# *Welcome to the 16th Annual Berger's Herdmaster Bull Sale*

*Dear Friends,*

*This is the time of the year when we consider next season's plan. Planning is certainly necessary, but there are also many unknowns we must deal with. The weather, markets and world economic conditions are all things that affect our business. Unfortunately, they are also things over which we have very little influence.*

*So, the best use of our time and energy is to focus on those things we can influence. We can look at our cowherd and ask: Are my cows genetically designed to function well with the resources I have available? Is my calf crop in high demand when they are sold? What things can I do that will give me the greatest return for each additional dollar invested?*

*Regardless how you answer those questions, I believe that hybrid vigor and the advantages of breed complementarity are the two benefits that will pay the most dividends. The improved productivity of the crossbred cow can easily add $50-$100/cow/year compared to her straight bred counterparts. What's exciting is that these benefits are available without any additional cost through a simple crossbreeding program.*

*By using a hybrid bull you can stabilize your herd at the breed combination that you deem most desirable. This allows you to maintain some heterosis in your cowherd while managing it like a single breed. For example, if you think a ¾ Angus X ¼ Simmental combination best fits your environment, you can stabilize you cows at that combination by continuing to breed your cows to a ¾ Angus X ¼ Simmental bulls. This allows you to keep your own replacement females and improves the uniformity of your calf crop because they are all the same breed combination.*

*Our hybrid bulls are called Herdmasters. They come in either red or black. Most are ½ or ¾ Angus with the balance being Simmental. We also have some purebred Angus and Red Angus calving ease bulls that are bred to be used on first calf heifers. If you prefer a purebred Red Angus bull for your cows, 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. The moderate energy ration consisted of 45% dry distillers, 35% corn silage and 20% hay on a dry matter basis. Because of the cold, snowy weather our bulls gained about a ½ lb. per day less than in previous years. The ultrasound measurements confirm that the bulls are quite lean with an average rib fat measurement of only .15" on Jan. 2nd.*

*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 if they had been at the sale themselves. If you prefer to bid over the phone, we will be hosting a conference call during the sale for your convenience. This allows you to listen to the whole sale if you desire. <u>This is a free call, but you will need to contact me prior to the sale for the phone number.</u>*

*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*

## Order Buying:

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 if they had been at the sale themselves. If you wish to use this service, we prefer that you call a couple of days prior to the sale. This allows us adequate time to consider which bulls will fit the needs of your operation and call you back with various options.

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

## 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 were scored by Jolene Granhaupt, a certified ultrasound technician..

## 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, 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.

## 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.

## Conference Call

If you are unable to attend the sale but would like to bid over the phone, we are hosting a conference call for that purpose. This is a free call that allows you to be on the conference call for the entire sale. The conference call will open at 12:30 CST. We ask that you get on the conference call before the sale starts so we can give you your buyer's number and answer any questions. You will need to call us prior to the sale (H 308-532-0939 or Cell 308-520-3836) so we can explain the details and give you the conference call phone number.

## *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 EPD's- Expected Progeny Differences

**Expected Progeny Differences are the most effective tool to compare the genetic differences of two individuals for various traits. Each breed association calculates their own EPD's and are only comparable for individuals within that breed. The Simmental breed calculated EPD's that are comparable for both purebred and percentage Simmental cattle. Consequently, all the Herdmaster bulls in this catalog can be compared to each other on an EPD basis. Some of the bulls have dams or grand dams that are not a part of the Simmental Assn. data base. When the computer calculates the EPD's, the genetic contribution from the dam or grand dam is considered zero if they are not in the computer. The resulting EPD's do not accurately reflect the true genetic value of the bull consequently we have adjusted those EPD's to give a more accurate evaluation.**

### *How our Herdsires Compare to Breed Averages*

**Simmental Sires- Red and Black**

| Sire | BW | WW | YW | M | MW |
|---|---|---|---|---|---|
| Dream On* | -1 | 33 | 52 | -3 | 14 |
| Red Caesar | 3.2 | 48 | 82 | 12 | 37 |
| Red Label | 2.8 | 36 | 57 | 5 | 23 |
| Pacesetter* | -1.2 | 27 | 56 | 7 | 21 |
| Shear Force* | -5.0 | 22 | 43 | 13 | 25 |
| WW 20/20 | 0.0 | 41 | 69 | -2 | 18 |
| Beef Maker | -0.9 | 45 | 67 | 11 | 33 |
| Breed Ave. | 1.3 | 32 | 57 | 4 | 21 |

*Calving Ease Sires

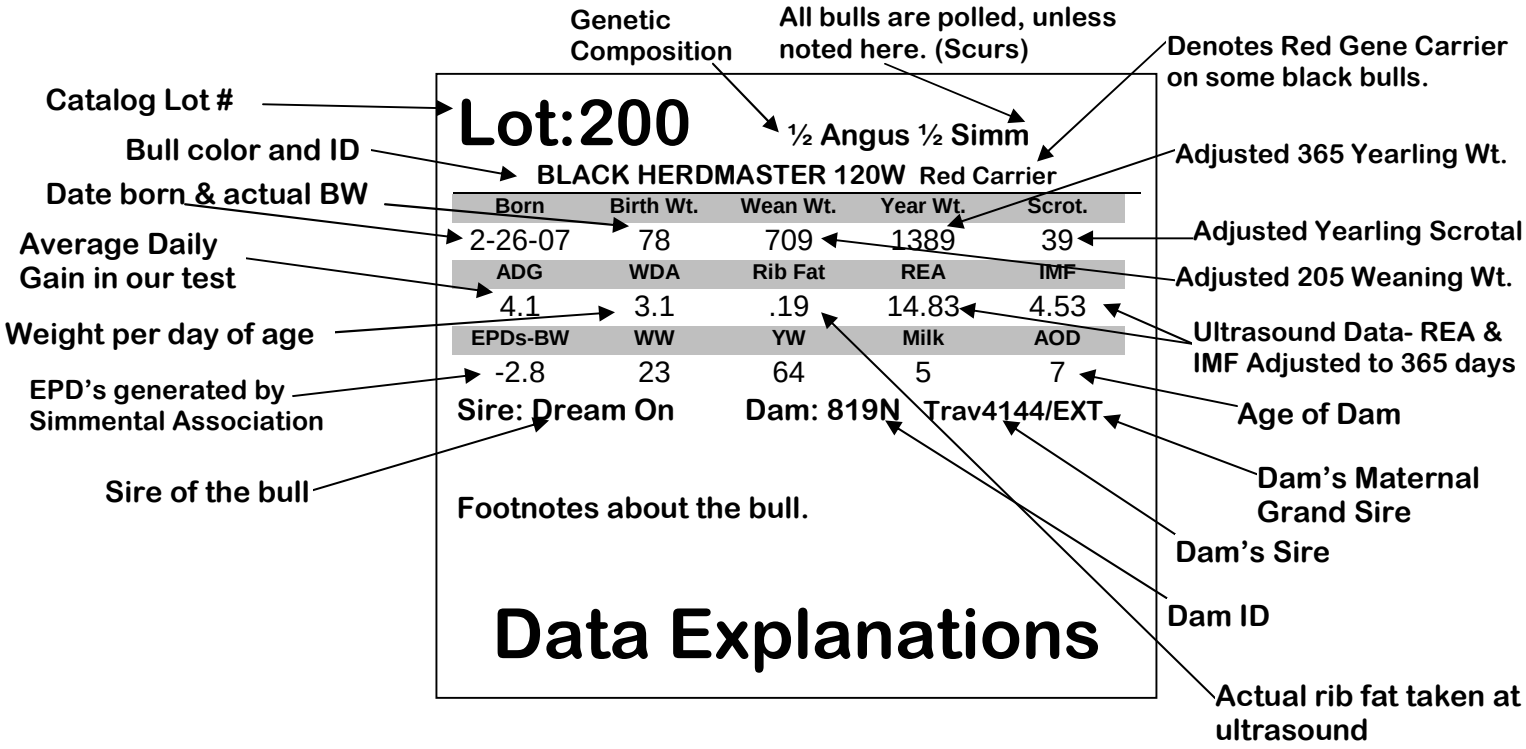
**Red Angus Sires**

| Sire | BW | WW | YW | M | MW |
|---|---|---|---|---|---|
| Major League | -.4 | 42 | 68 | 18 | 39 |
| Gravity | -.7 | 32 | 58 | 13 | 28 |
| Laramie | -.0 | 44 | 84 | 26 | 48 |
| Mission Stat. | -.2 | 39 | 87 | 31 | 50 |
| Conquest* | -3.2 | 38 | 68 | 17 | 36 |
| Breed Ave. | -.2 | 32 | 60 | 17 | 33 |

**Black Angus Sires**

| Sire | BW | WW | YW | M | MW |
|---|---|---|---|---|---|
| Missing Link | -.4 | 49 | 84 | 12 | 37 |
| 4 X 13* | -1.2 | 42 | 72 | 26 | 47 |
| Final Answer* | -1.0 | 61 | 105 | 20 | 41 |
| In Focus* | -1.3 | 54 | 100 | 25 | 48 |
| Breed Ave. | 2.1 | 43 | 79 | 21 | 31 |

**All EPD's are Spring 2010**




**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!**

*Our Herd Sire, Titleist this summer as a 2 year old. ½ Simmental – ½ Angus Sired by Olie x EXT dam.*

# *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 ¾ Angus ¼ 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 ¾ Red Angus 2 year old crossbred cow with her Conquest sired bull calf pictured in July. He sells as Lot 75.

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.

| 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% |

Other facts about the crossbred cow:

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

### *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 than 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.*

## *Do try this at home!*