
Welcome

We would like to welcome you to our 11th annual Private Treaty Kick-off Sale. We would also like to thank all of our past customers.

The offering this year will include both red and black Purebred and Balancers. Steer mates to last year's bulls finished second for ADG and third for total performance (\$ of carcass gain) out of 35 groups at the 2008 South Central Cattlemen Steer Showdown.

I know this last year has been quite a roller coaster ride. Whether you are a grain farmer, cattle rancher or in the stock market, our prices have dropped. With cattle numbers at a 50-year low, the cattle market should come back strong when this economy turns around. It might not look like it now but we think this is a good time to be in the cattle business.

The bulls have been fed a high roughage ration designed to gain 3 lbs. per day. They were weighed 11/06/08 and then again on 1/23/09 for the gain test. The bulls have all been DNA tested and will have a full Igenity profile including homozygous black. I have not received the results yet but will post them on the website as soon as I receive them. The bulls will all be semen tested and will carry a first breeding season guarantee.

We hope you can join us on March 2 for lunch even if you are not in the market for a bull this year. We look forward to visiting with you. If you have any questions or we can help you in any way, please give us a call.

Thank you for interest in our program.

Martin Meyer
Norm Pensoneau

MLM Gelbvieh Great River Ranch

Open House - Private Treaty Sale

Hosted by

MLM Gelbvieh

Marlin Meyer

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Great River Ranch

Norman Pensoneau

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Chester, Ill. 62233

618-826-4846

E-mail: grrconst@midwest.net

Website: www.gelbvieh-bulls.com

Directions

Highway 14 and 136 junction north of Superior, Neb.,
six miles west on 136, 1 1/4 miles north.

11 a.m. to 1 p.m.

Cattle viewing

Final bid at 1 p.m.

12:00 Noon

Lunch served

Discounts

\$30 per head for bulls picked up on day of sale.

Quantity Discount

2% - Two head

4% - Four head

3% - Three head

5% - Five or more head

Terms

When 1/2 of the total purchase price is paid at sale time, the balance will be carried forward interest-free until April 1. Total payment will be expected on bulls picked up sale day.

Delivery and Care Until April 1

Bulls purchased on sale day will be fed free of charge until April 1 at the purchaser's risk. Bulls may be fed after April 1 at the cost of \$1.50 per head per day. We'd be happy to discuss delivery of your bulls with you.

Semen Check and Guarantee

Each bull has been semen checked by Dr. Thompson from the Animal Hospital in Superior, Neb., and guaranteed to settle healthy females.

First Breeding Season Guarantee

Buyers of all bulls injured during the first breeding season, will have credit at the next sale at the value of the purchase price minus salvage value. Contact MLM Gelbvieh promptly so the decision to return the bull to MLM Gelbvieh or to sell the bull by the buyer may be made. Breeding season is defined as the "90-day period following the first turnout of the bulls."

In the event of death of a bull during the first breeding season, a credit of 50% of the sale price will be applied at the next sale for a bull.

Bidding

Procedures for our Private Treaty Sale:

- When you have made your selections of bulls (prior to 1:00 p.m.) place your buyer's number on the card located on the pen for that lot or lots.
- At 1:00 p.m., the bulls with more than one buyer's number will be decided by private auction. The bulls with the most buyer numbers will be bid off first. The bidders will be announced.
- A deck of cards will be used to determine the order of bidding. Each bidder will select a card. The one with the highest card will own the bull IF the other bidders do not raise the bid on the base price. The person with the next highest card has the option to raise the price by \$50.00 if they desire. Every card holder will have a chance to raise the bid. This will continue until only one buyer remains, giving every buyer the same equal opportunity to buy any bull we have to offer.
- The unsuccessful bidders will have a few minutes to put their number on any other available bull. We recommend that you have your second choice in mind.
- The bid-offs will continue until all bulls having multiple bidders have been sold.
- If only one buyer number is on a bull - that person will own that bull at the base price listed.
- Bulls not sold on March 3 will be available for sale private treaty after that date.

igenity®

The IGENITY® Profile: The IGENITY® provides the beef industry with the most comprehensive genetic profile of multiple traits of economic importance. The insights gained from an IGENITY® profile help producers make more confident selection, management and marketing decisions. The IGENITY® profile includes multiple-marker analyses for traits such as: Tenderness, Marbling, Quality grade, Yield grade, Hot carcass weight, Fat thickness, Ribeye area, Heifer pregnancy rate, Stayability, Calving ease and Docility.

Profile Score Advantages: To assist cattle producers in understanding the value of DNA technology, IGENITY® has developed a scoring system for each trait using a scale of 1 to 10. Higher values are not necessarily better—they simply indicate that the animal has the potential for more of that trait.

Marbling Score: Higher scores from IGENITY® for marbling equal greater genetic potential for marbling. In a group of animals with a score from IGENITY® of 10 for marbling, the average marbling score can be expected to be 161 points greater than animals with a score of 1. The USDA beef grading system for marbling uses a 100 to 999 point scale. Marbling points reflect how much intramuscular fat is present in each carcass and thus the potential to grade USDA Choice.

Tenderness: The analysis in the IGENITY® profile for tenderness represents an animal's genetic potential for tenderness as measured by Warner-Bratzler Shear Force (WBSF), with 10 being the most tender and 1 being the least tender. Lower shear force means more tender beef. In a group of animals with a score from IGENITY® of 10 for tenderness, 2.3 pounds less shear force is required than an animal with a score from IGENITY® of 1.

Ribeye Area: Higher scores from the IGENITY® profile reflect larger ribeye areas and lower scores reflect smaller ribeye areas. In a group of animals

with a score from IGENITY® of 10 for ribeye area, the average ribeye is expected to be 2.56 square inches larger than in a group of animals with a score of 1.

(Percent Choice (Quality Grade): Higher scores from IGENITY® for quality grade equal greater genetic potential to grade choice or higher. In a group of animals that possesses a score from IGENITY® of 8 for quality grade, it is likely that 50.1% will grade USDA Choice or higher.

Yield Grade: Higher scores from IGENITY® for yield grade equal a genetic potential for a higher USDA yield grade. Since higher yield grade values are a result of more fat and/or less muscle, animals with higher scores for yield grade are expected to be fatter and/or lighter muscled. A group of animals with a score from IGENITY® of 10 for yield grade can be expected to receive a yield grade that is 1.35 units of a grade higher (less favorable) than animals that receive a score of 1 from IGENITY®.

NR (No Result): Some samples may look normal when we submitted them, but still are unable to produce acceptable results. This often occurs due to contaminants that are undetectable to the naked eye: i.e. dirt, mold or other foreign matter. In many instances, a new sample has been submitted and results will be announced on sale day.

How to use the IGENITY® Profile: IGENITY® scores are easy to incorporate into your selection criteria. They represent an additional tool when combined with EPDs, ultrasound and visual appraisal. As the case with any selection method, single trait selection should be avoided. Select those animals that best combine the traits you desire to emphasize in your herd. As an example, if you are trying to decide between two bulls- Bull A and Bull B- and Bull A has an IGENITY® profile score for Marbling of 8 and Bull B has a Marbling score of 7 and you prefer Bull B's EPDs and phenotype; then you can confidently select Bull B as his genetic potential is still in the direction you prefer.

EPD DEFINITIONS IN THIS CATALOG

Calving Ease Direct (CE): An EPD that is expressed as a ratio, with a higher ratio representing better (easier) calving ease. This value represents the direct influence a sire has on calving ease. Only first-calf heifer data is included.

Birth Weight (BW): predicts the difference, in pounds, for birth weight.

Weaning Weight (WW): predicts the difference, in pounds for weaning weight (adjusted to age of dam and a standard 205 days of age). This is an indicator of growth from birth to weaning.

Yearling Weight (YW): predicts the expected difference, in pounds, for yearling weight (adjusted to standard 365 days of age). This is an indicator of growth from birth to yearling.

Milk (MK): The genetic ability of a sire's daughters to produce milk expressed in pounds of weaning weight.

Total Maternal (TM): a value that combines growth and milk information and a prediction of the weaning weight performance of calves from a sire's daughters. This value does not have an accompanying accuracy value.

Gestation Length (GL): this EPD is expressed in days and measures the days under or over normal gestation length a sire's daughters can be expected to calve.

Calving Ease Daughters (CED): an EPD expressed as a ratio for a sire's daughters' calving ease with a higher ration being a more favorable calving ease. This value represents the calving ease that a sire transmits to his daughters. Only first-calf daughters are considered in calculating the EPDs.

Scrotal Circumference (SC): value is expressed in centimeters of adjusted yearling scrotal circumference.

Carcass Weight (CW): expressed in pounds of carcass weight adjusted to a constant fat endpoint.

Rib Eye Area (RE): expressed in square inches of rib eye muscle area adjusted to a constant fat endpoint.

Marbling (MB): expressed in degrees of marbling score, a determinant of USDA quality Grade. Value

is adjusted to a constant fat endpoint.

Days to Finish (DtF): expressed in days to reach a constant fat endpoint, which is commonly used in the feedlot to determine when an animal is finished with the appropriate amount of fat cover. When evaluating two potential sires with comparable EPDs for other traits, the sire with the lesser value of DtF will produce progeny that will finish sooner with potentially lower feed costs.

Feedlot Merit (FM): expressed in dollars per head, value passed to progeny. The Feedlot Merit EPD measures the dollar value associated with the expected gain and feedlot efficiency of progeny when fed in a "typical" feedlot arrangement.

Carcass Value (CV): expressed in dollar value per head, comparing progeny of one animal to another in dollar differences when progeny are sold on a grid. This value is a true economic comparison; it is not grid merit at a standard carcass weight as many breeds calculate. Projected carcass weight, penalties for "out" weight carcasses (too heavy or light), quality grade and yield grade premiums and discounts are all included in calculating this \$ EPD value.

AMERICAN GELBVIEWH ASSOCIATION Average EDPs

Gelbvieh	Balancer®
CE..... 104	CE..... 104
BW 1.3	BW -0.1
WW 41	WW 35
YW 74	YW 74
MK 18	MK 18
TM 38	TM 35
GL -1.4	GL -1.0
CED 105	CED 103
SC..... 0.4	SC..... 0.3
ST 4	ST 4
CW 7.74	CW 7
RE..... 0.08	RE..... 0.08
MB -0.04	MB 0.02
DtF 3.4	DtF 2.7
CV 5.63	CV 9.38
FM 8.42	FM 14.10