
REAL BULLS FOR THE REAL RANCHER

27TH ANNUAL PRODUCTION SALE
SATURDAY, APRIL 17, 2021
FEIRING ANGUS RANCH | 1:00 PM CDT
3 MILES EAST OF WHITE EARTH, ND

**80 YEARLING BULLS [ANGUS & RED ANGUS]
4 TWO-YEAR-OLD BULLS [RED ANGUS]
180 YEARLING HEIFERS [BWF, BLACK & RED ANGUS]**

***PASTURE TO PLATE FOCUSED
CONVENIENCE & ECONOMIC TRAIT DRIVEN***

FEIRING ANGUS RANCH

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ASH COULEE RANCH

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RED OCC EASY RED 868A | RAAA # 3900119



O C C X-CURSION 858X | AAA# 16877227



SVR REVOLUTION 3173 | Reg #18007495

Hello Cattlemen,

Famous Angus breeder who also happened to be the Supreme Commander of the Allied forces during World War 2, and President of the U.S., Dwight D. Eisenhower, once said, "The middle of the road is all of the useable surface, the extremes right and left are in the gutters." Our seedstock industry has not followed this advice very well. Regularly bouncing from one gutter to the other with a stream of fad mating followed by needed corrective mating. The sweet spot is the middle of the road. In the past 100 years we have bounced from one gutter to the other. We have had belt high miniatures to frame 10 height elephants, and everything in between! This is why there is no consistency in genetics today. Still the highest selling cattle are the extremes (outliers) but even they tend to breed to the average of their ancestors. MOTHER NATURE is always selecting for the balanced traits animal, if we would just let her select. Just think about it for a minute and realize how she culls! Too big of birth weight= calving difficulty, too much growth & milk=can't re-breed in a true environment; this list can go on and on but you get the point. The sadness is there is no big money to be made with the middle of the road cattle for the seedstock industry. In today's Hollywood world if they are fed, pampered, & sell for more money they are better, or is it just another marketing tool to fool people? Just like everything else today follow the money trail to see the corruption.

Our solution to breeding cattle is a simple one. Raise or buy cows that work in a true low-input commercial men's environment (your ranch). Breed about 1/4 of your cows to a high material bull and keep your replacement females out of this mating. If you need help knowing what a maternal bull looks like, look at the dairy breed bulls. They are the plainest bulls. Breed the rest to a high growth/terminal bull and put these offspring into the food chain and you will have the best of both worlds. There is no one animal or breed that can do it all. For example in the real world you're either in a drought, or a flood; above average, or below average temperature. We use averages for a guide,

but we're almost never average! Cattle genetics work the same, you cannot have the best of both. You can crossbreed, or use the variance of a breed. If you look a little there is a lot variance in breeds. This is not a bad thing, you just need to know how to mate them. It may be easier than cross-breeding! Today a lot of breeders have moved to a more terminal animal! If your goal is top growth, that may work great in a feedlot and slaughter plant, but they will not be the best females for a low-input ranch. If you want raise top shelf (low-input) females, the steer mates may not top a feeder calf sale, but if you getting a premium for your heifers, & save on inputs it may offset the differences. Find a seedstock supplier that matches your practices and environment. Or you will need to change your ways in order to express the genetic make-up, like so many seedstock suppliers do. They falsify their environments with extra inputs to express growth and then hide the maintenance requirements of their cows. Many are just a feed-lot operation with their cattle spending most of their life being fed inputs, not living and working in a true range environment. Some even dare to use the phrase real-world, I call it HOLLYWOOD!

Mother Nature controls everything on your ranch, you work with her or against her! Remember it's net dollars/pounds/acre, not gross pounds/dollars that make your ranch profitable and enjoyable!

We would like to invite you to our annual sale. Thank you for your past support and trusting our genetics to help move your ranch forward. Our door is always open to view and to discuss cattle. If you come and look at the bulls before the sale I will provide you a \$100.00 discount per bull you buy! I think you'll be impressed by the bulls and how they have performed this year with such a mild winter. They are just growing out like allways, no fat patches! Hard, fertile and ready for service.

God Bless & God Bless the USA,
Doug and Ceylon Feiring and Family



BEST TRACKER 6059 | AAA# 18701721



A C COLEMAN CHARLO 60 | AAA# 18729011

DARE TO BE DIFFERENT!

Why Ash Coulee Ranch Angus?

LONGEVITY: Home of the 5-ton cows (fertility, udder quality, environmental friendly, health)

Examples:

A C Gypsofolia 548 (16 years old and still in production)

- 15 calves 370 day calving interval
- 5 bulls 10 heifers (1 set of twins) 106 weaning ratio
- 10,043 pounds of calves at weaning (no creep)

A C Matilda 584 (16 years old and still in production)

- 14 calves 367 day calving interval
- 6 bulls 8 heifers 103 weaning ratio
- 10,043 pounds of calves at weaning (no creep)

A C Princess 500 (16 years old and still in production)

- 14 calves 362 day calving interval
- 7 bulls and 7 heifers
- 9,573 pounds of calves at weaning (no creep)

ENVIRONMENT: We live in a very low rainfall area so adjust accordingly.

- We demand our cows to produce on grass, hay and mineral
- Heifer calves are developed on grass, hay and mineral with no alfalfa hay. Fed what our ranch can produce (no expensive supplements)
- Science can feed on fleshing ability. We select fleshing ability genetically.
- Bull calves are fed good enough to show ability to gain on feed.

PERFORMANCE: Developed on grass, no creep feed, the way Mother Nature intended

- Bull calves will wean off their dam's at about a 730 lb. average at 205 day adj.
- This will vary up and down according to the year but we will add no inputs to increase the weight
- There is no secret to what our cows can produce. If you have grass they should do the same for you

ASH COULEE is BLOODLINE specific. With intention we will use no pedigrees with the frame 10 bulls from the past. We line breed the genetics of these specific bulls in every bull we've used since 1978

Candolier Forever 376: Unequal in udder quality and maternal function

RR Rito 707: Unequal in scrounging up a living under range conditions

Shearbrook Shoshone: Range adaptable and maternal

Q A S Traveler 23-4: So many things the Traveler bull did well

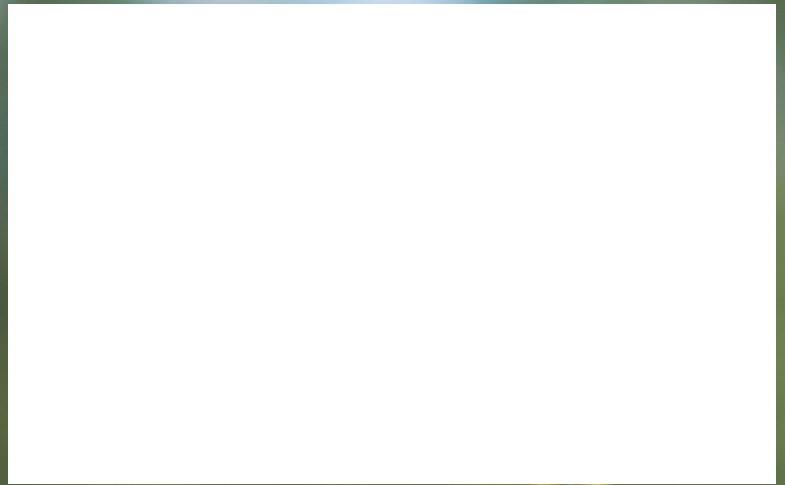
DISPOSITION: This is as important as any trait. Cattle with quiet dispositions do so well at many levels

The Ash Coulee Ranch is producing cattle that will be an out cross to just about every Angus out there. They have evolved over 50 plus years with thought and observations of cattle nature. If you have ever had the time to sit back and observe cattle nature you will realize the difference in individual cows and want to make more of the good ones. Over time and many mistakes in selection of genetics I found the only way to consistently get the good ones that fit the environment they live in with out extra inputs is to select Bulls out of your greatest cows. The results are way more repeatable than out crossing to every popular bull that comes along. To each their own.

Scott Davis, Ash Coulee Ranch, 701-641-8704
6595 99th Drive NW White Earth, ND 58794



6698 94th Ave. NW
Powers Lake, ND 58773



WHAT ARE ECONOMIC TRAITS?

MANY GENETIC TRAITS CONTRIBUTE TO ECONOMIC SUCCESS IN THE CATTLE BUSINESS.

FERTILITY RANKS #1

IF ECONOMIC TRAITS INTEREST YOU AS A CATTLEMAN, BE SURE TO ATTEND THE FEIRING ANGUS RANCH AND ASH COULEE RANCH COMBINED PRODUCTION SALE.

OTHER NECESSARY ECONOMIC TRAITS INCLUDE:

- Longevity
- Mothering ability
- Soundness
- Trouble-free animals
- Efficient forage converters, changing grass to pounds of beef
- Easy fleshing
- Disposition
- Sound udders
- Harsh climate adaptability
- Honesty from breeders