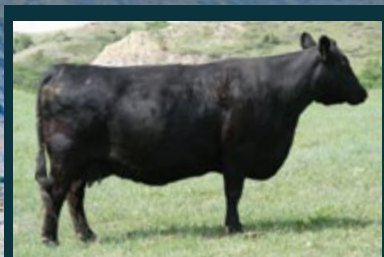


BEST *value in the* BADLANDS

Profitable *by* DESIGN ~ Efficient *by* NATURE



We ranch southeast of Watford City in some of North Dakota's roughest country and we are committed to producing cattle that will not only work under these harsh conditions, but cattle that are acceptable and profitable for the rest of the beef industry, as well. It all starts with a profitable, efficient cowherd.



Pete & Vawnita Best
Watford City ND
701-570-6959

BestAngus@yahoo.com

f /Best Angus and Quarter Horses

Annual Production Sale

March 2, 2020

Watford City, ND

75 Angus
Bulls

65 Yearlings
10 Two-Year Olds

25 Elite Registered
Open Heifers

www.BestAngusandQuarterHorses.com

ONE EQUATION for all profitable businesses:

$$\text{INCOME} - \text{EXPENSE} = \text{NET PROFIT}$$

CAN YOUR COWS BE MORE PROFITABLE?

Profitable by Design, Efficient by Nature

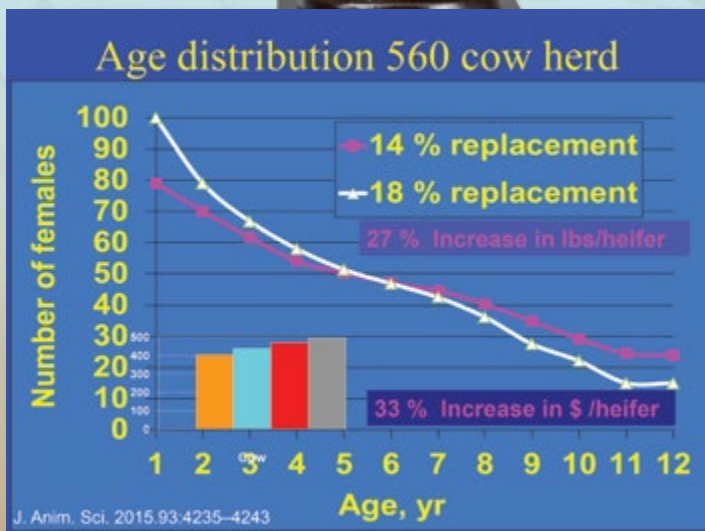
is not just a slogan at Best Angus and Quarter Horses. With nearly all of the decisions that we make, we try to consider if this decision is going to help us and our customers be more profitable. We try to manage our operation's resources to maximize net profits the same way any commercial operation should. Each ranch has its own unique opportunities and challenges. None of us can copy someone else's operation, but we can use other's ideas and incorporate some of the ideas we think might work for us.

Maximum production will certainly NOT make us the most profitable, but neither will cutting all of the expenses.

INCOME – EXPENSE = PROFIT is a very simple equation, but it is the heart of all successful businesses.

The equation is simple, but the management that influences this equation is anything but simple. Expenses (hay, supplements, breeding, interest, depreciation, health) can be very complex and interrelated. Income (cull cows, steer calves, heifer calves, other on- and off-farm income) is a little easier to determine, but even harder to predict, and it is difficult to influence the cattle market.

I would argue that none of us are as profitable as we could be. Coffee shop bragging rights tend to focus on price and weight of the best calves sold. Many consultants and speakers talk about how to cut costs and more and more producers are talking about how to become low-cost or low-input producers.



Reasons to Cull Beyond the 2 O's

- What are the 2 O's?
 - Old and Open
- Economics...
 - More potential value for heifer calves
 - Mid October 2016:
 - 94 633# steers \$126.75/cwt (\$802/hd) (Topped sale)
 - 104 560# heifers \$158.00/cwt (\$884/hd) (Topped sale)
 - Same sale same breed, different herd:
 - 560# heifers sold for \$136/cwt (\$761/hd)
 - Lower culling rate/retain more cows
 - Sell more heifers
- Traits beyond convenience!!!!

THE ECONOMICS

- In herd \$86/hd difference heifers vs steers
- Between herds \$120/hd difference heifers vs heifers

How do you make your cowherd more profitable?

STEP ONE: Take time to write down your operations strengths and weaknesses. Where do you fit into the beef industry today and in the future?

- Capital
- Labor resources
- Feed resources
- Climate
- Risk tolerance

STEP TWO: Set Your GOALS for YOUR herd (don't be afraid to dream a little):

1. Biological type that fleshes easily and can thrive on roughage under various conditions. Goal - graze 10 months out of the year, weather permitting.

2. Extremely fertile cow herd, so we don't have to spend extra money developing replacement heifers and culling top producing cows because they are open. Goal - pregnancy rate above 95%.

3. Excellent udder structure, so you do not have to cull cows for poor udders or help calves get started. Goal - all sound functional udders.

4. Ideal foot and leg structure to improve longevity and foraging ability. Goal - no poor feet and legs.

5. Steers that are in high demand by feedlots. Goal - have above average ADG and gain an extra ¼ ADG on the same feed intake.

6. Steers in high demand from packers. Goal - grade above 90% CAB without yield grade 4s.

7. Heifers in demand for replacements. Goal - heifers that bring a premium in the market.

8. Dispositions that are easy and safe to handle requiring less labor and less stress on the animals and the cowboys. Goal - no bad attitudes.

9. Intelligent cows that make calving easy and moving cattle simple reducing the labor requirements and reducing stress levels. Goal - no dummies.

10. Moderate cows with genetics and management to have the flexibility to produce 950lbs carcasses. Goal - 1250 pound cows.



WHAT WOULD MY "DREAM" HERD BE WORTH IN CUMULATIVE NET PROFIT?

1. Grazing an extra two months. Conservative savings of \$.50/cow/day = \$30/hd/yr.

\$16.50/hd/yr.

2. Reducing your cull rate for pregnancy by 5% (\$500 heifer development costs) = \$25/hd/yr.

5. Premium on heifers (if they brought the same as steers) conservatively adding an extra \$50/hd.

3. Eliminate Structural issues if you cull 5% of your cows due to poor udders, or lameness issues \$25/hd/yr.

The beauty of most of these profit centers is that they are free! They do not take extra inputs or expenses, you just need to select the correct genetics. **The result is \$146.50/head!**

4. Feeder calf premium due to strong reputation of \$3.00/cwt on 550 lbs steers

STEP THREE: Start making decision that will take you towards your goals.

HOW CAN WE HELP?

- If you would like, we would be happy to help you with setting goals for your operation.
- We are trying to help our customers develop a reputation for high quality Angus females followed by higher sale prices for your females.
- We will continue to challenge our cattle to fit our environment.
- We will keep striving to make our herd fit our goals.
- We can help you source females that should fit your goals. We have females for sale and many contacts for additional high quality females.
- Of course, we will be more than happy to help you with your bull selection to make sure you are getting the right genetics to keep you moving toward your dream cowherd.

Call us to request a catalog or learn more online: **Cell: (701) 570-6959**
Ranch: (701) 842-4865 • Web: www.BestAngusandQuarterHorses.com



Pete and Vawnita Best

1930 118th Ave NW
Watford City ND 58854

BEST *value in the* BADLANDS



SAV Resource 1441 • Selling Sons & Daughters



Best Resource 986 • Reg. #: 19636460



16 sons of McCumber Tribute 702 sell!



Best Resource 975 • Reg. #: 19636444



Best Resource 988 • Reg. #: 19636448

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