity of A or B, and marbling amounts of Moderate, Modest, or Small. A USDA Select carcass will have an A maturity and marbling amounts of Slight. The USDA Standard grade carcass will have A or B maturity with Traces or Practically Devoid marbling amounts. Carcasses that are classified as No Roll include carcasses that have marbling amounts of Standard, Commercial, Utility, Cutter, or Canner USDA quality grades.

We also note dark cutter carcasses; these are carcasses that will exhibit a dark purplish-colored lean. This generally happens when the cattle are stressed prior to harvest, resulting in a lower merchandising value for the carcass.

(Continued on page 8)

Spring Bull Retirement Program

March 27-28

Get paid a premium to retire your herd sire! Make arrangements to bring your used herd bull to the farm near Morris, Minn. on March 27 from 4-6 p.m. and March 28 from 9-11 a.m. Wulfs have a certified scale at the farm. We will have an American Foods buyer there bidding top prices on your bulls. They buy two classes of bulls: 1) Premium all-natural bulls that have had no antibiotics from birth (owner will be required to sign a natural affidavit) and 2) Regular raised bulls that cannot be documented all-natural. Both groups must meet all USDA withdrawals for any animal health products they have been given.

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

American Foods will pay Wulf Cattle for your bulls. You will receive full value plus the premium to be used as sale credit at Wulf's Opportunity Sale of 2014 on Friday, March 28.

**Times: Thursday, March 27 4-6 p.m.
Friday, March 28 9-11 a.m.**

***Call us starting March 24
for a bid estimate.*

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.



New Wulf Cattle Office in Minnesota

Late in 2013, we moved into our new office, which is located six miles south of Morris, Minn. The address is 26406 470th Avenue, Morris, MN 56267. Please stop by for a visit if you are in the area!

(Jerry's Letter, continued from page 1)

3. Earning consumer trust by doing it right and telling our story.
4. Building relationships by aligning ourselves with those that have the same passion and values.

We are extremely excited about the advancements we've made and the cattle we are offering in our 2014 Opportunity Sale. Whether you have been with us for awhile, or are just joining the program, we have an energetic, knowledgeable team that is here to help.

We'd like to visit with you about adding value to your calves, building a successful crossbreeding program, selecting for feed efficiency, or helping understand your carcass data. This is just a sample of how we can help. Our goal is to share information, create opportunities, and simplify genetic selection.

Our vision for the future is not a lonely one, knowing that Wulf Cattle will only be as strong as the partners we align with. We are confident that working together we can build a beef supply chain that is sought by many and duplicated by few.

Please come join us for our 26th annual Opportunity Sale. Sale begins at noon at the farm on the 28th of March. Stop by the night before to catch our sale seminar as well as view the cattle. We look forward to seeing you there.

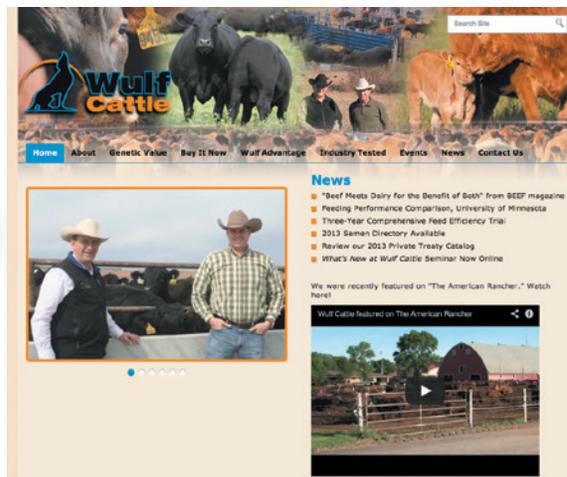
Kind Regards,
Jerry Wulf, President



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Connect
With Us

www.WulfCattle.com



Wulf Cattle was recently featured on "The American Rancher".
Watch it at www.WulfCattle.com.



26406 470th Ave.
Morris, MN 56267

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Permit #9
Topeka, KS

(Understanding Your Carcass Data, continued from page 6)

USDA yield grade (YG) identifies the carcass for the differences in cutability or yield of boneless closely trimmed lean product. The USDA beef yield grades are 1 through 5. A beef carcass with a YG 1 will have the highest cutability and a YG 5 will have the lowest cutability. The YG is determined by using 4 characteristics—the amount of external fat (PYG), amount of kidney, pelvic and heart fat (KPH fat), the area of the ribeye (REA) measuring

the muscle between the 12th and 13th rib, and hot carcass weight (HCW).

This past year, our average carcass data is as follows. (See the chart below. Data is from Jan. 1, 2013 to Dec. 31, 2013.) The data is separated by type and sex. We hit the majority of our targets, yet we have room for improvement and we like to set higher goals for ourselves each year. We do our best to get all data back to the rancher;

however you may be missing some information. There are some animals that lose their ear tags, get fed at custom lots, or die. It is our hope that by returning the carcass data back to the rancher, it is a tool that can help the rancher make some educated decisions with his cow herd. Please be sure to give me a call if you have any questions regarding the carcass data for your calves. Phone (605) 695-9874. ■

| Type | Sex | #HD | % Prime | % Choice | % Select | % Standard | % Cutter | No Roll | Hot Carcass Weight (LBS) | Yield Grade 1 % | Yield Grade 2 % | Yield Grade 3 % | Yield Grade 4 % | Yield Grade 5 % | Rib Eye Area (Sq In) |
|----------------|---------|------|---------|----------|----------|------------|----------|---------|--------------------------|-----------------|-----------------|-----------------|-----------------|-----------------|----------------------|
| Commodity | Steers | 4936 | 2% | 60% | 34% | | 0% | 2% | 916 | 14% | 40% | 36% | 9% | 1% | 14.31 |
| Commodity | Heifers | 3287 | 3% | 64% | 29% | | 1% | 4% | 830 | 16% | 37% | 35% | 10% | 1% | 13.9 |
| Laura's Lean | Steers | 600 | | 13% | 49% | 38% | 0% | 0% | 790 | 21% | 63% | 16% | 0% | 0% | 13.63 |
| Laura's Lean | Heifers | 970 | | 17% | 44% | 39% | 0% | 0% | 783 | 20% | 68% | 12% | 0% | 0% | 13.35 |
| Natural Choice | Steers | 6952 | 6% | 81% | 13% | | 0% | 1% | 875 | 4% | 28% | 48% | 17% | 2% | |
| Natural Choice | Heifers | 4832 | 6% | 80% | 13% | | 0% | 1% | 862 | 9% | 40% | 40% | 10% | 1% | |
| NHTC | Steers | 5721 | 8% | 75% | 16% | | 0% | 0% | 864 | 7% | 31% | 46% | 15% | 1% | |
| NHTC | Heifers | 5657 | 8% | 80% | 11% | | 0% | 1% | 838 | 6% | 34% | 44% | 15% | 2% | |