

RIPPE GELBVIEH

Taking Pride In Our Customer's Success

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Mission Statement:
*"To produce superior Gelbvieh
and Balancer seedstock based on
economically important traits, which
provide more profitability for our
customers, and ensure the consumer
a very satisfying eating experience."*



Pedigrees For Your Pocketbook

By Dustin Rippe

Recent work at the University of Illinois found growth and marbling most heavily influenced profitability. The work conducted at the University of Illinois sought to quantify the value of feed efficiency, growth and carcass merit to the profitability of feedlot cattle sold on a grid-basis. The cattle used in the study were Angus-Simmental based, and all input costs (feed, labor, feeder cattle, etc.) were calculated from 2011 data, with a corn price of approximately \$5.98/bu. Profitability per steer was most heavily influenced by average daily gain, followed by marbling, yield grade, dry-matter intake and hot carcass weight. In total, these factors accounted for approximately 80% of the profitability per steer.

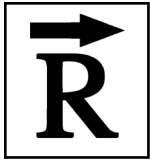
Rippe Gelbvieh is committed to our customer's profitability, and selects traits essential to your bottom line. Based on scientific data summarized above, growth, marbling and carcass merit are all essential to improving profitability. This is why Rippe Gelbvieh diligently monitors these traits and has collected as much carcass data on our cattle in the last 3 years as some of the most heavily used sires accumulate in their lifetime. The herd bull battery at Rippe

Gelbvieh consists of sires in the top 1% of the breed for marbling and top 15% for growth. Our senior herd sire Watchman also has exceptional feed efficiency as determined by similar methods to those used by the study summarized above. Our selection criteria has resulted in cattle that have graded 80 to 90% Choice or better and beat their contemporaries in the feedyard from a cost-of-gain perspective. Bulls from the same pedigrees will be available March 8th, at the annual Rippe Gelbvieh bull sale. Growth, carcass merit and calving ease all equal profitability; science shows it, cattlemen know it and Rippe Gelbvieh selects for it.

Sources:

Retallick et al., 2013. J. Anim. Sci. 10.2527/jas.2012-6156.





Cattle Market Update

By Dustin Rippe

The cattle market has been on a wild ride for the past 12 months with massive swings up and down. It is more critical now than ever for cow/calf producers to incorporate risk management into their business. Cow calf producers are especially vulnerable when they market their entire product one day of the year.

Looking forward the cattle feeding sector is very profitable right now and should be ok on the next turn. The same old problem of too many cattle feeders and not enough feeder cattle still exists though. We will continue to see feedlots shut down as the margin environment is very tough. Perhaps due to these tough margins, we are not seeing many young producers becoming cattle feeders. This could be an area of opportunity in the future. The packing industry is losing a considerable amount of money. It has to get better than it is right now for them, but packers are battling to gain market share between each other and that always hurts their profitability. I expect over the next 2 years we lose another packing plant in the south or west of the cattle feeding region.

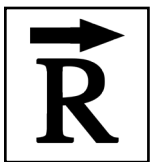
The cow calf industry is in the driver's seat. Profitability will be the largest I have ever seen in my lifetime. It is doubly good for the producers as your cows increase in value and your margins do as well. The most important thing for cow/calf producers is to continue to focus on maximizing profitability. Spend your

profit where it will return to you in the future and stay tight in the areas where it won't. Females could be very, very sought after the next few years.

China China China. You don't hear much chatter about it because not very many people are aware of the cattle industry. The Chinese love grain fed beef. Their retail beef prices are the same price as the U.S. with 1/6 of the income per person. In 2013, China went from the #4 importer of beef globally to the #1. I expect that to grow substantially in 2014. It would not surprise me to see China import 30% more beef in 2014 than 2013. The U.S. is not open to China right now, but we ship to surrounding countries that smuggle it to the Chinese. I am not sure gaining access to China would help us that much as they would probably apply a duty and the smuggling would continue to escape that duty.

Bearish Nuggets: Cheap corn makes cheap cattle. Those words scare me. Packer is operating in the red and he usually passes that down. Poultry production continues to expand. Another drought.

Bullish Nuggets: China. Our supply will continue to be smaller the next few years. Stock market is performing well, which is a good indicator of beef demand. Cow slaughter will remain very tight.



Genetic Defects

By Dustin Rippe

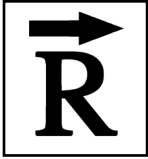
Every year we find another genetic defect in the cattle industry. As breeders that can be a little discouraging; however, we must continue to select for the best animals for the commercial cattle industry.

In 2013, Geneseek thought they found the CA defect in the Gelbvieh breed. After testing most of our herd, it turns out the test that was being used had no meaning in the purebred Gelbvieh. The Gelbvieh genetics were simply unique. However, the DD defect that came out in the Angus breed

has affected some lines of Balancer cattle. Rippe Gelbvieh has taken a proactive approach, and continues to monitor and test any suspect lines in our own herd. Not passing down genetic defects to our customers is very important to us.

Many of these genetic defects can ultimately affect fertility and cause females to abort. By selling bulls clean of genetic defects, we should be able to reduce the amount of open cows and increase the amount of live calves for our bull customers.



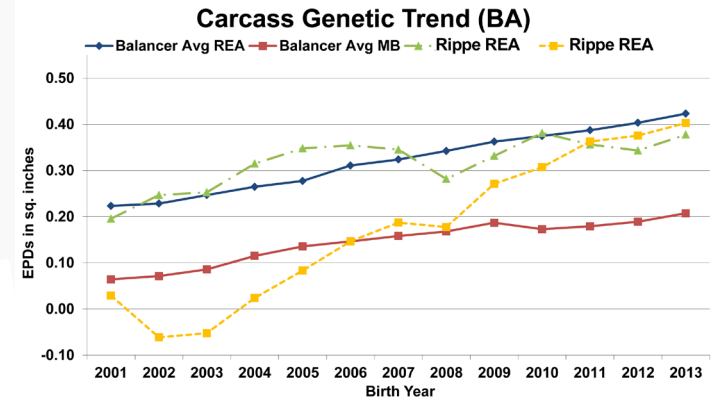
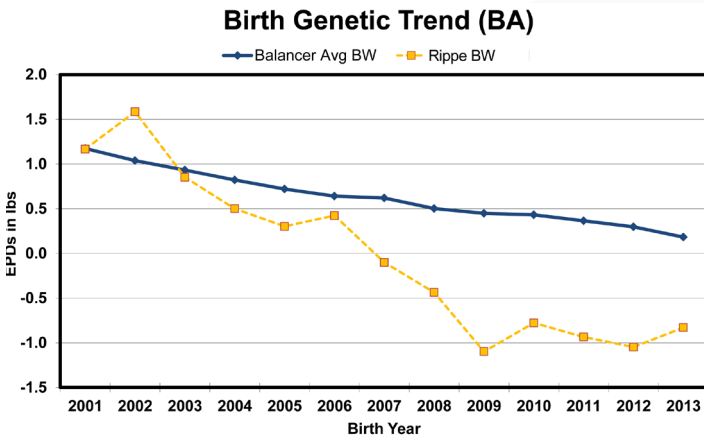


Rippe Gelbvieh vs. The Rest

By Dustin Rippe

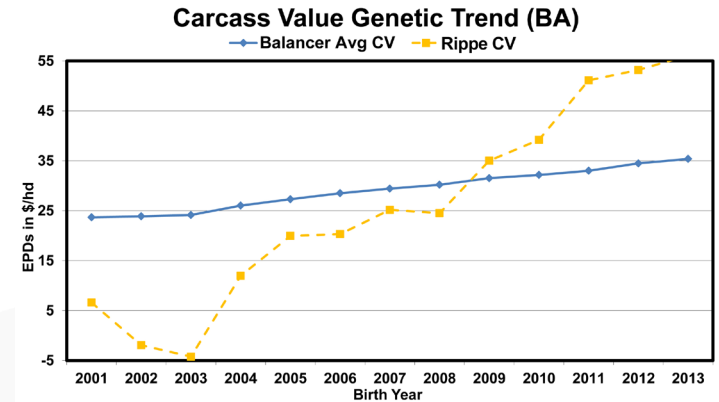
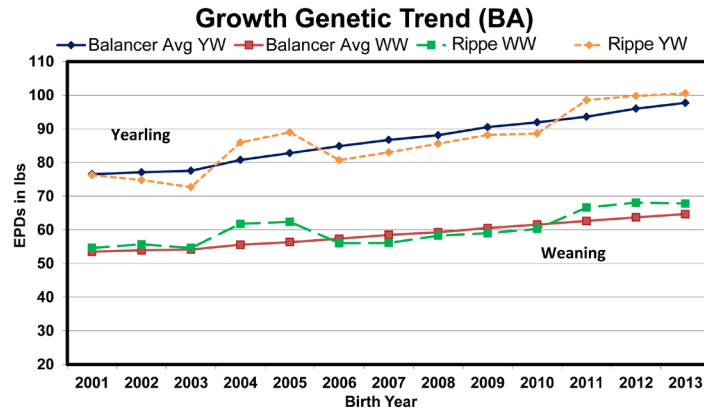
The first of the year is always a good time for reflections. When I consider this about Rippe Gelbvieh, I feel it is important to look back at where you stand as a breeder from a genetic standpoint. We strive for easy calving, good growth, and good carcass. I had the Gelbvieh associations pull our data to see how Rippe Gelbvieh stacked up against the rest of the Balancer breed.

from the beginning. Rippe Gelbvieh also does not want to go too extreme in growth as that would lead to overweight carcasses and very large cow size. Slightly above breed average is what we strive for and that is where we are.



Rippe Gelbvieh stacks up very well in birth weight compared to the average of the balancer breed. We understand that nobody has the time to be pulling countless calves. In addition, a live calf is worth more than a dead calf. This is one trait where Rippe Gelbvieh strives to be better than average.

Carcass Genetic trend is something we have researched a lot. We are slightly below breed average for Ribeye but are substantially better than the breed for Marbling. Look at the progress we have made on the marbling trait since 2002.



We still sell cattle by the pound and our goal is to be about breed average for growth. The Gelbvieh breed already possesses great growth as that is what made them popular

Carcass Value is an index expressed in dollar value per head. This shows you the true economic comparison when the progeny of a bull are sold on a grid. Rippe Gelbvieh is off the charts for this economically relevant index. We strive to produce genetics that make our customers more money. Not only do we do a good job of that, apparently we are off the charts.



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RIPPE GELBVIEH BULL SALE

Saturday, March 8, 2014

1:30 pm

**Belleville, KS - Belleville 81 - Livestock Sale Barn
Complimentary Lunch at 12:00**

**91 Bulls, 68 Black Balancers, 16 Red
Balancers, 5 Black Purebreds, 2 Red
Purbreds, 50 Commercial Females,
20 Registered Females**

For More Information Contact

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