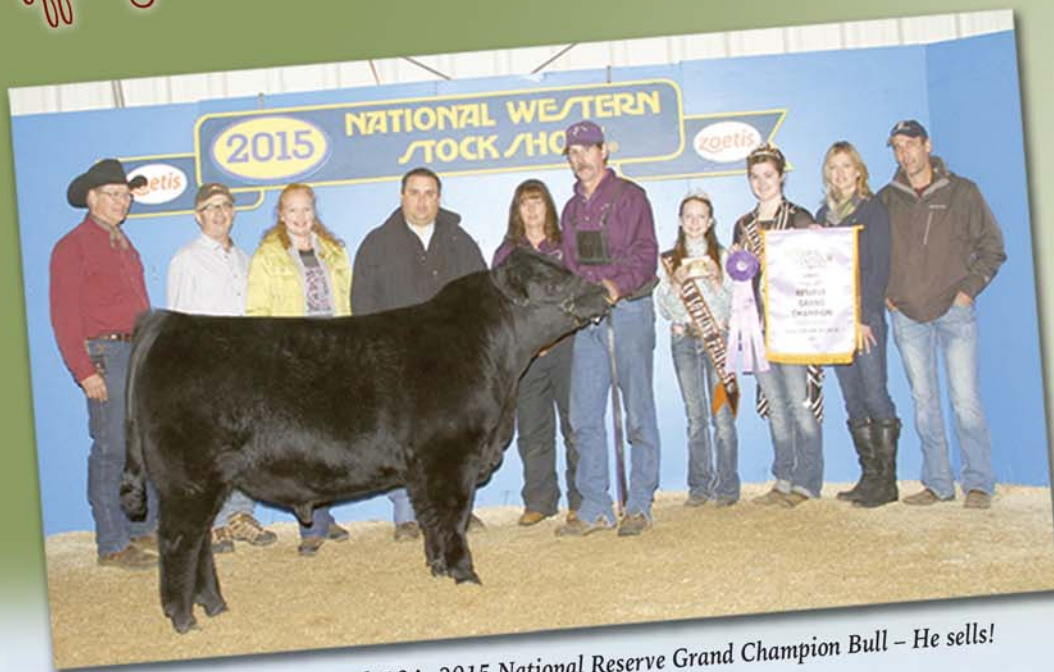


# Moderate *for* PROFIT *Lowline Sale*

Saturday, March 19, 2016 • 1 p.m. • Mitchell Livestock, Mitchell, SD

*offering:* 63 Lots of Efficient Lowline Cattle



Lot 42: TCS Classy Jack 19A, 2015 National Reserve Grand Champion Bull – He sells!

Use Lowline genetics to eliminate calving difficulty, save Lowline-cross females to develop smaller, more-efficient cows and increase your weaning weight per acre ...  
**Moderate for Profit!**



# \$ Perfect Heifer Bulls –

*Real-world cattle to solve real problems on your ranch.*



A beautiful picture ... alive, unassisted, vigorous, 66# birth weight out of a fullblood Lowline bull.

Halfblood Lowline calves are very marketable.



This powerful well-muscled, easy-fleshing fullblood Lowline bull maintained excellent body condition, shown after breeding 45 females.

## The rest of the story ...

In 1998, the NDSU Dickinson Research Extension Center began a project to decrease cow size but failed because "the decreased size sucked the muscle right out of the cattle." They regrouped and in 2004, used Lowline bulls because they fit their criteria of having at least 1.3 square inches of ribeye per 100# of live body weight. They used Lowline bulls on their heifers in 2004, 2005, 2006 and 2007. They eliminated calving problems, birthweights dropped to just below 70# and dystocia to just more than 2%.

The male calves produced by the Lowline bulls were sent to a custom feed yard as yearlings and finished at just under 1250# with a frame score of 4.8, with 83 percent Choice grade or higher, 84 percent Yield Grade 3 or lower and a feedlot average daily gain of 3.1 pounds per day.

## The most important part ...

The F1 Lowline females were retained in the herd. The cows at the Center were all bred to the same Red Angus sires. The Lowline F1 cows weighed 1035# and their calves weaned at 537# or 51.9% of their body weight. The conventional cows weighed 1287# and their calves weaned at 585# or 46.2% of their body weight. The F1 females required 10.1 acres per pair for a 32.4 gain per acre. The conventional cows required 12.5 acres per pair for a 23.6 gain per acre. **37% more pounds of BEEF PER ACRE using F1 Lowline females!**

To quote Dr. Kris Ringwall, director of the Center, "Grass and cows seem to go together, which seems to be especially true when using appropriately sized cows. At least at the Center, Lowline genetics certainly can realign size in a very positive manner."

**A perfect heifer bull** will eliminate calving difficulty, thus reducing labor and stress when calving heifers.

**A perfect heifer bull** will produce a calf that is vigorous at birth and will get up and go.

**A perfect heifer bull** will drastically improve the breed-back rate on first-calf heifers.

**A perfect heifer bull** will produce marketable calves with eye appeal.

**Lowlines are the perfect heifer bulls.**

Kirk Duff of Duff Cattle Co., Hobart, OK, in his spring 2014 Power Plus sale catalog:

"After many sleepless nights over the last 20-plus years of using multiple registered Angus sires, I finally came to the realization that there had to be a better way to calve heifers. Just like many of you, in order to minimize the loss of baby calves out of first-calf heifers, I lived with them. I would move them in close to the barn and check them round the clock night and day and be plum worn out by the time calving season was over.

"Three years ago, I finally decided there had to be a better solution to this madness. So I began a search for the best low maintenance, easy calving Angus genetics available to use on my virgin heifers. After countless hours and many miles, we came across some quality Lowline Angus. Over the last three years, the result has been very satisfying. Here at Power Plus, we have calved over 200 head of virgin heifers bred to Lowline Angus bulls. Additionally, we have supplied hundreds of straws of semen, and we also leased out numerous Lowline Angus bulls to several of our long-time commercial customers in order to test the results over a larger number of cattle in multiple states.

"We no longer bring our heifers up close to the barn to calve them; they stay out on grass just like the cows during calving. We only check them once a day to tag babies. Birth complications have been minimal, as the birth weights have ranged from 50 to 69 pounds. The calves are vigorous and grow very well. The two lines of Angus genetics are so distantly related, when mated together the result has added hybrid vigor.

"We have harvested over 100 head of the calves thus far. They have finished on 30% less feed and in considerably less days while also achieving a high percentage of Choice and Prime.

"How can you argue with that? Low birth, performance and tons of eye appeal."

Newley Hutchison, Chain Ranch, Canton, OK, February, 2016:

"We're calving out 600 heifers. Normally we use the best calving-ease EPD sires in the Red Angus and Angus breeds. We usually assist 20% (120) of the calves. This year we went all Lowline. I just assisted my fourth calf. He had a leg back."

**For calving ease that really works,  
For hybrid vigor that saves time and money,  
For a higher breed-back rate on first-calf heifers,  
... use Lowlines bulls.**

**To eliminate sleepless nights,  
To allow you to calve your heifers with your cows,  
To produce vigorous calves that get up and go,  
... use Lowlines bulls.**

**Ask us how to use Lowline genetics to help reduce labor,  
improve efficiency and meet the goals of your operation.**



The NDSU Dickinson Research Extension Center has done extensive research on calving ease using Lowline bulls on first-calf heifers and on the performance of the resulting calves in the mainstream market. They then concentrated on studying halfblood (Moderator) Lowline females and

found they show an increase of 37% in pounds of beef (weaning weight) produced per acre when using Lowline Moderator females bred to Red Angus bulls. These slides are from Dr. Kris Ringwall's presentation on the research.



DICKINSON  
RESEARCH EXTENSION CENTER



**A Discussion On Cattle Size**

Kris A. Ringwall, Ph. D.  
Extension Beef Specialist  
North Dakota State University

**What Is Right For The Beef Business?**

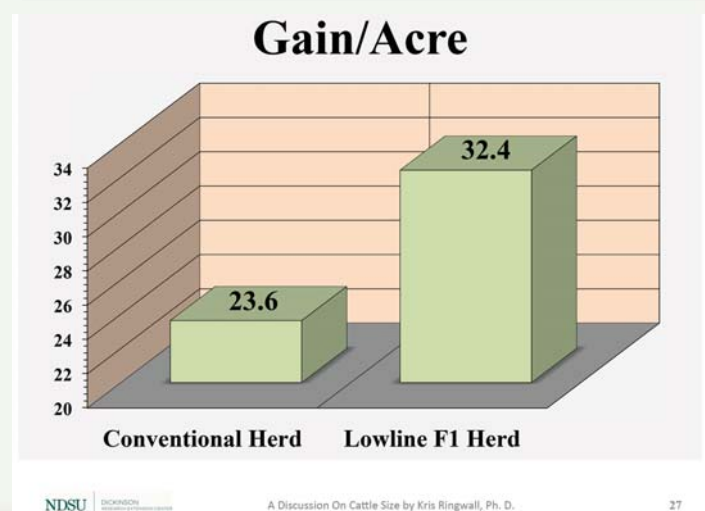
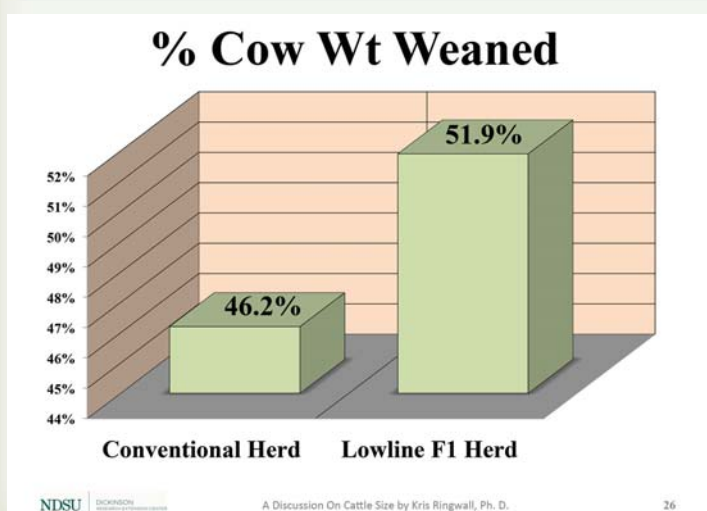
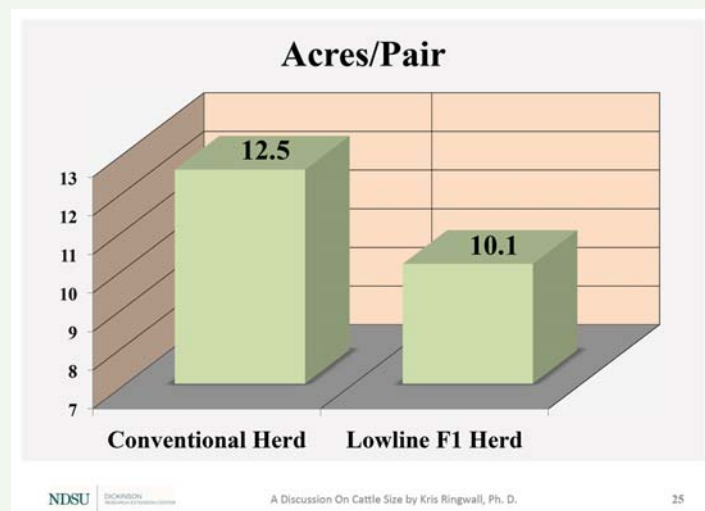
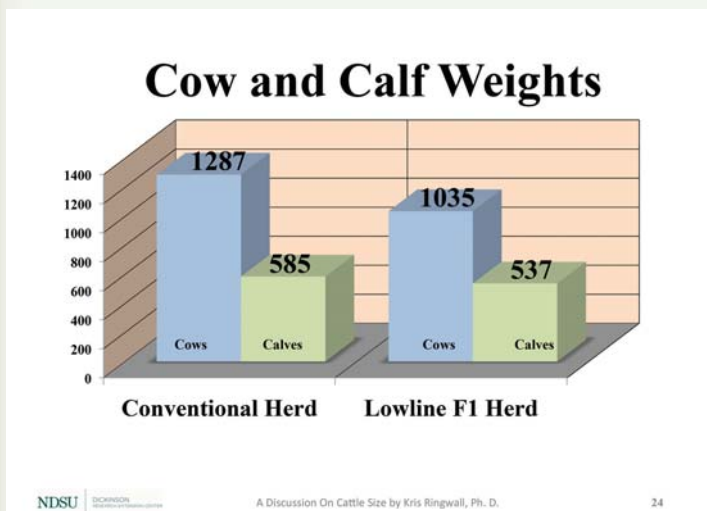
## Let's continue the story . . .

### Cow size and calf birth size

2011 calves

Cow group	No.	Calving Date	Calf BW	Cow Wt
Conventional cows	68	1-Apr	91	1358
Lowline F1 cows	53	17-Mar	68	999

A Discussion On Cattle Size by Kris Ringwall, Ph. D.





**Auction Effertz, Ltd.**

*Your Market Masters  
NEIL & JAN EFFERTZ*

*effertz@bektel.com • Cell: 701-471-0153  
17350 Hwy. 1804 N. • Bismarck, ND 58503*

*Ph: 701-223-5202  
www.auctioneffertz.com*

PRESORTED  
FIRST-CLASS MAIL  
U.S. POSTAGE PAID  
LivestockDirect.net  
PERMIT NO. 29



**Lot 7**



**Lot 59**



**Lot 35**



**Moderate** *for* **PROFIT** *Lowline Sale*

**Saturday, March 19, 2016**

**1 p.m. • Mitchell Livestock, Mitchell, SD**