



# Profit-A-Bull Times

LEACHMAN CATTLE OF COLORADO

Volume 1 • November 2005

Lee Leachman

## Welcome to Profit-A-Bull



Welcome to our first newsletter. We hope to provide you with valuable information that can help make your operation more profitable. *If you like our newsletter, please sign up.* You can either return our

cutout coupon or go online to [www.leachman.com](http://www.leachman.com). If you've sent us your email previously, we'll keep sending you our newsletter online.

There has never been a better time to be in the cattle business – these are really profitable times. *The demand for beef in the United States and worldwide is growing.* Corn production in 2005 is projected to be 10.6 billion bushels – the second largest crop on record. All of this bodes well for cow/calf producers. We should enjoy several more years of strong profits in the cow/calf sector.

However, we all know that these times will not last forever. Producers, who invest wisely and make sound management decisions today, have a chance to ensure their future profitability. *Now is the time to start making the right changes so that you can lower your costs and add value to your end product.* Our new producer seminar focuses on 10 Keys to Profitability. These are a great starting point.

We are at a crossroad as an industry. Cattlemen that follow the current seedstock trends will add growth, mature size, and maintenance cost to their cowherds. Even in our current record high markets, those high cost cows are less profitable than smaller, lower cost, higher reproduction cows. *Our Red Angus, Black Angus, and Stabilizer lines are all selected to produce functional cows that calve easy, flesh well, and have less cost.*

Our breeding program is identifying the rare genetics that can both reduce costs and increase revenue – that means more profit. *Our maternally focused bulls on test still rank in the top 25% of their breeds for marbling and ribeye.* We are excited about the great set of bulls that we have on test this fall. I think they are the best set of bulls you will find to combine maternal traits with feedlot and carcass value.

LCoC is using science to build more profitable cattle. *We have now sold over 2,000 bulls since coming to Colorado, and much of that business is to multi-year repeat buyers.* I sincerely believe that our systems are working. We'd like the chance to earn your business.

Sincerely,

### Table of Contents

#### Page 2

- Cooperator News
- 10 Keys to Profitability
- New in the Office
- Customer Successes
- Heard in Colorado ....
- Classified Ads

#### Page 3

- In Our Bull Pen - The Newest in Genetics at LCoC

#### Page 4

- Cattle for Sale
- Dates to Remember

**Sign Up for Profit-A-Bull Times on Page 3!**



Lee Leachman, Manager • Ben Lohmann, Sales

5100 ECR 70 • Wellington, CO 80549

Exit 281 on I-25 • 15 miles N of Fort Collins • Horton Research Center

(970) 568-3983 • [www.leachman.com](http://www.leachman.com)

Write, call or log-on for your catalog today!

### LCoC Style Maternal Efficiency



A moderate sized female, run on native range, bred back 1st cycle AI, and producing 50% of her body weight! See her Exactly son, G174R, on test.

## Cooperator News

Announcing a wedding in the Lambert family. Hilary, the youngest daughter of Hi and Charlene Lambert will wed Aaron Peterson on January 21<sup>st</sup>, 2006. Aaron works at a local feed yard and farm. Hilary plans to attend nursing school and also sings with her sister Ashley in their Christian band called, Validity. We wish the young couple a joyous start to their marriage.

Shamrock Nook Red Angus held their "Top of the Rock Sale" on October 22<sup>nd</sup>. Bred heifers averaged \$2,592 and heifer calves averaged \$1,737. The top selling female was a \$4,200 Gravity heifer calf that sold to Jeff Grunzell, WI. Buyers were especially impressed with the Gravity daughters. Gravity is siring an unreal amount of thickness, depth of rib and flank, all combined with structural correctness. Make sure to see his son in our Denver exhibit and the bulls on test for our March sale.

LCoC is pleased to welcome the herds of Chris and Vera Gruble and Leo and Iva Gruble into our cooperator program. The Gruble's were a

long time producer for Pioneer Beef where they raised RX3 composites. In 1998, the Gruble's began using Stabilizer bulls on their RX3 herd. Today, they have second and third generation Stabilizers bred up from their RX3 base. The cowherd runs on native pastures east of Sturgis, South Dakota.

**FLASH:** The entire Mott Angus herd has sold to Top Line Cattle of Middletown, California. Top Line is a partnership formed by Mike Browning, Bill Kempf and Randy Sternberg. The group will focus on raising high quality Red Angus and Black Angus seedstock. We are excited about their joining our team. Our long time friends, Dick and Troy Mott and their families have moved to Oklahoma. Troy will be running a couple hundred top Angus females. Dick and Troy are also excited about their involvement in a ranch in Paraguay! Dick and Troy also participate in LCoC through an ownership interest in our Hairpin Elite Nucleus herd. We are excited that the Mott Angus herd will stay in the program. We look forward to our ongoing relationships with Top Line and with the Mott family!

### New in the Office

In mid September, Kristie Allen joined our staff at Leachman Cattle of Colorado. Kristie is our primary customer contact person and she helps me run the office. Kristie fills the position held by Audrey Anna Charchalis, who left to pursue a job with USDA in Fort Collins. We wish Audrey Anna the best of luck and appreciate the great job that she did for us. We are confident that Kristie will continue the tradition of providing a friendly and helpful contact in the office.

### Customer Successes

On October 21st, Watson Ranch Inc, Morris, OK sold 87 weaned steer calves at 550 # base weight by Leachman Red Angus bulls for \$1.33 per pound. Similar weight calves at the same sale in the same region sold from \$1.17 to \$1.25. Watson Ranch earned a premium of \$38.50 per head over the top of the market that day. Send us your stories for next month!

### Heard in Colorado ....

"A lot of people raise some good bulls, but very few breeders have bulls in volume with EPD's and actual numbers to fit the overall criteria.... Again thanks, and we look forward to doing business in the future."

*Shorty Jones, South Dakota*

"Thank you so very much for coming to ARDEC to talk with us when our group of North Carolina Angus producers visited in July. We truly appreciated the opportunity to listen to your philosophies on breeding and feeding cattle...." *Joseph & Linda Hicks, North Carolina*

"The right size cow for the environment is the cow that optimizes production, not the biggest cow that the environment can take."

*Dallas Horton, Colorado*

## 10 Keys to Profitability

Watch for our new seminar, titled *10 Keys to Profitability*. Our first meeting, in Magazine, Arkansas on October 25th, attracted 110 attendees. We'll be traveling around the High Plains presenting this talk between now and February, 2006.

- **Written Goals:** Set a goal for profitability.
- **Lower Costs:** Low cost producers stay profitable in the long haul.
- **Live Calves:** Calf crop percentage is a key to profitability.
- **Crossbred Cows:** Crossbred cows produce 23% more than straight-breds.
- **Profitable EPD's:** Select for profit, not just bigger EPD's.
- **Less Capital:** Return on equity requires careful use of capital.
- **Managed Grazing:** Optimize the use of your most capital intense asset - land.
- **Smart Marketings:** Use all your marketing tools to get paid for your work.
- **Professional Partners:** Use professionals like your veterinarian, your marketing representative, and your bull supplier to help you fine tune your operation.
- **Measured Results:** Measure your results. It's the only way to improve.

We hope to have this presentation available on video tape by Spring. If you have a meeting planned and need a speaker, drop me an email at [lee@leachman.com](mailto:lee@leachman.com).

## Classifieds • Classifieds • Classifieds • Classifieds • Classifieds

**Pasture Wanted:** Seeking a long term grass lease with seedstock management ability. Management will include weighing and tagging calves, AI, and recording individual animal weights.

**Seeking a Repro Tech/Herdsman:** We are seeking an individual with experience managing donor females and implanting embryos. Additional skills in the areas of cattle fitting, ultrasound, and people skills would be desirable.

**Internship Available:** LCoC has a position open from January through June. This internship would involve active participation in the marketing and sales of our cattle leading up to and following our Spring sale. The internship is a paid position. This is ideal for an individual with a good work ethic, strong people skills, and an interest in the seedstock business.

**Wanted A.I. Test Herds:** At LCoC, we are committed to evaluating our herd sires on profitability through real world progeny testing. We are looking for herds that can AI, track parentage, tag and weigh calves, and keep accurate records. Herds must be able to AI at least 200 cows to qualify. Free semen and premium incentives are available.

To Respond to an LCoC Classified, please send emails to [kristie@leachman.com](mailto:kristie@leachman.com) or phone our office at (970) 568-3983.

## Up and Coming Genetics

# In Our Bull Pen

We have over 1000 bulls on test. They represent the highest profit potential, maternal bulls we can raise. They are just right with an average birth weight of 80 pounds. They will produce cows that are both fertile and the right size. These bulls are loaded with carcass merit for both marbling and muscle. Each year, we test new sires. Here are the new lines that are catching our attention as we start our gain test.

### New Angus Sires:



#### **LCC Arrival G847N:**

Arrival was the Lot 1 bull in our inaugural 2004 sale after being a

favorite in our NWSS display. He is an awesome individual who combines exceptional muscularity and capacity in a very moderate framed package. **Arrival is just the kind of bull that the Angus breed needs to moderate frame and combine carcass merit with functional maternal traits.** Arrival stacks two of the heaviest muscled, moderate framed bulls in the breed – Future Direction x Papa Forte. The dam and granddam are both now in the Monarch herd in Louisiana. Arrival's first calves are really stamped with his type and kind. Arrival's birth weights are very moderate and he averaged 100.4 on weaning.

**LCC Innovation H009N:** Innovation is the highest \$Profit bull that we have raised in two years – higher than the more than 2,000 other bulls we raised. His marbling EPD ranks in the top 2% of the breed. His ribeye area and percent retail product rank in the top 1% of the breed. Innovation carries a +51.70 \$Beef – also ranking in the breed's top 1%. Innovation combines the growth, carcass, moderate mature size, and type that we want. **Many of our cooperators have commented that Innovation is the best black Angus sire that we have used to date.**

### New Stabilizer Sires:

**LCOC Powerball N143N:** Powerball is a black, homozygous polled, F1 Gelbvieh x Angus sire. **Powerball was the most heavily used sire in our system with over 70 sons on test.** Powerball is sired by LCC Keno 8008J. Keno 8008J represents four generations of planned matings that stack Keno x Z138 x Rolls Roych x Pollers Pride – four of the best bulls you'll find in the Gelbvieh breed. Powerball's dam is a daughter of Sitz Alliance out of an EXT x Executive 727 bred granddam. Powerball's performance data was just right with a 76 lb. birth weight, a 721 AWW, and a 1233 YW. He scored a 41.3 on scrotal and had a 5.8 frame score. His ultrasound data was rock solid with a 107 ratio on IMF and a 14.2 REA. Powerball sons will be very popular Stabilizers with added length of body, moderate birth, and great carcass merit.

**RDDS Future Prototype 13M:** Prototype is a black, polled, F1 Simmental x Angus sire. He has over 40 sons on test. Prototype is sired by the Simmental carcass standout, Lucky Dice. On the dam side, Prototype is out of an exceptional daughter of the proven superior Angus sire, Traveler 6807. Prototype is a clean made, deep sided, easy fleshing bull. Prototype topped the Deiter sale in 2003 and is a featured composite sire at CRI/Genex. He scanned with a 14.9 REA and a 6.15 IMF. **Prototype sires moderate frame, acceptable birth, and great carcass conformation.** Look for these sons on test.

**Flying H Exclusive:** *Exclusive is the undisputed EPD leader in the Gelbvieh breed.* Exclusive is in the top 5% of the Gelbvieh breed on a whopping seven traits including: calving ease, birth weight, gestation length, ribeye area, marbling, fat, and grid merit. He is the number 3 proven bull in the breed on marbling. Exclusive is also homozygous black and homozygous polled. 38 sons are on test. Most are F1 Gelbvieh x Angus.

### New Red Angus Sires:

**LCC Gravity B252L:** Since we evaluated Gravity as a yearling, I thought that he had the potential to be one of the best bulls in the Red Angus breed. Our first calf crop out of Gravity sold in the Leachman dispersal in Montana. The calves spread into herds across the country. This year in our March sale, we have a full crop from the Shamrock Nook herd in Wisconsin – **these Gravity sons could be the best sire group of Red Angus that we have ever weaned.** Gravity sires unreal muscularity in a moderate framed, structurally sound package. Look for the Gravity son in our exhibit at the NWSS and NCBA this year.

**LCC Joe Kidd A498N:** Joe Kidd is our pick of the Stalburn Kindle sons that we have raised to date. He is a Kindle out of an Above Heaven x EBV Chiefdom x Canyon Chief. **This line will offer superior marbling in a larger framed, big capacity package.** Joe Kidd's sire, Kindle, is the highest marbling bull in the Canadian Red Angus sire evaluation.

## Females On Test

*If you are looking for females to breed in the Spring of 2006 – put our sale date, March 29th, on your calendar. We will be offering:*

- 380 Purebred Angus Heifers
- 90 Purebred Red Angus Heifers
- 250 Seedstock Quality Stabilizer Heifers
- 1400 Black and Red, Angus Hybrid Commercial Heifers
- 100 Fall Bred Angus, Red Angus, and Stabilizer Cows

Yes, I want to be on your e-list for the Profit-A-Bull Times newsletter.

Yes, I want to receive the Profit-A-Bull Times newsletter in print.

I'm interested in purchasing Leachman genetics, please call me.

Call me about a Leachman classified listing in this issue.

Name \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Send us your correct name and address if different from the name listed on the other side of this coupon.

On Our Show List

# Cattle For Sale

## Great 18 month old bulls priced from \$2000 to \$4000.

We have over 100 long age bulls for sale. They are terrific.

Take a look at their kind and type pictured below.



**Red Angus A151P:**

Candidate for best Red Angus bull. +79 YEPD.



**Stabilizer X162P:**

822 lb AWW, 1374 lb AYW, 46 cm. scrotal, Power!



**Stabilizer X262P:**

Great disposition, great muscle, great performance.

## It is Time To Trade Up!

There has never been a better time to sell you commercial cows and buy into a seedstock herd. At Leachman Cattle of Colorado, we are offering the opportunity to buy females from our gene pool and then join our cooperater system. You can start at the top and earn a premium on every calf you raise. Study these opportunities and call Lee Leachman (970-225-1585) or Ben Lohmann (970-568-3983) to learn more.

**Watts Red Angus Herd:** Two pot loads (60 head) of elite Red Angus females. These cows are right in their type, age, and bloodlines. Included are top daughters of No Equal, Heaven or Bust, and Cherokee – just to name a few. These cows will calve in late February and March. Top load priced at \$2600, 2nd load at \$2,100, or all to go at \$2250.

**Stabilizer Cows:** Two pot loads (70 head) of Stabilizer cows. These cows are GV x AN F1's, SM x AN F1's, and multi-generation Stabilizers. They are all AI bred to our top, young Stabilizer sires. These cows will calve in late February and March. Best load at \$1,950, second load at \$1,750, or all to go at \$1,800.

**Stabilizer Replacement Heifers from Tessari:** Two pot loads (80 head) of Stabilizer yearling heifers. These heifers come straight out of the elite Tessari herd in Montana. They are raised at high altitude and are really fertile and productive. All of the heifers are solid red or black, and polled. Bred to LCoC Angus and Stabilizer bulls via AI the 17th and 21st of May and by natural service cleaned up until the 25th of June. The heifers will weigh between 1150 and 1200. Even loads priced at \$1,500 per head.



**Stabilizer X266P:**

Moderate framed, unreal carcass shape, 84 lb BW.



5100 ECR 70 • Wellington, CO 80549

Exit 281 on I-25 • 15 miles N of Fort Collins • Horton Research Center

### Quote of the Month

*Live simply. Love generously. Care deeply.  
Speak kindly. Leave the rest to God.  
Anonymous*

FIRST CLASS  
US POSTAGE  
**PAID**  
LONGMONT, CO  
80501  
PERMIT #16

### December 6th – 8th, 2005

Exhibit at the Four States Extension Meeting, Rapid City, SD

### January 5th – 16th, 2006

Exhibit at the National Western Stock Show, Denver, CO

### February 1st – 4th, 2006

Exhibit at the National Cattleman's Beef Association, Denver, CO

### March 28th, 2006

Spring Break Bull Sale  
Wellington, CO, 600 Bulls

### March 29th, 2006

Spring Break Female Sale  
Wellington, CO, 2250 Females



## Profit-A-Bull Times

LEACHMAN CATTLE OF COLORADO

(970) 568-3983 • www.leachman.com

