



RIPPE GELBVIEWH



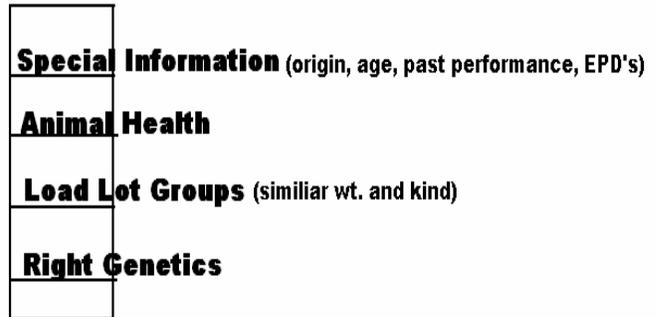
TAKING PRIDE IN OUR CUSTOMER'S SUCCESS

FEEDER CALF VALUE LADDER

How many of us have left the sale barn wishing our calves would have topped the market that day? What changes have you implemented to be able to receive the top dollar for your calves? After listening to Tom Brink's presentation at the Cattlemen's Boot Camp, my interest was sparked on 4 different ways to maximize your total revenue in your cattle operation. I want to remind you that value is added from the bottom up on the ladder, only then is the top price received.

I feel the most important step to adding value to your feeder calves is through proper genetic selection. Choosing the right bull supplier and herd sire is the first step to the production of valuable feeder calves. It is no secret that a bull can have a larger impact on a herd than any other decision, therefore it

is vital that you purchase a bull that is balanced in all traits and fits your environment. One thing that you should remember is that in order for your calves to go consistently for a premium, they must be profitable for everyone down the supply chain. Thus, keep the end consumer in mind when making your next bull purchase. The second rung on the ladder is having load lot groups, which is combining steers and heifers of similar weight and genetic background. This can be challenging for many of us with smaller cow herds, so individual cattle producers can work with other area cattlemen to put together loads of similar cattle. If you would like to look into this opportunity, we would be glad to help facilitate the marketing of your calf crop. The third rung on the ladder is animal health. This includes all of your pre- and post-weaning vaccinations.



I recommend gathering information from your veterinarian and a local feedlot to see what they prefer. The final step is special information, which includes age, source verification, and BQA certified. I believe this will become increasingly important in the future. Implementing a sound record keeping system now will pay dividends in the future. However, I want to remind you that I feel that special information is the "icing on the cake." There are many producers that are missing a rung or two on the ladder. If you truly want to maximize the value of your feeder calves you must start at the bottom of the ladder and work your way up. Finally according to Tom Brink, "you should produce something many people want, not something that somebody wants."

Source Tom Brink, Five Rivers Cattle Feeding LLC.

Hello everyone. This is Dustin Rippe and I am currently attending school at Colorado State University, while my dad is at home taking care of the cattle. I am on the seedstock merchandising team at CSU and we will be having two pens of bulls at the National Western Stock Show. Feel free to stop by Colorado State University's pen and visit with me. This is certainly an exciting time to be involved within the cattle industry, but with this comes a vast amount of change. It is my goal to continue to put out quarterly newsletters in the future so that you can keep up on the different topics in the beef industry.



7th Annual Bull Sale: March 11, 2006

Offering includes 26 Balancers and Purebred Gelbviehs.

NATIONAL IDENTIFICATION SYSTEM (NAIS)

One of the hot topics currently in the beef industry is the NAIS. It is a national program intended to identify specific animals in the United States and record their movement over their lifespan. It is being developed by the U.S. Department of Agriculture (USDA) and State agencies—in cooperation with industry—to enable 48-hour trace-back of the movements of any diseased or exposed animal. This will help to ensure rapid disease containment and maximum protection of America's animals. At the current time NAIS is voluntary, but in the future the NAIS plan will be mandatory. However, we don't feel that it will be mandatory for a couple of years. The first step of the NAIS is to have a unique premise number to every premise or location that manages or holds animals, currently referred to as Premises Identification. We encourage everyone to register for their Premises Identification, which there are several ways to do this.

1. Most states have a form which you can fill out and mail to your state department of Agriculture.
2. Calling your State Department of Agriculture and working with a trained representative. In Nebraska call 800-572-2437

By completing an online form at www.animalid.us

The online is a simple and fast approach to receiving Premises Identification. At sometime the NAIS will decide on a system to identify every animal and to be able to trace each animal throughout its life. At this time, we do not know what system will be adopted or what form of elec-

tronic identification will be used. We would not encourage anyone to invest in electronic identification equipment for the sole purpose of the NAIS system. In some cases, electronic identification will add value to your livestock as an aid for age or source verification programs. You need to know what the premiums are for those programs and if they are practical and available. They may justify the cost of the electronic identification.

Right now we recommend that everybody create some sort of system of their own to individually identify every animal on their ranch, so when the NAIS is in place you can make a quick and easy transition to electronic identification. We also feel it is important to take the time and get your Premise Identification number to help protect the health of your entire herd.

Merry Christmas from Rippe Gelbvieh!!

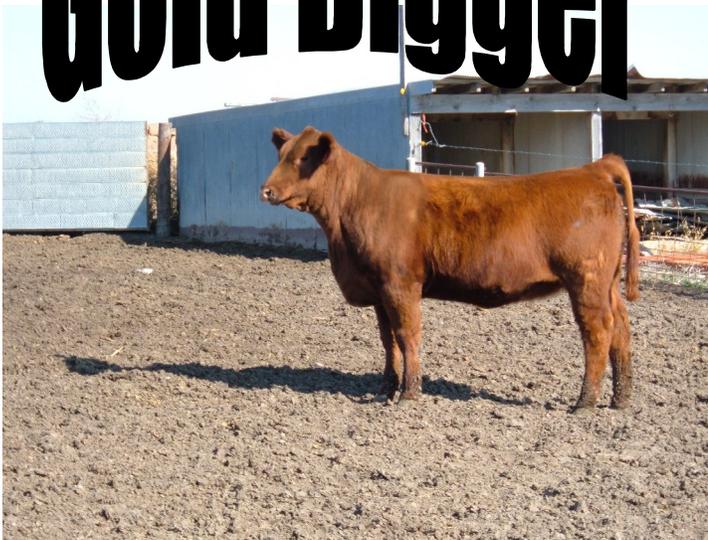
With the holiday season upon us, we would like to encourage everyone to take time to remember the reason for the season and to give thanks for our many blessings. We hope each of you have a Merry Christmas and a prosperous new year.

What Christmas Is All About And, lo, the angel of the Lord came upon them...And the angel said unto them, Fear not: for, behold, I bring you good tidings of great joy, which shall be to all people. For unto you is born this day in the city of David a Savior, which is Christ the Lord. Luke 2:9-11

It's Jesus' birthday...what a wonderful reason to celebrate!

Duane, Brenda, and Dustin Rippe

Gold Digger



Bull Sale: March 11

Offering includes 26 Balancers and Purebreds.

Gold Digger is one of our many Cherokee Canyon daughters that we are so high on. She is headed to Colorado with the Rea Family of Genetics West. We are truly excited about her potential and look forward to seeing her again at Junior Nationals. We would also like to wish Micah Mumm good luck next year with his balancer heifer that he purchased from Rippe Gelbvieh this fall. If you are still needing a show heifer for next summer, stop by, we have some fabulous show heifer prospects still available.

THE BEEF INDUSTRY: CONQUERING CHALLENGES THROUGH INNOVATION

Importance The value of cattle and beef products remains strong heading into an exciting spring. Many opportunities and challenges will arise throughout the production cycle for this year's calf crop. Maintaining assurance of beef quality and safety for the consumers is the single most important challenge facing beef producers according to a study published in the April 2005 issue of *Drovers* magazine. The 2004 Beef Challenges Research study concluded that 84% of producer respondents specified "assuring beef quality and safety" to meet consumer expectations as a top priority, which recorded the highest importance of the concerns facing the beef producers for the next two to three years. Many production practices, including branding and processing of calves, should be assessed to ensure that proper management techniques are included in cattle management practices to decrease and eliminate potential safety and quality defects of the merchandisable end product.

Hide defects caused by improper branding cause substantial losses to the

beef industry each year. It is critically important to correctly locate brands on either shoulder or high on the hip close to the tailhead. All brands, but especially on the rib must be cut out of the hide leaving it less valuable.

Stress and proper handling are important factors to be cognizant of, especially during processing of the calves. Branding, castration, vaccinating, and de-horning can potentially be very stressful and traumatic to young calves. Proper handling is a critical, but sometimes neglected are of processing. Producers should attempt to minimize unnecessary stress to the animals as much as possible and properly maintain processing facilities to achieve less stressful and efficient processing.

Product damage Research has shown that certain products injected into or near muscle tissue can cause damage at the injection site and in surrounding tissue. Some products may cause abscesses in the short term and may cause decreased tenderness of product to extend up to 4 x 4 x 4 inches beyond the outer margins of the

injection site. This defect must be trimmed from the carcass costing the industry millions of dollars each year. Producers need to be aware of the potential adverse reactions that result from administration of intramuscular products. Everyone who makes an injection needs to be aware of where and how to administer and injection and the long-term effects on our end product – high quality, wholesome beef. Producers are encouraged to subcutaneous (SubQ) injections instead of intramuscular (I.M.) injections, whenever the product label allows. Place all injections (SubQ and I.M.) in front of the shoulder in the neck. Do not administer more than 10 ml of product per injection site and separate injection sites by at least 3 inches. Additionally, needles should be changed regularly to avoid bent and broken needles. Lastly, NEVER administer injections into the loin and hip areas. If you have any questions regarding your treatment procedures, contact your local veterinarian.

Source: Travis Hoffman,
Colorado BQA Coordinator.



Foxi Roxi and her bull calf Rough N Ready

Selling a full sib to Foxi Roxi
On our bull sale March 11, 2006.

Look for more information on him
in the February Gelbvieh World.

Congratulations to David Rea of Genetics west for receiving Reserve National Junior Champion Cow/Calf pair. Foxi Roxi was purchased from Rippe Gelbvieh in 2003. Don't forget to check out Rough N Ready in Denver this year.

Rippe Gelbvieh

*WE ARE ON THE WEB AT
RIPPEGELBIEH.COM*



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."

7th Annual Bull Sale:

March 11, 2006

For more information call Duane Rippe, (home) 402-324-4176, (cell) 402-200-0096 or Dustin Rippe, 316-323-4874 or view our sale catalog online at rippegelbvieh.com

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