

RIPPE GELBVIEWH BULL SALE

Saturday, March 13, 2010 at 1:00

Belleville, KS • Belleville 81 • Livestock Sale Barn

Complimentary Lunch at 12:00

**[43 Bulls, 20 Black Balancers, 10 Red Balancers,
9 Black Purebreds, 3 Red Purebreds, 1 SimAngus]**

Here is what we stand for:

- Customer service after the bull is sold
- Balanced EPD profile
- The Essentials: Sound, Big bodied, Moderate Framed and Muscular
- Reliable and Honest Data
- Proper Bull development
- Crossbreeding
- Get the benefit of heterosis and hybrid vigor here!

Video of the bulls, data, and catalog will be posted at www.rippegelbvieh.com

**RIPPE GELBVIEWH
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**Raising Bulls for Commercial Cattlemen
that fit today and tomorrow.**



RIPPE GELBVIEWH
[Find out what we stand for.]

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Here's what people are saying about RIPPE GELBVIEH:

Rippe Gelbvieh Sired Feeder Calves Top the Auction Market

Tom Posey from Hebron, NE began purchasing Rippe Gelbvieh bulls in 2003 and his entire herd bull battery now consists of Rippe Gelbvieh genetics. During the week ending December 19, Tom Posey sold his 782 pound feeder steers for \$96.90. That same week the USDA reported in Salina, KS 139 head of Medium and Large #1 steers with an average weight of 788 pounds sold for 93.15 with a range of \$92.00 to \$93.75. His Rippe Gelbvieh sired calves garnered a \$3.75/cwt premium or \$29.32/head. Tom Posey states,

"Since I switched to Rippe Gelbvieh bulls it has increased my marketing options giving me the flexibility to sell them privately to a repeat buyer or take them to the auction market and garner a premium."

Balancers—Hitting the Target

Magnum Feedyard in Wiggins, CO is a Power Genetics licensed feedyard that specializes in feeding cattle to optimize the net return for their grid with Cargill. It is arguably one of the best marketing tools for commercial cattlemen looking to retain ownership of their calf crop to improve carcass merit and identify superior genetics. Duane Rippe states, "The big advantage of feeding at Magnum is that area optimizes corn costs and weather, along with knowing that your marketing needs are being taken care of with alliances Magnum already has in place." We feed our cattle into this program because it rewards a balance of quality and yield grade. Steve Gabel claims,

"The right cross of Continental and British cattle rings the bell for the grids we feed into and Balancers do it as well as any other cross."

Performance

Harre Feedyards is a family owned and operated feedyard just north of Milligan, NE. We have fed at Harre's feedyard this past year, liked the results and plan on feeding there again this year. In addition, they have fed a few of our customers calves. They were impressed by the performance of our cattle from a gain, conversion and cost of gain standpoint. Finally, Bob stated,

"I am interested in feeding cattle out of Rippe bulls whether that is purchasing them outright, rancher retained, or a partnership."

Rippe Gelbvieh Females Get the Job Done

Mike Hastings from Lawrence, NE has been purchasing the middle cut of the Rippe Gelbvieh heifer crop for several years now and is a valued repeat customer. What attracts him to Rippe's females is how much the people that manage his cows continually mention and appreciate the low maintenance from a dollar and time standpoint the females offer. Mike says, "The guys that manage my cows gush over how well the females breed back, calve easy and their disposition." In addition, they are having repeat buyers coming back to buy their calves and they compliment how well the cattle did for them. Therefore, Mike says,

"If the cattlemen that are running my cows are thrilled and the feeders that are buying the calves out of those cows are pleased, these females are doing their job and I am happy."

