

DAHL LAND & CATTLE CO.

Your Heterosis Headquarters!

RED ANGUS • SOUTH DEVON



The DLC F-1 Mother Cow –

The heart and soul of what we do!
She is fertile, sound, feminine and adaptable.

Ranchers –

Are you looking to have a cowherd that will produce 20% more pounds of calf weaned per cow exposed?

Then you need to start with the “right” genetics!

The Red Angus and South Devon breeds complement each other in a very positive manner. When crossed, they create a F-1 female that’s equal to any and superior to many!

We have the “right” genetics to improve your herd’s profit!



Mr Classic 069



Ms Rocky 840

Annual Production Sale

Tuesday, May 6, 2014

1:00 p.m. CDT • Napoleon Livestock
Napoleon, ND

**60 Range-Ready Yearling Bulls
125 Purebred and F-1 Yearling Heifers**

DAHL LAND & CATTLE CO.

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*Call or write for a catalog or,
better yet, stop in for a visit!*



Dear Cattlemen:

It's a new year and so far it is looking like a great marketing year for cattle. Dahl Land & Cattle Co. has been producing and selling seedstock for over 50 years. And with the bull and heifer sale season getting underway we wanted to touch base with our friends and customers to say Happy New Year and to remind everyone of our annual sale on May 6th. We will be selling 60 yearling bulls and 125 yearling replacement heifers on the 6th. We hope you will be able to attend.

As we said, we have been producing and selling seedstock for over 50 years. During that time we have had the opportunity to raise Hereford, Black Angus, Salers (Black and Red), Red Angus and South Devon (Red and Black) and several crosses of those breeds. We got started producing Hereford bulls in the 1960s when performance testing became a way to escape from the show ring and short, compact, light weight cattle. The Hereford and Black Angus breeds were predominant at that time and the black baldy became popular and profitable; that was before they were called F1 or first cross.

The move toward bigger cattle was accelerated by importing the larger European breeds to cross with the smaller English breeds. The English breed associations frowned on registering any crossbred cattle, which encouraged new breed associations that would. We are starting to come full circle. There are some people in our business preaching for smaller cattle again. Whoa! Let's be smarter and more profitable this go-round. We mentioned earlier that we've raised our own bulls to use on our 500 cow commercial herd from five different breeds during 50 years and what we've found is that NO breed does it all or the best. They all have both strong and weak points. Most if not all the national breed associations are doing a good job of measuring EPDs and we're pleased that some South Devon breeders are leading the way in testing for feed efficiency. We are too! In fact, last year the South Devon Association tested all sires for feed efficiency. We are proud to say that we have the second-highest bull in the nation for feed efficiency in our herd.

Our goal is to have a 66 commercial cow herd. That would be a cow with a frame score of 6 and a body condition score of 6. We've found that to maintain a frame 6 commercial cow herd we need to have a 6.5 to 7.0 purebred cow herd. We have found that our current F1 cowherd (South Devon x Red Angus or Salers) has done the following:

1. Has a calf at 2 years of age and wean at least a 95% calf crop every year.
2. Weans a calf that weighs at least 600 lbs. at 6 months of age.
3. Weans a calf that is structurally sound and correct enough to top the market.
4. Weans a calf that is feed efficient in the feedlot and is in demand.
5. Produces a bull battery that is highly fertile, has feet like iron and is structurally sound.

When looking for new genetics, we've made the same mistake as a lot of bull buyers of being influenced by too much fat. It's easy to do. They look so good, but they go to hell so quickly! That's why we have been raising our own range bulls for 50 years and why we don't sell seedstock that are too fat.

If you currently have a Red Angus, Gelbvieh, Simmental or Black Angus cowherd and need to develop an efficient, profitable F1 cow herd, Dahl Land & Cattle Co. is your "Heterosis Headquarters." Come to Napoleon, N.D., on May 6, 2014, and check out our program. You'll find well-grown – but not too fat – bulls and heifers for sale!

We really hope to see you there.

Sincerely,
Dan, Jeff, JD and Jack

We test our genetics on our own commercial cattle!



We sold 100 April-born steers on Oct. 31, 2013, at Napoleon Livestock. With no creep, right off the cow and after a 30-mile haul, they weighed 622 lbs. and topped the market that day. They went to Wayne Schulz's feedlot and were fed for a 3.0-lb.-per-day gain. On Jan. 20, 2014, they weighed 899 lbs. and had gained 3.42 lbs. per day during one of the coldest winters in recent memory. There was only one calf doctored in the group. All of these steers were out of F1 cows.



On January 24, 2014, we sold another load of steers that weighed 813 lbs. and averaged over \$1,300.

We prove that our genetics work and we offer those same genetics to you!

Photos of 2013 DLC steers taken January 2014.

We will be offering 60 yearling bulls like these on May 6!



Keep in mind that for the average calf, you go back three generations – that's roughly 88 percent of its genetic makeup come from the last three sets of bulls that you bought. With this in mind, doesn't it make sense to buy bulls that have a proven track record, that have been selected for the important genetic traits required to get a live, rapidly growing calf to market that will improve your ranch's profitability? There is a lot of competition out there for your bull and replacement heifer buying budget. Because of that, there is a push to have earlier sales to be the first to appeal to you, the bull buyer. Because of earlier sales, there are more offers to keep your purchases until later in the spring, more offers for fertility testing before your bull is delivered.

Our sale is in May for several reasons. It lets the bulls and heifers mature at a slower pace so they can express their natural genetic performance without pushing them and potentially ruining them. We feed the cattle until May without having to advertise that fact, every bull is fertility tested prior to sale day and guaranteed a breeder, and every heifer is Bangs vaccinated and Preg Guard vaccinated. We've done all the work for you – even to the extent of taking the first step in a crossbreeding program by not only offering bulls and heifers that are proven to work well in crossbreeding programs, but

also by offering F1 (Pound-Maker) bulls and heifers to our customers that can then be used in so many ways to further your breeding program. Finally, there is no risk for your purchase to get injured or sick between purchase and delivery because if an animal gets injured or sick before our sale, "it isn't in the sale."

There will also be 125 yearling replacement heifers like these in the offering on May 6th!

Heifer photos taken January 2014.



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125 Purebred and F-1 Yearling Heifers**



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PRESORTED
STANDARD
US POSTAGE
PAID
UNITED PRINTNG

CHANGE SERVICE REQUESTED



DLCC Hudson 82U

Co-owned
with MJB
Ranch &
DarLynn
Cattle
He is the
second
highest bull
in the South
Devon breed
for \$Profit
Index.



DLC Legacy 55T

Co-owned with
MJB Ranch



Cows with calves at
side in June

Mark your calendars for the
World South Devon Tour's
stop at Dahl Land & Cattle Co.
on **September 24, 2014.**

You're invited!