



TAKING PRIDE IN OUR CUSTOMER'S SUCCESS

A Publication of Rippe Gelbvieh

April 2008

Maximize Profit Not Production!

I believe in the principle, "Everything in Moderation." A cow can be too small and a cow can be too big. There is a "right size" for every ranch; however, this size can change depending on a ranch's location. In a past newsletter, I discussed the profitability advantages of moderate framed cows. This got me thinking, how small is too small? Thankfully, there was at least one day in college that I both attended class and paid attention because I remember a presentation Dr. Field gave in Feedlot class. I went and searched my notes from this class and to no surprise I could not find what I was looking for, so with much pleading he emailed me the presentation. The slide I was looking for discussed the effects frame size has on feeder calf prices, which I felt this was a perfect example of how your cows can be too small. Although some seed-stock producers are touting small cow size, this study, done by Oklahoma State University, provides evidence that you only want to go so far. The table above shows the results; it shows the difference in price between Large, Medium, and Small frame feeder cattle. In my past newsletter on cow size my numbers proved over a \$100

OSU - Effects of Frame Size on Feeder Cattle Prices*

Frame Size	Steers		Heifers	
	Percent of Lots (%)	Price Change (\$/cwt)	Percent of Lots (%)	Price Change (\$/cwt)
Large	50.0%	Base	0.4	Base
Upper Medium	38.0%	-\$1.33	0.44	-\$1.84
Lower Medium	12.0%	-\$3.40	0.15	-\$4.07
Small	0.3%	-\$18.86	0.005	-\$20.99

*Smith, et al. (1998)

per cow advantage to moderate framed cows. Notice how much they dock a small frame feeder calf. On a 600 pound calf the dock is around \$114 per head. The data simply tells me to keep my cow size in the medium range, which I figure is in the 1,100 to 1,300 lb. range depending on your location. I believe this will allow you to find a balance between minimizing costs and maximizing output. Just remember the principle, "EVERYTHING IN MODERATION."

Hello everyone, I graduated from Colorado State University with a double major in Animal Science and Agriculture Business in August. I took longer than some had hoped, but the important part is that the task was accomplished. I discuss my new job on page 3. I hope you find some valuable insight in this newsletter. If you have any questions about the newsletter, or have some special request for other information, feel free to give me a call anytime at (316) 323-4874.

Sincerely,

Dustin Rippe

"The most effective way to cope with change is to help create it."

~L. W. Lynett~

New Herdsire:

CRAN Buddy Boy T729



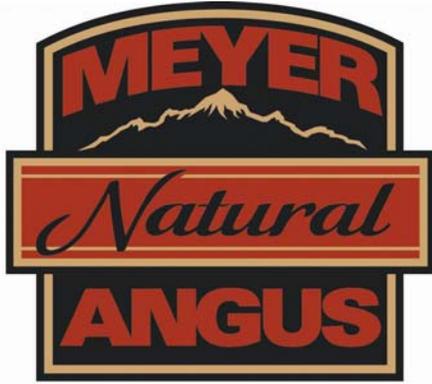
TKN Buster 8N (GKT Scooter 6K)
GKT Buddy 7R
GKT 54G (GKT Jackpot 8523C ET)

TJB Jagermeister 229M - ET (BTI Red Alert 2077K)
CRAN R251
CRAN Jared's Girl M201 (TJB 59D Jared 021J ET)

BW: 83
ADJ WW: 802
1/17 Wt.: 1178
SC: 38.5
FRAME: 5.6
IMF: 3.19

CE	BW	WW	YW	MILK	TMAT	GEST	CED	SC	FM
105	0.9	44	79	16	38	-2.6	103	0.3	11.13

Buddy Boy was my pick of the bulls at Denver from this past year. He is a double polled red purebred bull from Cranview Gelbvieh in South Dakota. He is moderately framed, stout made, sound structured herdsire that should be above average for the breed in marbling. However, I feel his impact on Rippe Gelbvieh will be in his females. He will be used on our Red Purebred cows in addition to Robbie Marsh's Red Angus cows to produce some high quality replacements. We feel Buddy Boy has the potential to be one of the next great herdsires in the Gelbvieh Breed. Look for his offspring in the sale in two years. For semen please contact Roger Gatz at Cattlemen's Connection.



Raised Naturally to Taste Best.



In November, I took a job with Meyer Natural Angus, LLC. It is a consumer based marketing company that specializes in raising the highest quality beef known to man. The majority of the beef is sold to white table cloth restaurants. My role is on the procurement, or cattle purchasing side, of the business; this includes the responsibilities of scheduling the cattle for harvest and making sure our affidavit system is in check. Before I go into some of the requirements to our program, I first want to give you an introduction. In 1994, Robert E. Meyer set out to prove that quality and flavor go hand in hand. In other words, the more natural the beef, the better the taste. One might say that we market beef raised the old fashioned way, or the natural way. Meyer Natural Angus (MNA) is delicious enough to win the Best of Show award from the American Tasting Institute. Our humane animal care is rigorous enough to make us the first fresh beef company in the country to be certified by the Humane Farm Animal Care "Certified Humane" program. Some of the specifications that MNA requires include:

- **We Never Use Hormones:** Our cattle are never given hormones, steroids, implants, or any form of growth stimulants. Each animal is allowed to mature slowly for optimal tenderness and marbling.
- **We never use Antibiotics:** Our cattle are never given any form of antibiotics – either as a feed supplement or therapeutically. In fact, any animal requiring antibiotics is immediately removed from our program.
- **100% USDA Source Verified:** Our cattle can be source verified to their ranch of origin and are born, raised, fed, and processed solely in the USA.
- **All Vegetarian/Corn-Fed Diet:** We never feed our cattle any animal products. Our cattle are raised naturally on pasture grass, hay, grains, legumes, and finished on a Midwestern corn-based diet for that genuine corn-fed flavor.
- **Exceeding Government Requirements:** Government regulations consider "natural" when no artificial ingredients are used in only part of the process. Meyer Natural Angus exceeds this requirement, which other "natural" programs struggle to meet.

I am truly grateful that Meyer Natural Angus has given me the opportunity to work for them. I believe in this company and where it's future. It has given me the chance to understand the consumer side of our business. Ultimately, I feel this experience will allow me to better serve Rippe Gelbvieh's customers by continuing to select for industry relevant traits and the economics of the commercial cattlemen.

Fed up? I am!

I am constantly reading livestock publications from multiple breeds and producers. There are a couple items I wanted to vent on while they are still on my mind.

- I am fed up with producers touting their moderate frame bulls that are in the top 1 and 2% of ANY breed for growth. Or they say that their bulls are out of moderate framed cows and are in the top 1 and 2% for growth. Genetics simply don't work like that. Last time I checked, there is a very strong correlation between growth EPD's and mature size.
- I am hearing Angus breeders and the Breed promoting straight bred Angus cattle in commercial settings. Larry Corah, vice president of Certified Angus Beef LLC, stated "Unfortunately it may cost the industry more to pursue that freebie than to ignore its lure." He was referring to heterosis as "it". Wow is all I can say. Where has he been? I know for a fact that every professor in college preached to me the importance of heterosis in commercial cow-calf industry. Cattlemen do not forget this!! I know it is hard to increase the amount of Angus in the commercial industry when it is already saturated, but to claim that heterosis is not important is going too far. Many experts say that there is a 23% production advantage in an F1 female over a purebred.

News Flash:

This is the year for the Southeast Nebraska Gelbvieh Tour.

Rippe Gelbvieh

WE ARE ON THE WEB AT
RIPPEGELBVIEH.COM



Mission Statement:

"To produce superior Gelbvieh and Balancer seedstock based on economically important traits, which provide more profitability for our customers, and ensure the consumer a very satisfying eating experience."

**"The heart of the wise teaches his mouth,
and adds persuasiveness to his lips."**

Proverbs 16:23

For more information about our program call Duane Rippe, (home) 402-324-4176, (cell) 402-200-0096 or Dustin Rippe, 316-323-4874 or online at rippegelbvieh.com.

Rippe Gelbvieh

6775 Road D

Hubbell, NE 68375

Phone: 402-324-4176

Website: rippegelbvieh.com

TAKING PRIDE IN OUR CUSTOMER'S SUCCESS