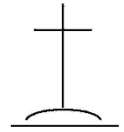


## Welcome to the 2008- 14<sup>th</sup> Annual Berger's Herdmaster Bull Sale



Dear Friends,

Most cattlemen will look back at 2007 with fond memories. Cattle price remained profitable for cow-calf producers and rains were more abundant in most areas. For those involved in grain production, 2007 may be remembered as the first year in history to have both record prices and record production. Was everything perfect? Certainly not, but most producers can look back and feel good about 2007.

The question now is, "What does the future hold?" Obviously, that is much more difficult to predict. But most feel that 2008 will continue to be profitable for the cow-calf producer. Demand remains strong in the US, and foreign markets seem to be slowly opening. The cowherd is not expanding so there should be intense competition for available calves. But, on the negative side the price of all inputs has risen dramatically and that trend may continue. Nobody knows for sure what effect the ethanol industry will have on the cattle business long term. But this we do know, those who sell the most pounds at the highest price and have the lowest unit cost of production will still make the most money. So, how do we accomplish that?

A simple easy to manage crossbreeding program will help you reach the goal of increasing pounds produced while reducing input cost. The improved productivity of the crossbred cow can easily increase profits \$50-\$100/cow/year compared to a single breed. There isn't anything that you can do that will yield those kinds of results and yet cost you nothing. The benefits of combining two breeds that compliment each other plus the advantages of hybrid vigor are just too great to ignore. And the secret to a successful crossbreeding program is to simplify the management.

The hybrid bull (like the Herdmaster) is the key to keeping a crossbreeding program simple and easy to manage. First you select your color (red or black). Then select what percentage Angus,  $\frac{1}{2}$  or  $\frac{3}{4}$  best fit your operation and your marketing target. Then use the Herdmaster bulls to stabilize your herd at that percentage. You can keep your own replacement heifers and use a Herdmaster bull on them that has been bred for calving ease. Our bulls are sired by highly proven AI sires so they are very predictable. If a purebred Red Angus best fits your needs, we have them as well.

### *How our bulls are developed!*

Our bulls are developed here at the ranch with their future usefulness as our primary concern. We reduced the energy in the ration this year and our bulls gained on average  $\frac{1}{2}$  lb. per day less than last year so our YW and ADG numbers are lower. Our intention is to grow them fast enough to measure the genetic differences without getting them fat. The ultrasound measurement confirms that the bulls are quite lean with an average fat measurement of only .17 on January 3<sup>rd</sup>. They were performance tested for 90 days in large pens with the water on one end and the feed bunks on the other.

Our desire is to be on a "*first name*" basis with our customers and we would be glad to visit with you about your operation. We deeply appreciate the trust that our customers place in us. Each year we buy bulls for people who can't attend the sale. We guarantee that they will not spend more than they would have if they had been at the sale themselves. Finally, as a Christian I intend to conduct my business with the highest level of honesty and integrity. If something is not right, we will take care of it, *because your success is essential for our success.*

*Loren*