



January 14, 2012

Dear Cattlemen and Friends,

We are pleased to offer to you our 2012 private treaty bull sale list.

We have two new sire groups this year, OCC Missing Link 830M (830M) and LAR Alliance 64L (64L). We have included information on these bulls with this mailing as well as our repeat, tried and true sire groups. When determining the next sires we would move to after lining up Right Time, 4X13, OO4 and New Day in our cow herd we went traveling.

830M has been used in several herds that we respect and follow. From what we saw traveling and what we see in the first 830M calf crop for us, he is going add internal capacity and efficiency as well as rapid growth (weaning weight). After pasture weaning the heavy heifers (52 of them) in early October we sent them back out to fall grass with the cows until December 10<sup>th</sup>. We weighed them again before sending them to the development lot. The 830M's according to that small population test (there were 9 of them in the group of 52) are going to add efficiency to replacement females and the brood cow herd.

64L is from Littau Angus of Winner, SD. In addition to marketing approximately 100 bulls annually, they have a large commercial Angus herd and feedlot where they develop their bulls and finish their feeder calves. It is a very low input operation on the brood cow side and we were impressed with how similar their environment was to ours and how the lineage of 64L's mother was thriving in that environment.

You will see that the average pen price for 2012 has increased from last year on a per head basis. There are still lots of good bulls out of really good cows priced between \$2200 and \$3500 in the pen. We raised our bottom end price due to the high price of both beef and input costs. Also, there are a couple bulls that are 'distracting' in the pen right now. They are two 830M sons (full brothers) that would be in the top five for adjusted 205 day weights since moving our cows out to the ranch in 2006 (5 years of data collection in our badlands environment). We priced them at \$5000 and we feel they are a good value at that price. We reserved a handful of full brothers to them (who did not have exceptional recipient mothers) to pasture cover our cows in 2012. Those bulls will be offered in 2013 as two year olds.

On the development and marketing side, the drill is the same this year as in previous years. Please call with any specific questions you may have on our 'keep 'em til turnout' and delivery program, our first season breeding guarantee and our volume discounts that we offer. Also, if there are any questions you may have on health and development, please call.

We hope you had a wonderful holiday season. We look forward to visiting with you in 2012. As always, we truly appreciate your support and interest in our program. With the receiving of this letter and data sheet, we encourage you to make your selections early. All signs indicate that anticipated strong 2012 feeder calf prices and strong US beef demand globally will push 2012 bull sale averages to record highs.

Best Wishes for a successful 2012!

Pete, Vawnita and Kyle Best