

WHERE CATTLEMEN CAN FIND ENOUGH OF EVERYTHING



and

ASH COULEE
RANCH



Saturday, April 19, 2008 + 1:00 p.m. (CST)

14th Annual Sale

Sale held at the Feiring Ranch, located 3 miles east of White Earth, ND



**Free Delivery
(250 miles)
or \$50 off per
bull picked up
sale day!**



SELLING:

**ACTUAL: BW, WW,
YW and SALE WT.**

- (4) Two-Year-Old Bulls + (96) Yearling Bulls
 - (100) Commercial Yearling Heifers (4) Registered Yearling Heifers
 - (2) Yearling Stud Colts (2) Ranch Broke Geldings
- Horses from MH Quarter Horses Ph. # (701) 627-4949*

For a catalog or more information, contact us.

Doug & Ceylon Feiring
6698 94th Ave. NW, Powers Lake, ND 58773
(701) 755-3449 + Cell (701) 629-1912
Fax: (701) 628-1258 + dfeiring@restel.net

Scott & JoAnne Davis
305 5th St. NW, Tioga, ND 58852
(701) 664-2294 + Ranch (701) 755-3382
ashcoulee@yahoo.com

WWW.FEIRINGANGUSRANCH.COM

PERFORMANCE, CARCASS AND FERTILITY TESTED

KEEP IT SIMPLE!

What has made the Angus cow so popular is her ability to adapt to most environments, her calving ease, mothering ability, fertility, and longevity. Because some Angus breeders have added more growth, milk, and carcass traits to compete with other breeds and therefore may have lost several of those traits, even as Angus breeders we need to think in terms of maternal, balanced traits, and terminal genetics. Fortunately, within the Angus breed we can find all the traits we need. Angus cattle have become the largest breed and within it you can now find the genetics to make the ideal cow, the ideal market steer, and the ideal grass finished beef. (One bull cannot do it all.) The majority of Angus breeders strive for the ideal industry type, but not everyone has followed this path. There are Angus breeders breeding cattle similar to those found 30 years ago, those breeding for the ideal industry type, and those that breed for everything in between. We can use this to our advantage.

Cross-breeding did not work for most people for a couple reasons: ranchers did not have enough cattle to keep the rotation going, or they did not want to sort cattle up for breeding. They soon ended up with a mongrel herd that was inconsistent, more difficult to market, and with different colors and less predictability.

The composite or cross-bred (Hybrid) (Balancer) (Sim/Angus)



bull marketed today has weaknesses. If it's a simple cross-bred ($\frac{1}{2}$ Angus and $\frac{1}{2}$ Continental) bull used on high % Angus or pure-bred Angus cows, most of the heterosis is lost, as the first cross has the most heterosis. The dominant genes will be Angus and you'll have $\frac{3}{4}$ Angus. Simply put, F1 is a better female than the straight Angus or Hereford cow. But then there's the question as to what do you breed her to? Leachman says the composite is like mixing paint. If you mixed red and white paint together you get pink. And no matter how you shake it up, it stays pink. To make the composite work you need a 4 breed crossbred bull and 4 breed crossbred cow. Maybe it works, I do not know. What I do know is there are lots of good marketers and promoters out there.

The basic nuts and bolts boil down to a few simple facts. To have a more efficient cow you'll need to select for early maturing, very moderate to smaller type genetics. The first 2 years you breed her to smaller, lower growth, with a lot of calving-ease, moderate milk, very easy fleshing, deep-ribbed bull. Select your replacements out of this mating; then when she is 4 years old, breed her to a more growth bull with calving ease and carcass traits. This is very simple to do within the Angus breed. Yes, you may give up some growth, but you'll have as much growth as our environment in the northern plains can sustain. There is no free lunch. Cows are our factory and in the North we endure long cold winters. Cows need the ability to consume very low quality forage,

DOUG'S PHILOSOPHY



survive and reproduce without extra inputs. My grandfather told me once that the Angus cow did not need high quality feed to function. Where did we go wrong? Going for more growth! Remember we all must be profitable: the cow-calf operator, the stocker, feed-lot, and packing plant, and in the end still offer a product the consumer will enjoy and pay a premium for over other sources of meat.

I do believe that there is more money to be made with a smaller cow that we do not maximize for growth and milk. We need a cow that will reproduce to 10 years of age and beyond, not the most productive female that we have to replace more often. If we lower our replacement cost and our feed cost, I believe the commercial cattleman will become more profitable than by producing the most pounds of beef per cow like we are trying to do now. And if you stay with the Angus breed your calves will be consistent, predictable, and will bring a premium because they are Angus.

Thank-you for your support and interest in our program! One of the most gratifying things in our business is the friendships and the relationships we have made over the years with so many of you! We hope your investments in our program are working for you and meeting your expectations. We take our job in the seed stock business very seriously. If you have any questions, concerns, or ideas as to how we can better serve you, please call us.

Doug Feiring

THE BOTTOM LINE? MORE FOR LESS!



THE BOTTOM LINE? MORE FOR LESS!

CINCH 101

Reg. no. 13954842

BW	WW	YW	Milk	\$B
+0.2	+48	+93	+29	+41.25



Cinch 101 is a perfect heifer bull with plenty of growth, balanced carcass and he stamps his calves with eye appeal. Grand dam is Royal Rito's dam.

NEW HORIZON 2000

Reg. no. 13683940

BW	WW	YW	Milk
+3.3	+45	+76	+19



New Horizon 2000 is a big bull siring calves with moderate BW, growth and bigger rib-eyes. He is an excellent breeder, very gentle and at 8 years of age is very sound.

SIRE S

SIRE S

SIRE S

CONNELY FRONT PAGE



Reg. no. 13676411

A calving ease sire that we used for rapid growth, added muscle, volume and fleshing ability.

BW	+0.08
WW	+50
YW	+85
MILK	+18
\$B	+31.53

Connealy Frontline
Connealy Forefront
Eileen Heartland Conanga 6443

GDAR Traveler 044
Ebony Lit of Conanga 840
Ebony Lil of Conanga

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 12 years of age.

FEIRINGS FREEDOM 347

Reg. no. 14579222

Dam and Grand dam are pathfinder dams. Are easy keeping dams with excellent fertility and longevity. Dam still producing at 12 years of age.



BW	WW	YW	Milk	\$EN
+0.6	+38	+69	+21	+6.87

SIRE S

SIRE S

SIRE S



BW	WW	YW	Milk	\$EN
+3.1	+48	+84	+20	+3.44

★ ★ ALSO FEATURING ★ ★

Baldrige Kaboom • Boyd New Day • 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 19, 2008 AT FEIRING ANGUS RANCH

6698 94th Ave. NW
Powers Lake, ND 58773



