



SPRINGER 2020 NEWSLETTER

Ranch Visitors Welcome Anytime!

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GREETINGS

Hello to all customers/friends, new customers and those who will become friends. After what seems to the Spitzer families an eternity, we are back to writing Newsletters. We use these as our way of communicating with people that matter about events important to us. We make no promises we cannot keep so these will come when the time is right and the mood strikes.

First, we are **re-establishing our ANNUAL BULL SALES** which will be held the First Saturday in October each year. **SATURDAY OCT 3, 2020!** Much more about this event will be discussed later. Second, we have just recently collected yearling performance information and Ultrasound Carcass Scans on the bulls for the October sale and now share data with you on page 6.

By way of reminder to old friends and as an introduction to others, a brief explanation is probably in order. While we are new to Kansas and the Central Plains, we have a multigenerational history in Farming and Ranching and our Registered BRANGUS Operation was established in 1982. We conducted successful bull sales (private treaty and then annual sales) in SC for thirty-four years.

Our entire cow herd was dispersed following our 2016 Bull Sale except for the best 22 heifer calves which were

shipped to KS and merged with Brian and Loretta's Angus Herd to establish Spitzer Ranch, LLC. (John and Patricia followed the cows in the summer of 2019.) We have been rebuilding cow herd numbers since then. In the three intervening years we sold BRANGUS and ULTRABLACK BULLS by private treaty. Now, even though cow numbers are still a little shy of 100 and we only retained 22 bull calves, we feel very good about holding a sale this year.

We can promise you that every genetic decision we have made over the past thirty-eight years has been focused on YOUR SUCCESS. We have based our entire program on selection for economically relevant traits and the needs of commercial cattle folks. From the start we have concurrently put extreme pressure on driving down birth weight and driving up growth and performance. However, we have additionally been paying attention to those carcass traits essential to beef industry profitability. Our disciplined selection decisions have consistently produced proven CURVE BENDER BULLS.

Quite simply you need calves that are born the right size (not too big but also not too small). Following a live birth, they absolutely must grow fast and finally deliver a premium carcass. That is the simple part - the hard part is to keep it simple. Every

time we add a new herd sire thru AI or use one of their sons, the success of our customers is the focus of that decision. We are also one of the few Seedstock Producers of any breed who promote a well-planned CROSSBREEDING PROGRAM. As commercial cattle folks you just cannot ignore the economic value of the crossbred cow.

There you have the basics of our philosophy. Help our customers create a program utilizing Brangus Crossbred cows in a planned crossbreeding system to capture heterosis. Then produce bulls for them that have the right birth weight, increased growth and superior carcass traits. Genetics that predictably increase cow herd as well as calf performance while maximizing ranch profitability for our customers.

WORTH REPEATING

“... the stockman who gains the greatest reward will be he who places quality above quantity in all of his dealings in livestock.”

“... have the best of everything about you, and garner happiness rather than supreme selfishness. Make the world better for your having lived, and your children will rise up and pronounce your names with benediction.”

From 1898. John W. Springer, The first President of the National Livestock Association (NLSA) now the National Cattlemen's Beef Association (NCBA).

OUR FAMILY, OUR RANCH, YOUR SUCCESS!

SPITZER RANCH 2020 BULL SALE FORMAT

We have made the dramatic move to an “on-line auction” format through SMARTAUCTIONS. This was certainly not a quick decision on our part, but a sincere and rational move to better serve you our customers. Events prodding this decision included:

*Over the past 3 years almost all bulls we have sold private treaty have sold “sight unseen” until delivered to buyer. In fact, last year every bull was sold sight unseen.

*Travel costs to drive across the country are constantly increasing and now may be higher than it costs to get a bull shipped to your location.

*Time constraints have us all crowded to get all we need done in an effective manner.

*New video capabilities have made viewing bulls and seeing them move even better on video than watching them in person. AND, one can watch the video numerous times at your leisure.

*A picture is often better than trying to move a bull around from his pen-mates to get a clear view.

*Computers, tablets and cell phones now have the capabilities of making bidding over the internet easy and seamless. You will also receive instant response by text that your bid was received, and if you have been out bid by another buyer, so you can decide to bid again.

There will be no live auction at the ranch, but if you so desire you are very welcome to come to the ranch on the final sale day and give your bids to the clerk. Additionally, “Ranch Visitors Welcome Anytime” and we would be glad to show you the bulls in person at your convenience.

Our 2020 SMART AUCTION will OPEN Thursday, October 1 at 8:00 AM and CLOSE Saturday, October 3 at 1:00 PM. (All times are Central Time Zone.)

However, the auction will close “racehorse style” and will begin closing at 1:00 PM Saturday, October 3. A racehorse style auction is a timed

auction that has no sale order and closes every lot at the same time. Once the auction hits **1:00 PM CST on Saturday, October 3 there will be 5 minutes left on the clock.** If no one bids in the 5-minute time frame the auction closes and each lot sells to the last bidder for that bull. If anyone bids on any bull in this 5-minute time-frame then the clock resets to 5 additional minutes for all bulls in the auction and counts down again. This exact process will continue until no additional bids are placed on any bull and the clock reaches zero. That is, the clock will continue to reset to 5 minutes any time a bid is placed on any bull until there are no more bids. With no additional bids – the auction closes.

This approach eliminates the need for any sale order. (You bid on the bull you want as **you** decide the top bull for your needs.) Yet this process still allows you, the customer, five more minutes to increase your bid. Or the opportunity to place a bid on your second or third choice once the bid on your first choice has gone beyond your limit.

CAUTIONS:

*Do not wait to bid! You should bid on the bull or bulls you are wanting to purchase at sale opening at 8:00 AM Thursday, October 1.

*Additionally, if the sale is in the 5-minute racehorse closing, a hesitation of even a few seconds may let the clock expire and the auction close.

*The sale should automatically refresh on your web browser, but if ever in doubt go ahead and refresh.

To place a bid on a bull you must register for the auction. When you click on an individual lot it will show “Want to place a bid?” with a “REGISTER NOW” tab right below it. Click on that “REGISTER NOW” tab and input information with a valid address, mobile phone number and email address. It will also eventually ask for a credit/debit card. You must fill this out to verify your identity, but you will never be charged for any purchase on your credit card unless you specifically request that

transaction after the sale is completed. If you do not wish to pay with a credit card simply do not chose to do so and you will receive an invoice from Spitzer Ranch, LLC and pay us directly.

Once you have registered you will receive a username and password and will not have to register for this auction again. After placing your bid, you will receive confirmation via a TEXT MESSAGE regardless of whether you bid over a traditional computer, a tablet or your smart phone. You will also receive a TEXT MESSAGE if you have been outbid. That will save you the time of not having to watch the entire auction.

PLEASE HOLD ON TO YOUR THOUGHTS

The preceding is a very longwinded explanation from SMART AUCTIONS and the process is much simpler in action. Additionally, you have other options: ONE. You can come to the ranch Saturday Morning October 3 and we will have a clerk ready and able to bid on your behalf. TWO. We will have a TELOAUCTION conference call line set up by 12:00 AM (CST). At that time, you can be on the telephone with one of our representatives and they will bid for you. THREE. For years many customers have relied on us to select bulls for them “sight unseen” until delivery. Of course, you have poured over the videos, pictures and data on your own. Then contacted one of us to discuss individual bulls and what fits your needs. We will bid on these bulls just as if you were at the sale and doing your own bidding. Bulls purchased in this manner are guaranteed to be exactly what you desired and as we described to you, or you do not own them. A 100% guarantee of your satisfaction on delivery. We have several repeat customers who have bought many, many bulls by this method. They have never attended our sale but relied on us to make their genetic selection and have always been satisfied with the entire process. **For option THREE, we ask you to contact us a minimum of a week prior to sale. This is a serious responsibility and requires lead time.**

THIS COUNTRY IS
**BRANGUS
COUNTRY**



“Their production continues to shine with the calves they bring to the weaning pen year after year, consistently outproducing English crosses through conception rate, pounds of weaned calves and longevity.”

BRAD CHISUM · NIANGUA, MO

INTERNATIONAL
BRANGUS
BREEDERS ASSOCIATION



SPITZER RANCH is the **BRANGUS BREEDER NEAR YOU**. For over 38 years we have been providing Brangus genetics to profit minded cattle producers across AMERICA. With current technology we are as near as down the road from your operation. We would ask you to LIKE Spitzer Ranch, LLC on Facebook and look there for announcement of our new and improved website soon to be available. Or give us a call to see how creating a herd of crossbred cows with Brangus Genetics will add tremendous heterosis and improve your productivity and profits.

GENETIC SELECTION

Why do you buy bulls? It would be our opinion that you are **NOT** looking to buy bulls! What you are looking for is a package of GENETICS that will: **Increase** “number of live calves weaned”; **Increase** the growth potential or “salable pounds of calf raised”; **Improve** the genetics and functionality of your cow herd thru retained heifers; And the most important, **improve** profits for your operation. Honestly you don’t care much about the bull but what you very much care a great deal about is the bull’s value to you as a parent.

However, it is very hard to get the right genetics into your cow herd without the necessity of buying bulls. Remember though that your goal is not about buying bulls but buying genetics that increase your profitability. Or quite simply, buying the next male parent of your future calf crop.

One of our favorite “truisms” is that the hardest part of keeping it simple is keeping it simple. Why then, you might ask, do many Seedstock Producers seem intent on baffling you with what has now become almost useless information to assist you with selecting your next bull (genetics)? Most bull sale catalogs are stuffed full of raw and/or adjusted weights and measures, numbers, other data, indexes, abbreviations, pedigrees and other assorted information. We have seen catalogs with well over 50 separate pieces of information someone thought they should inform you of about a bull. Add a picture or two of his great granddam and soon there is room for only one or two bulls per page. That’s just not helpful with what we know about genetic selection today!

Following is a discussion by Dr. Matt Spangler, University of Nebraska and one of the truly bright genetic minds in the industry. (Please remember that phenotype is anything you can see or measure on an animal. Examples would be color, shape, size, birthweight, yearling weight etc.)

“A concept that I and my colleagues continually try to impress upon producers is that phenotype does not by itself provide any insight into the

genetic potential of an animal as a parent. In other words, selecting an animal (bulls) with a desirable actual birthweight or weaning weight could very easily point a potential buyer in the wrong direction. This is because the actual phenotype is impacted by several factors, some of which we can quantify and others we cannot.

*Take weaning weight as an example. A bull’s actual weight at weaning is impacted by its age, the age of its dam (and her milk production potential), the feeding regime and its own **genetic potential for growth**. The only item on this list that will predictably impact the performance of his offspring is his **genetics**. Consequently, selecting bulls based on actual performance might lead to selecting an older bull that had an older dam and from a contemporary group that was simply fed more (or creep fed). However, genetically he might be inferior. That is why it is critical to focus selection on the use of EPD.”*

So where does that leave you as cattle folks who are serious about buying genetics, in the form of a bull, to create the next generation? We think it means looking at the information that is truly genetic and leaving the rest behind. That’s why we present data as Genomic Enhanced Expected Progeny Difference or GE-EPD in our Sale Catalogs.

Now as serious Seedstock Producers we are diligent about collecting every bit of raw data such as a real, scale-weighted birth weight as well as weaning and yearling weights and a whole list of additional data at any opportunity. We are also intense with maintaining contemporary group integrity and reporting those data to the Brangus Association. Then all appropriate adjustments can be made so that animals within that contemporary group can be compared to each other. We routinely use AI so we have heavily used reference sires that tie our data to the entire Brangus database. (One of the sires we use has over 1300 calves scattered over 84 different ranches. We know how his calves and daughters perform in a host of different environments.) The Brangus Genetic

Evaluation is then generated from all those comparisons. Those are EPD.

Today however, that is not enough. With the advent of DNA testing we now combine the traditional EPD with the genomic testing to generate GE-EPD. Genomic-Enhanced EPD are far more accurate than the EPD of old. Those GE-EPD provide you (and us) with the same amount of information as if we had that bull’s first calf crop already born. Those GE-EPD give us the same information as if we had 10-20 calves, depending on exactly which trait, already in the system. **Yes, we can see his value as a parent before the calves are born! How neat is that?**

Adding the genomics drastically reduces your chances of purchasing the wrong bull on sale day. The GE-EPD is considerably more accurate than the traditional EPD by itself. AND, orders of magnitude more accurate than any of the individual weights and measures many people try to confuse you with. As Brangus Seedstock Producers desiring to be your bull supplier for the long haul, Spitzer Ranch is adamant about GE-EPD being your best tool in bull selection. We look at it as customer service when we can provide you with better information on the bulls in our sales. In our minds, genomic testing allows us to market cattle with more integrity because the genetic predictions are so much more accurate.

Besides that, it reduces the risk that the bull you buy does not live up to your expectations when he was purchased. Not only can you be more comfortable with your purchasing decision, we can be more confident that we provided to you the absolute best data we can on how that bull will perform as the male parent of your next calf crop. We firmly believe it is the answer the question: “How can we provide the most valuable and unbiased information to sell our bull’s genetics to the right buyer?”

FOR THE DIEHARDS. We do give the Brangus Association registration number on each animal. If you just cannot help yourself, you can look the bull up on the Brangus website and see the individual weights. They mean truly little, but we sure do not try to hide data.

QUOTABLES FROM BEEF INDUSTRY LEADERS

“All the data, indexes, numbers, abbreviations, pedigrees and other assorted references risk giving prospective buyers an information overload.”

Jaclyn Krymowski

“Phenotypes, such as actual birthweights, have little value in today’s world. Simply providing weights without context advertises a feed program, not genetic merit.”
Gabriel Connealy

“Thus, GE-EPD reduce our risk of making an unlucky decision because the EPD is less likely to change.”
Dr. Jared Decker, UNIV. of MO.

CARCASS SCANS FOR BULLS AND HEIFERS

We have been using ultrasound scan technology since 1998 and these data have led us to continuous improvement in the third part of our “keeping it simple philosophy” **deliver a premium carcass.** These carcass scans are the only data not baked into the GE-EPD reported on page 6 as those were collected and reported to Brangus Association after the March EPD were tabulated. Therefore, look for GE-EPD on carcass traits to improve when you receive our catalog sometime in early September

These data are exciting, and we hope will draw your attention to our program. Let us start with Rib Eye Area (REA), which is measured in square inches (sq.in.). The entire group of 22 bulls averaged a **14.8 sq.in. REA** with the smallest being 12.9 sq.in. and on to the largest at 17.1 sq.in. **Seventeen of these bulls (77%) have REA greater than 14 sq.in.** While there are faults with looking at REA per hundredweight (CWT) of yearling weight, many still do. That figure calculates to an amazing 1.34 sq.in./CWT. Very few other bulls of any breed will sell in 2020 with this muscle mass and volume. As an aside

the heifer mates to these bulls averaged a 12.1 sq. in. REA. Yes, we have certainly bred in the genetics for muscling and thickness.

Equally impressive was Percent Intramuscular Fat (%IMF) which measured 3.84% in the 22 bulls and 4.83% in their heifer mates. To put those figures in perspective with slaughter animals, industry estimates would convert bulls to fat steers by adding 1.5% to IMF; and replacement heifers to fat heifers by adding 1% to IMF. Those conversions would equate to 5.34% IMF for our bulls and 5.83% IMF for our heifers. The relationship of USDA QUALITY GRADE and %IMF are 4.0% IMF to reach CHOICE and 5.8% IMF to reach PREMIUM CHOICE in Market Animals. Short story, the offspring of these animals just on averages would easily grade CHOICE and most would surpass the minimum %IMF to qualify for PREMIUM CHOICE.

SPITZER RANCH PROFIT MAKER SALE OCT 1-3, 2020

BULLS ARE:

- *17 to 20 months of age.
 - *Passed complete breeding soundness evaluation (BSE).
 - *Managed according to BQA guidelines.
 - *PI-BVD, Trich and Johne’s Disease tested FREE.
 - *Modified Live IBR-PI3-BVD-BRSV and Clostridial Diseases Vaccinated and treated for all parasites.
 - *Provide a balanced genetic approach where you can find calving ease, maternal cow-makers, powerful growth and carcass improvers.
 - ***Sell with Genomic Enhanced-Expected Progeny Differences (GE-EPD)**
 - *Are Parent Verified.
 - *Are Pedigree or DNA tested for known genetic defects.
 - *Are bred to put *Pounds on the Ground and Dollars in your Pocket!*
- Give us a look, you will find bulls to add heterosis and performance to your cow herd!

REGISTERED COWS FOR SALE

PACKAGE 1 - FOUR HEAD:

4-YR-OLDS 2 ANGUS
6-YR-OLDS 2 BRANGUS

PACKAGE 2 - SEVEN HEAD:

3-YR-OLDS 2 Brangus
1 ULTRABLACK
1 ANGUS
2-YR-OLDS 2 Brangus
1 ULTRABLACK

Bred 10/19/19 THRU 12/28/19
ECD 08/01/20 THRU 10/07/20

ALL Pregnant to Brangus Sire:
SR Choctaw Warrior F848
Registration: R10382928

EPD March 2020 Sire Summary for
Brangus Bull F848

CED/3.9 BW/0.8 WW/45 YW/90
MILK/9 TM/32 CEM/3.2 SC/0.4

RANKS Top 4% for WW
Ranks Top 3% for YW
Ranks Top 10% for Total Maternal

PACKAGE 1 Priced at \$1500 each
or **\$6,000 for the 4 head.**

PACKAGE 2 Priced at \$2000 each
or **\$14,000 for the 7 head.**

**Purchase the TOTAL GROUP
for \$1700 each or \$18,200 for the
11 head.**

FOR MORE INFORMATION

Email: srbulls@outlook.com

OR

Send Private Message to
Spitzer Ranch, LLC on Face Book

OR

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OR

Call John: 864/710-0257

