

15th Production Sale

APRIL 18

At the Feiring Angus Ranch

1:00 P.M. (CST)

3 Miles East of White Earth, ND

SELLING

**92
YEARLING
BULLS**

**5
TWO-YEAR
OLD BULLS**

**120
YEARLING
HEIFERS**

REALISTIC

Webster Dictionary Definition: tending to face facts, practical rather than visionary

- Real World:** Functional Not Pampered
- Economical:** Priced and Bred
- Angus:** Thick, Deep Ribbed, Easy Fleshing, Calving Ease
- Longevity:** Providing Trouble Free Genetics
(90+ years combined raising Angus cattle)
- Integrity:** Honest, Practical Data and Results
- Satisfied Customers:** Over 80% Repeat Buyers
- Two Programs:** One Sale - Quality Runs Deep
- Inheritability:** Function = Efficiency = PROFIT
- Convenience:** Free Delivery, or \$50 off if picked up Sale Day



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**ASH COULEE
RANCH**

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Phone Bids

For more information or to request a sale catalog please contact us

Sight Unseen
GUARANTEE

PERFORMANCE TESTED

All Bulls are
**CARCASS
ULTRASOUND**
and
**FERTILITY
TESTED**

A FEW GOOD COWS

In my opinion, North American farms and ranches are the most productive in the world. We are also the least profitable, if one defines profit as selling price minus expenses. Most technological solutions are expensive and hard to justify when our products have a relatively low economic value, plus these technological solutions rarely work in the long term. We have more technology at our disposal than ever before, so if technology solved our problems, our difficulties would be simpler and fewer in number. Most farmers and ranchers I talk to, however, seem to think we have more problems than ever and that their complexity has increased.

Let's take a look at some of the technology that has evolved over the years. We all tried to increase weaning weights and were led to believe our ranches would be more profitable the more pounds we had at weaning time. What happened when our cows needed more and higher quality feed to maintain them than a ranch can produce? We bought inputs to help them produce more. However, this last year has been an eye opener to input costs and what effect they have on the bottom line. Inputs can cost more than we can economically gain from them. We can hope these costs will come down, and some have. However, the price we receive for cattle is down as well. A very good friend hit the nail on the head when he said he was not trying to increase cow size, just his weaning weights. Why are we not talking about profit margins in the sale barns and at bull sales, coffee shops, and cattle meetings?

EPD's are the other technology issue I would like to address. This tool often has too much emphasis placed on it. We are led to believe that we can compare cattle from different environments and

management practices. I believe the same animal would have a different performance level in a North Dakota environment than it would have in Florida's environment. The animal would not perform the same.

The same cow would not perform the same in neighboring ranches, either, because of management practices. No two people feed or manage the same. If you asked two people to fill a bucket of grain, the buckets would not weight the same. One would pack the bucket full to the brim, and the other would fill it 3/4 full so as not to waste any grain while carrying it. One rancher believes he feeds too much hay if his cows are not cleaning up every crumb, while another rancher thinks he isn't feeding enough if his cows are not lying in a few leftovers.

Besides the quantity of feed, what about quality of feed? You can only compare animals when every factor is equal. Most ranchers know that the pasture trumps the show ring when it comes to identifying a "good" cow. When most of us look at our own cattle we get blinded by traits we like and tend to overlook aspects that may or may not be as strong.

Now that I have confused some of you and offended others, allow me to explain more. Take a bull from an ideal environment. The animal has excellent growth genetics, all the extra feed and inputs it needs, never had to walk up hill to get a drink of water from a muddy dugout, and was weaned from its mother at 850 pounds. Now bring home a bull from an environment that wasn't so good and that weaned off its mother at 650 pounds. Which bull will work best for you? The answer to that question depends on your management practices and on the environment in which you place their offspring. The 850 pound weaned bull may work fine for you if you have very good management, excellent feed, and an environment similar to the one the



DOUG'S PHILOSOPHY

bull was raised in. If the bull lacks any of these requirements, he may never sire a calf his equal.

On the other hand the 650 pound weaned bull may sire just as many pounds in his offspring because he had more growth than the environment he was raised in allowed him to express. This is why cattle breeding is a science! I would advise you to scratch through the surface when looking to buy cattle that you expect will make you a profit. There's more to a book than the pretty picture on the cover. Most people mask their true environment because modern day man seems to think he can do a better job than Mother Nature.

What would happen if instead of fighting nature, we worked with it? Nature selects animals to fit the environment. Tom Lasater, once said, "I think nature is smart as hell. I help as much as I can but I try to let her do most of the work."

In many ways we have engaged in a war against our natural environment. Armed with an impressive arsenal, we seed and fertilize and spray and mow and plow and burn. We vaccinate, drench, implant, and supplement. We feed from barrels, blocks, bales and bags. We keep bunkers full of hay. We fight the weather to get feed to the cows and struggle to save calves born in winter and spring storms. All these things have made us productive, but have they made us profitable? A quote I read the other day said "There's lot of oil in a pound of steak," referring to the fossil fuel infrastructure of our industry. Food for thought!

*May all your pastures be green!
God Bless!
Doug Feiring*



THE BOTTOM LINE? MORE FOR LESS!



THE BOTTOM LINE? MORE FOR LESS!

FEIRINGS ROYAL FORTUNE 342

Reg. no. 14585878



A line-bred Rito, very docile, easy keeping and his dam is one of our best cows. Many times a pathfinder dam and still producing at 13 years of age.

PINEBANK WAIGROUP 152/04



- Recommended for use on virgin heifers
- At 14 months he weighed 1071 lbs, 13.5 sq inches REA and 4.6% IMF - no supplements - only grazing.
- His dam is 12 years old and the top indexing cow in the Pinebank herd.

PINEBANK WAIGROUP 41/97



- Excellent disposition • Extremely sound on his feet and legs
- Sires easy fleshing, highly fertile daughters with excellent udders
- Excellent temperament
- Both 41/97's dam and grand dam had 11 calves and were 13 years old when retired from the Pinebank herd.

★ ★ ALSO FEATURING ★ ★

FCC Linebred 6118 • Feirings Freedom 347 • Feirings Dateline 354



WHAT ARE ECONOMIC TRAITS?



Many genetic traits contribute to economic success in the cattle business.

★ FERTILITY RANKS #1 ★

Other necessary economic traits include:

- ★ Longevity
- ★ Mothering ability
- ★ Soundness
- ★ Trouble free animals
- ★ Efficient forage converters, easily changing grass into pounds of meat
- ★ Easy fleshing
- ★ Disposition
- ★ Sound udders
- ★ Harsh climate adaptability
- ★ Honesty from breeders

If economic traits interest you as a cattleman, be sure to attend the Feiring Angus Ranch and Ash Coulee Ranch combined production sale.

SATURDAY, APRIL 18, 2009 AT FEIRING ANGUS RANCH