

September 15, 2011



Power Lines

Power Genetics Fall Bull Sale

September 22, 2011

Bull Test Facility

Arapahoe, NE

Selling 40 Bulls

Schedule of Events

10 a.m. -Deadline for submitting bids

11 a.m. - Bid-off multiple bids

12 p.m. - Sale complete

Sale Rules

- Buyers may bid on any number of bulls
- If not present, leave bids with any Sale Representative
- Bids accepted until 10 a.m. Sept 22, 2011
- Insurance available



GLS COMBINATION

Sale Representatives

J.D. Anderson (308) 962-6146

Deryl Riley (308) 962-6975

Jeff Berry (307) 421-3031

Bull Listing available at:

www.powergenetics.com

Videos available from:

Jeff Berry (307) 421-3031



SAND RANCH HAND



POB 159
416 Center St.
Holbrook, NE 68948
(800) 283-2806

Big Blue Sale Barn

Big Blue Sale Barn was created to market genetically advanced, premium program feeder cattle with the help of our specially trained representatives from ABS and Power Genetics. They work very hard to consign the high quality cattle to fit any program, whether it is Age and Sourced, Natural or NHTC.

A producer's most important day of the year is when they market their calves. We have a select network of buyers and feeders that are only looking for the best. Not just anyone is allowed to buy and sell through Big Blue Sale Barn, guaranteeing your contracts will be honored.



Big Blue Sale Barn specializes in representing ONLY the best cattle.

- ◆ We sell cattle with advanced genetics to fit any program
- ◆ We have top-notch field representatives from Power Genetics and ABS Global
- ◆ We only sell to top-notch feed yards (No Traders!)

If you only want the BEST, buy and sell through Big Blue Sale Barn.

HOW TO SELL CATTLE ON BBSB

Call our office 888.294.BLUE (2583)

Email us at bigblue@savrx.com

A local representative will contact you, arrange to come to your location, and video your cattle

Your cattle will be listed on www.bigbluesalebarn.com for viewing and online bidding

NO LISTING OR VIDEO FEES!

Specializing in value added quality genetics & reputation cattle

HOW TO BUY CATTLE ON BBSB

Register online at www.bigbluesalebarn.com

Or call our office at 888.294.BLUE (2583)

Daily and Pre-bidding before the live sale

Or bid in person on sale day at:
224 N Park Ave - Fremont, NE

-Thank you!-

Big Blue Sale Barn would like to thank everyone who helped make 2011 a huge success!

Bid Online—Bid By Phone—Bid in Person

888-294-BLUE (2583)

www.bigbluesalebarn.com

Feed Efficiency Testing at Arapahoe Bull Center

Visitors to the PowerLine Bull Center in Arapahoe, NE, will see some new equipment that will move the genetics program to the next level. ABS is installing a GrowSafe system to measure individual feed intake on a portion of the bulls that are performance tested there.

GrowSafe is comprised of a series of individual feed bunks where only one animal at a time can eat from each of the individual bunks (called nodes). When an animal sticks its head into the node, the antenna reads the electronic tag number and sends this information to the central computer every second. The scale under each node weighs the feed every second and sends that information to the computer. As the animal eats from the bunk, the system measures the amount of feed that disappears. This process goes on 24 hours a day, 7 days a week, for a minimum of 60 days. A massive amount of data is collected.

“Ultimately, we’re searching for those individuals that gain more weight on less feed. That information goes into a genetic index that combines all other information to give us an estimate of which bulls are likely to sire more profitable cattle. It isn’t cheap or easy, but it is critical to our mission,” said Jeff Berry, ABS Beef Technical Specialist and on-site genetic evaluation manager for the PowerLine Genetics program.

GrowSafe is the *Cadillac* of feed intake measuring systems. It has been used all over the world and is a proven system.

As this issue goes to press, December corn futures are over \$7 per bushel. A semi-load of corn used to cost \$2,000 and now it costs \$7,000. “We have to breed cattle that gain a little more on every pound of corn that they consume,” said Darrell Wilkes, ABS Beef Supply Systems Manager. ABS has been gathering feed efficiency data on Angus sires for over 10 years.

The system being installed at Arapahoe will provide data on Simmental and SimAngus. “Then we have what we need to stack pedigrees for efficiency and profitability. This is an exciting time to be involved with genetic improvement of beef cattle,” Wilkes concluded.



NAHMS Survey Reveals Gaps in Deworming Dogma

Do producers possess X-ray vision? Visual appraisal of de-wormer efficacy spells trouble for producers.

“The vast majority of producers that de-worm are doing so based on a set schedule as apposed to using any type of diagnostics to help them make decisions on whether or not they really need to de-worm or if their program is working,” said Lora Ballweber, DVM, associate professor with the College of Veterinary Medicine and Biomedical Sciences at Colorado State University. “It was evident that less than five percent of producers do any sort of fecal testing to determine what is going on in terms of parasites in that animal.”

The findings are part of the U.S. Department of Agriculture’s (USDA) National Animal Health Monitoring System (HAHMS) *Beef 2007-2008 Cow-Calf Survey* presented at the World Association for the Advancement of Veterinary Parasitology (WAAVP) meeting Calgary. “Producers are using the appearance of an animal to determine whether or not they think their de-worming program is working,” explained Ballweber.

The NAHMS survey gathered valuable information on health, production and management practices in the beef industry. It updates information last collected in 1997 and sheds new light on parasite control practices in the U.S. beef herd and some emerging problems producers face.

Ballweber reported that roughly 70 percent of cows and beef heifers are dewormed at least once per year. Of those producers who do use de-worming products, 85 percent of those surveyed said that de-worming is simply a regularly scheduled event. Some 10 percent of producers de-worm when their cattle “look rough”.

When asked how they gauge the effectiveness of their de-worming protocol, over 80 percent of producers indicated that they evaluate effectiveness solely on animal appearance. Very few producers—less than six percent—have fecal tests

performed to evaluate protocol effectiveness.

“We often get calls from producers who say “my cattle look rough, I need to treat for parasites,” reports Bert Stromberg, Ph.D., Professor of Parasitology at the University of Minnesota. “ We suggest they go to their veterinarian and have some fecal samples taken to determine if there is anything to worry about, or to see if there are other problems.”

Stromberg stressed that producers who base their herd health on appearance, with no measure of the level of infection, are not using an optimum control program.

Parasitology experts like Ballweber would like to see the producer and veterinarian become a team again. “I think we need a good educational program for veterinarians and producers,” said Ballweber.

The survey also reveals that while a vast majority of producers de-worm their adult cows, far fewer de-worm what



Schering-Plough

Stromberg would suggest are the most important animals from an economic and physical standpoint—the calves, replacement heifers, and stockers. Data shows that only 70 percent of operations de-worm their replacement heifers at least once per year; 55 percent de-worm weaned stockers at least once per year; and only 53 percent deworm their preweaned calves at least once per year. Younger animals are more susceptible to health and production losses due to sub clinical parasitism, as their immune response is underdeveloped.

“Maybe the NAHMS data that we have generated will offer us an opportunity to help explain the dynamics of parasitism and the fact that a top choice for de-worming may not always be the cows. Rather I would first focus on the most susceptible animals that we want to keep parasite free,” says Stromberg, who participated in collecting data for the 2008 NAHMS beef survey.

More Eatin' Means Less Treatin'

The **“New” Purina Great Starts** weaning program has a new HANDLE this year that delivers more nutrition at the most critical time - meaning... **“MORE EATIN AND LESS TREATIN”**. Our new PreCon 5 is designed to build faster and higher intakes utilizing your own feedstuffs. Our 5 lb fed product rate includes the full rate of Availa 4 and Diamond V Yeast to support the immune system and rumen population to stimulate forage/grain intakes.

Don't forget to add one W&R Availa 4 tub per 40 - 50 head for those bunk-timid ones.

A recent split trial was conducted at Arbuck-Underwood Feed Yard at McCool Junction, NE, on a group of heifers from the south. The heifers were started on 5 lbs of Pre Con 5 and their TMR starter that included 50% WDG/Hay/dry supplement. Please notice the intake difference, med cost and income opportunity.

The control group was treated with the same health protocol and offered the same TMR starter as the Pre Con 5 group. This pen consumed less at the beginning and lagged behind through the end of test day 22. Please note the Availa 4 tub consumption was higher due to lower intake at the bunk.

Pre Con 5 & TMR Starter Ration

Head/Heifers	39
St Wt	623
End Wt.	713
Days	22
Gain	89
ADG	4.04
FG/DM	4.85
Meds/Cost/Hd	\$9.29
W&R Availa 4 tub	3.11 oz day
Tot COG/Hd	\$81.04
DMI/Hd	19.63
Pre Con 5 Value	+\$14.35 hd.



TMR Starter Ration

Head/Heifers	38
St Wt	639
End Wt	711
Days	22
Gain	70.5
ADG	3.20
FG/DM	5.84
Meds/Cost/HD	\$14.42
W&R Availa 4 tub	3.93 oz day
Tot. COG/HD	\$91.60
DMI/HD	18.75



Pre Con 5 also is recommended for pasture or open lot weaning that support free standing forage intake.



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"We Begin With The End in Mind"



PROTEGE

www.powergenetics.com

Technology vs Livestock—Clash or Cash?

Tod Adams

In 1995, when my then boss called an Electronic ID company to inquire about “individualized” ID numbers for cattle using the RFID tags, the company replied, “Sure, what numbers would you like on them?”



I think about that day often as I have watched this industry evolve over the past 15 years. It seems as though “individualized” animal identification has become the norm for many operations across the country and not to mention those countries which have employed the technology long before the USA. Now, the question most asked during the time when I was out selling EID’s on a “value added” basis to cattlemen around the Midwest was “You want how much for that little tag?” Ok, remember the Can’t See the Forest For the Trees story? This was a prime example of the older generation watching input costs so closely that it was actually costing them way more in production losses than the cost of that little tag. A bit of fear of the unknown did play a part in some of the negativity.

The industry being known as slow to change, has certainly turned about, albeit taking 10 years to do it. We have come a long way over the last 15 years, but we will need to adapt to evolving technologies as they fit our individual

businesses if we expect to feed an additional 3 billion mouths worldwide in the next 45 to 50 years with the same or less sustainable ground to raise livestock and crops. Want a challenge? You got it!

Science and technology will continue to be embraced rather than being shrugged off as we improve upon our production practices. The coffee shop talk will be centered around who’s doing what and at what savings to the bottom line.

We have a hill to climb going forward, but knowing the cattlemen in my area the way I do, they are thinkers, doers, and will adapt quickly to make their operations successful and profitable if the methods are proven.

Power Genetics has taken this in to account for every calf they help market and every bull they sell. As one of the earliest adaptors of the “individualized” ID system, they saw the benefits early on in the system abilities and capitalized on it. I believe Power Genetics to be the premier marketing and genetics program in the USA. While other programs have followed and have replicated parts of the PG program, the cattlemen following through proven results, it continues to be the program that true cattlemen rely on to help in marketing the great cattle they raise to this day. Charge on!!