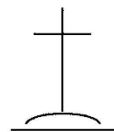


Welcome to the 15th Annual Berger's Herdmaster Bull Sale



Dear Friends:

This past year can best be described as a roller coaster ride that has left some cattlemen feeling a little uneasy. Certainly cost are up and cattle prices are down compared to previous years. The health of the national economy is struggling. But as we look ahead, there some very positive factors that give us legitimate reasons to be cautiously optimistic. First, we are going into spring with more soil moisture than we have had in years. Second, fuel prices, interest rates and cow numbers are down. Third, the amount of poultry and pork produced is declining. In summary, the fundamentals are in place for a very strong calf market for the fall Of 2009.

Regardless of what the future holds, those who do the most efficient job of converting their resources in to a quality beef product will be the most profitable. Reams of evidence show that the most efficient operations use hybrid vigor in every phase of production. The improved productivity of the crossbred cow can easily increase profits \$50-\$100/cow/year compared to a single breed. There isn't anything you can do that will yield those kinds of results and yet cost you nothing. The benefits of combining two breeds that complement each other plus the advantages of hybrid vigor are just too great to ignore. The secret to managing a successful crossbreeding program is: **KEEP IT SIMPLE!!**

The hybrid bull (like the Herdmaster) is the key to keeping a crossbreeding program simple and easy to manage. First select your color (red or black). Then select what percentage Angus, $\frac{1}{2}$ or $\frac{3}{4}$ best fit your operation and marketing target. Then use the Herdmaster bull 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 on the ranch with their future usefulness as our primary concern. Our final ration on a dry matter basis was 15% corn, 40% wet distiller grain and 45% hay. Our intention is to grow the bulls fast enough to measure the genetic differences without getting them fat. The ultrasound measurements confirm that the bulls are quite lean with an average rib fat measurement of only .18 on Jan. 2nd. They were performance tested for 89 days in large sandy 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 our sale. We guarantee that they will not spend any 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

Dear Customer,

Each year we buy bulls for people* who cannot attend the sale. If you would like to take advantage of this service, we prefer that you call a couple days prior to the sale. This way we can have adequate time to discuss the kind of bulls you need for your operation.

Loren-H 308 -532-0939, cell- 308-520-3836 Tyrell Rousey, Herdsman 308-530-9279

*References are available on request.

Carcass Data:

The ultrasound data was taken on January 2. Rib Eye Area (REA), and Intra Muscular Fat (IMF) have been adjusted to 365 days. Ultrasound adjustments are from the Beef Improvement Federation's guidelines for ultrasound. The images are scored with the software from the National Cup Lab in Ames Iowa, by Jolene Grunhaupt, Sandhills Ultrasound Services.

Our Cooperators:

These bulls have been selected from over 1000 cows. A portion of them came from our cooperator herds, which belong to Sid and Dr. Kent Andersen of Lexington, Kevin Large of Hays Center, Marvin Large of Imperial, Tyrell Rousey of North Platte and Jim Rempe of Superior.

Breeding Guarantee:

Each bull is sold with a "first breeding season" guarantee. If the bull is unable to complete the first breeding season, (90 days from turn out) we will provide you with another bull of equal value or you will receive a credit at next year's sale equal to the purchase price minus the salvage of the bull. Please call immediately if your bull gets sick or hurt so we can discuss treatment options.

Vaccination Record

IBR, Lepto, 7-way Blackleg, BVD, PI3, BRSV, and Ivomec. All bulls tested negative for Persistently Infected BVD.

Free Delivery and Board:

Free Delivery to Nebraska and surrounding states, starting around April 1. A \$50 discount is given for any bull taken home sale day.

DNA Testing:

Any black bull with the possibility of being heterozygous black (red gene carrier) was DNA tested and the results are noted in the catalog.

Abbreviations and Definitions

CE- Calving Ease, BW-birth weight, WW-adjusted 205 day weaning weight, YW- adjusted 365 day wt., ADG-average daily gain on our structured test, WDA-weight per day of age, REA-ribeye area, Rib Fat-Fat measurement at the 12th rib, Marb.- Marbling, Scrot. -Scrotal size adjusted to 365 days. MGS- Maternal Grandsire, MGGS- Maternal Great Grand Sire, MW-Maternal Weaning Wt., AOD-Age of dam.



Hotels in North Platte

Comfort Inn- 308-532-6144,
Days Inn -308-532-9321,
Hampton Inn -308-534-6000

Motel 6- 308-534-6200
Super 8-308-532-4224
Western Motel 308-532-5240

Understanding EPDs - Expected Progeny Differences

EPD's are Expected Progeny Differences and are considered the most powerful tool available in making genetic progress in different animal traits. To use EPD's most effectively one must start by understanding EPD Breed Averages and how an individual compares to breed average. The EPD's of the Red Angus Sires can be compared to other Red Angus sires. The EPD's of the Angus can be compared directly to each other. The Simmental sires and Herdmaster EPD's are generated by the American Simmental Association and can be compared to each other.

"How our Herdsires Compare to Breed Averages"

Red Angus Sires					
Sire	BW	WW	YW	M	MW
Boone 8000	-1.8	47	82	9	33
Cherokee	-.6	40	64	20	39
Rib Eye	-.2	43	73	19	40
Dakota Cop.	.0	35	57	17	35
Romero*	-3.9	29	53	26	40
Above&Be*	-8.0	17	51	32	41
Breed Ave.	.2	33	59	17	34

*Calving Ease Sires,

Spring 2009 EPD's for all sires

Black Angus Sires

Sire	BW	WW	YW	M	MW
Traveler 004	3.6	58	106	24	61
Retail Prod.	2.6	47	94	25	60
Juneau	2.0	52	86	20	46
Bennett Tot.*	0.0	45	84	20	44
In Focus*	-1.3	55	100	24	51
Breed Ave.	2.2	42	78	20	32

Simmental Sires- Red and Black

Sire	BW	WW	YW	M	MW
Dream On	-1	35	55	1	28
Olie	-3	30	58	9	24
Remington	2.9	39	60	3	23
Shear Force*	-5.0	22	42	14	25
Breed Ave.	1.3	32	57	3	21

*Calving Ease Sires,

Lot:200

Genetic Composition: ½ Angus ½ Simm

All bulls are polled, unless noted here. (Scurs)

Denotes Red Gene Carrier on some black bulls.

Adjusted 365 Yearling Wt.

Adjusted Yearling Scrotal

Adjusted 205 Weaning Wt.

Ultrasound Data- REA & IMF Adjusted to 365 days

Age of Dam

Dam's Maternal Grand Sire

Dam's Sire

Dam ID

Actual rib fat taken at ultrasound

Born	Birth Wt.	Wean Wt.	Year Wt.	Scrot.
2-26-07	78	709	1389	39
ADG	WDA	BF	REA	IMF
4.1	3.9	.19	14.83	4.53
EPDs-BW	WW	YW	Milk	AOD
-2.8	23	64	5	7

Sire: Dream On Dam: 819N Trav4144/EXT

Footnotes about the bull.

Data Explanations

Catalog Lot # →

Bull color and ID →

Date born & actual BW →

Average Daily Gain in our test →

Weight per day of age →

EPD's generated by Simmental Association →

Sire of the bull →

Sale Day Phone Auction 308-532-1204, cell-Loren 308-520-3836
 Tyrell Rousey, Herdsman 308-530-9279, Lonnie 402-699-5264
 Complementary lunch served sale day!



Why Buy a Hybrid Bull?

The quickest, easiest and least expensive way to improve the efficiency of your cow herd is by taking advantage of maternal heterosis. The hybrid bull makes it simple to maintain this heterosis in your cow herd by stabilizing your cows at the breed combination that best fits your operation.

Here are some of the advantages of hybrid vigor that will allow the beef industry to become more efficient and profitable.

- Commercial cows will have to be crossbred because of the increase in cow productivity

caused by hybrid vigor. Crossbred cows stay in production on average 1.8 years longer than purebred and lifetime productivity increases by 25%. This lowers the number of replacements needed each year increasing number of calves sold.

- Hybrid vigor increases calf weaned weight per cow exposed by 18% which can add \$50 to \$100 per cow unit to your bottom line each year.
- Crossbred cows are on average one score higher in body condition than their purebred counterparts lowering feed cost.
- Hybrid bulls can cover more cows than straight bred and stay in the herd 1-2 years longer than purebred bulls lowering bull cost.
- Cattlemen will need to have a production system that allows them to produce their own replacements. There are advantages to raising your replacement female in the same environment that they will be in as cows. It is not easy to find highly productive, crossbred females with excellent genetics. Producing your own replacements will lower cost for most cattleman.
- Crossbred cows will be bred to hybrid bulls to maintain the best genetic mix for your ranch environment. Many of our customers have stabilized at $\frac{3}{4}$ Angus $\frac{1}{4}$ Simmental and produce replacements that are genetically identical to the cowherd. These herds are managed as a single breed eliminating the cost and problems with rotational forms of crossbreeding.
- Crossbred cowherds will be a combination of both British and Continental genetics due to the complementary effect of matching the strengths of one breed to cover the weaknesses of another. Any breed weakness such as overly fat carcasses, small REA, calving difficulty, poor fertility or bad temperament can be offset by the other breed.

The swine industry recognized the benefits of hybrid vigor for greater efficiency 30 years ago and today most boars are hybrids. Poultry, catfish, corn and soybeans have all moved to production systems using hybrid vigor to increased efficiency. The cattle industry will make the move for the same reason.

“Change is inevitable. Adaptation and survival are strictly optional!”

General Eric Shinseki, Chief of Staff, US Army



“Increasing Efficiency with the Amazing Crossbred Cow!”

← A $\frac{3}{4}$ Angus crossbred cow with her Olie sired bull calf. He sells as Lot 102.

At the 2003 Range Beef Cow Symposium researchers shared these statistics for the *increase in production from the “Average Levels of Heterosis for Traits in Beef Cattle.”* Cattle with Hybrid Vigor or heterosis are more efficient, and the cows stay in production 38% longer with a 25% increase in lifetime productivity. This is a huge economic advantage in favor of the crossbred cow and a Herdmaster bull allows you to maintain that advantage.

Crossbreeding Made Simple Through Using Hybrid Bulls on Crossbred Cows!

Some ranchers have returned to straight-bred cowherds because it is easier and simpler to manage. The traditional method of rotating purebred sires has its headaches. So ranchers are looking for a simpler method of crossbreeding without giving up the benefits of heterosis (hybrid vigor). *Hybrid bulls are the answer.*

The dilemma for cattleman has been what do you breed a crossbred cow to? The hybrid bull solves problems by creating a simple, sustainable, crossbreeding system. Here’s how it works. A cattleman decides what percentage of Angus genetics is right for his cowherd and his resources. Many prefer 75% with the balance being Simmental to give the boost of hybrid vigor and breed complementarity. He then uses a hybrid bull with the same genetic ratio of Angus to Simmental to maintain the genetic mix.

A 75% Angus 25% Simmental cow bred to a 75% Angus 25% Simmental bull produces genetically identical 75-25 offspring giving you identical replacement females as the cowherd. *You get the advantages of heterosis with the simplicity of managing a single breed.*

We continue to believe that every commercial cow should be a crossbred. This research and our years of experience continue to strengthen this belief.

Trait	% Increase from Heterosis
Calf Wn. Wt. Per Cow exposed	18%
Cow Forage intake	2%
Cow Efficiency	2%
Cow-calf TDN consumed	3%
Calf Wn, Wt./Cow Wt.	8%
Cow Longevity	38%
Cow lifetime productivity	25%
<u>Other facts about the crossbred cow:</u>	
Crossbred females reach puberty sooner and breed earlier in the breeding season than their purebred counterparts. MARC	
Crossbred cows on average are one score higher in body condition than their purebred counterparts. MARC	

Do try this at home!