

You have a
FRIEND in the

beef
BUSINESS!

2011 Production Sale

2008 BIF Commercial Producer of the Year - KCC
2010 BIF Commercial Producer of the Year - DRI

Friday, November 4, 2011 @ 12:30 pm CST
at the Downey Ranch Headquarters, 12 mi. SE of Manhattan, KS

89 Registered, Performance Tested
Coming 2-year-old Bulls

- 43 DRI Black Angus Bulls
- 46 KCC 100% 1A Red Angus Bulls
- *Spring Delivery Available*

60 Bred Commercial Replacement Females
to calve Spring 2012

- 100% Home raised, true Top-of-our-Herd
- Synchronized & AI'd to proven sires
- *Calve-out Available with our exclusive
Live Calf Guarantee!*

Watch for videos of
ALL lots online!

This sale will be broadcast live on the internet.
DVAuction
Broadcasting Real-Time Auctions
Real time bidding & proxy bidding available.



KNIEBEL CATTLE Co.

www.KCattle.com

Proud to be
founding members



and
Qualified
Seedstock
Suppliers



DOWNEY RANCH, Inc.

www.DowneyRanch.com

Friday, Nov. 4, 2011 @ 12:30 CST

At the **Downey Ranch Headquarters** Wamego, KS & online at **DVAuction.com**
Our famous beef brisket lunch & homemade desserts available at 11:00



DOWNEY RANCH, Inc.

Offering:

- **89 Coming 2 year old Bulls**
 - 43 Black Angus
 - 46 100% 1A Red Angus
 - Spring Delivery Available
- **60 Bred Commercial Heifers**
 - 30 Angus & Angus X
 - 30 RA, An & Baldies Black & Red
 - Available with our exclusive Live Calf Guarantee!

For More Information:

Kniebel Cattle Co. (785)349-2821
Downey Ranch (785)456-8160

Websites (videos, updated info):

www.DowneyRanch.com & www.KCattle.com

Auctioneer: Doak Lambert

Office 972-471-1233, Mobile 972-839-6485

Publications represented:

Red Angus Assoc., Myron Edelman (307)351-6032
Angus Journal, Matt Caldwell (816)390-6602
High Plains Journal, Guy Peverley (785)456-9911
Kansas Stockman, Andrew Sylvester (785)456-4352

Sale Day Phones:

Land: (785)456-8160 and (785)456-8186
Cells: (785)556-8161 Joe, (785) 556-8160 Barb,
(620)767-2181 Kevin, (620)767-2180 Mary Ann

Terms & Conditions:

1/2 semen interest may be retained on any bull. All purchases are to be settled for sale day unless prior arrangements have been made. The cattle sell under the standard terms and conditions for production sales as adopted by the AAA.

Trucking:

A \$50 discount will be given per bull or group of heifers picked up on sale day. We will deliver all bull lots over \$3500 or volume bull purchases (3 or more) for free within a 300 mile radius. Other deliveries will be at cost. Heifers retained for calving delivered at cost.

Motel Accommodations:

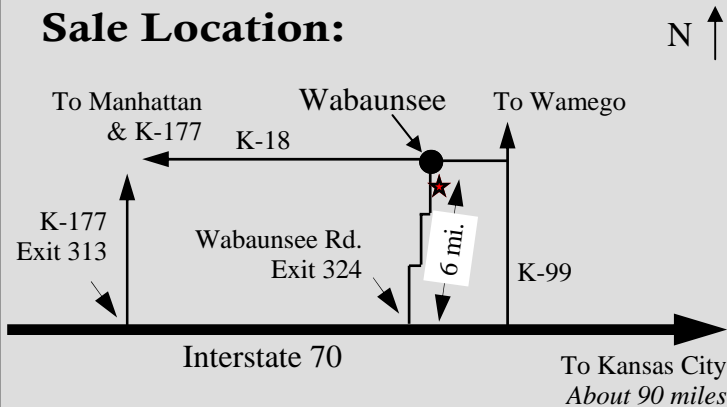
Simmer Motel—US Hwy 24, Wamego
(785)456-2304

Wamego Inn—US Hwy 24, Wamego
(785)458-8888

Super 8—200 Tuttle Creek Blvd, Manhattan
(785)537-8468

Fairfield Inn—300 Colorado St. Manhattan

Sale Location:



Driving Directions:

- **From Manhattan**—Take K-18 east to mile marker 204, Wabaunsee Rd. Go south 1/4 mile to headquarters on east side of road.
- **I-70 coming from KC**—I-70 west to K-99 exit. Go north to K-18. Go west to mile marker 204, Wabaunsee Rd. Go south 1/4 mile to headquarters on east side of road.
- **I-70 coming from West**—I-70 to Wabaunsee Rd. exit #324. Go north approx. 6 miles to ranch headquarters on east side of road.

NOT RESPONSIBLE FOR ACCIDENTS.



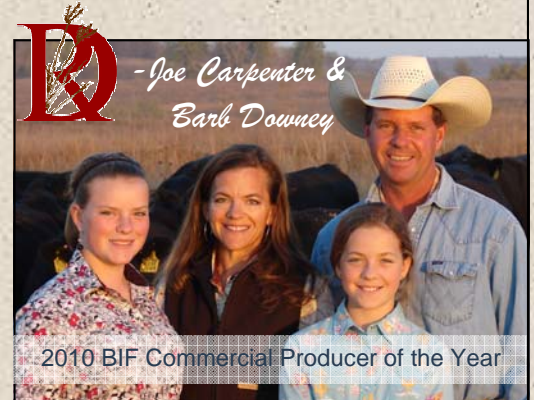
Welcome to our 9th Annual Sale!

We've worked hard to bring you another top offering. All the bulls are tested **FREE** of all known genetic defects.

Our thanks to our family & friends who pitch in every year. If things go well, it's because of all of them.

We look forward to serving all our returning customers and earning the business of our new customers too. As per your request, bulls will still come through the ring like always, but heifers will sell through a video display. We will continue to pen & display the heifers on site, just like always. If there is anything we can do to make your experience better, please do not hesitate to call us.

We're grateful for this chance
to **earn your business.**



Back by popular demand: Bulls Will Sell in Catalog Order!!!!

In order to make life easier for you, we are going to sell bulls in the same order they're printed in the catalog. Please do not read anything into the sale order itself. The order is dependent on who would pen with whom (and not fight!) and how the bulls fit on a page with any available pictures. It is not meant to imply that any one bull is better than another!

Heifers will NOT go
through the ring.
They'll be penned on
site but sell by video.

DVAuction

Broadcasting
Real-time Auctions

We are pleased to again broadcast the Kniebel and Downey Production Sale "live" over the Internet.

NEW THIS YEAR: Proxy Bidding Available. This means you can put in your maximum bid ahead of the sale at your convenience. Then on sale day, the computer bids for you. **NO ONE**, not even DVAuction, knows what that your max is. If something happens to your connection or you can't be in front of the computer, your bidding still gets done for you. Example—You put in a proxy for \$5000 on Lot 12. An opposing bidder drops out at \$3700. You own Lot 12 for \$3800.

First Time Users:

1. Visit the DVAuction web site at www.dvauction.com
2. Click on the Register Tab.
3. Complete Registration and Apply to bid at the Kniebel and Downey Production Sale.

We will be contacting your bank to verify information.

DVAuction will then contact you to let you know that you have been approved to bid and buy at the sale "live" from your computer at home.

After the sale:

1. Contact Kniebel and Downey to make arrangements for payment.
2. Contact Kniebel and Downey for delivery or pickup of your purchases.

Note: You must have high speed internet access (DSL, T-1, or Broadband) to be able to bid during the sale.

Any questions:

Contact Dan with DVAuction at (402)-649-3172 or e-mail: dbroz@dvauction.com
Or contact Tami with DVAuction at (308) 870-3661 or e-mail: tmcintosh@dvauction.com

We recommend that you register by Nov. 2, 2011 for on-line bidding. Every attempt will be made to complete your application even if it is on sale day. Questions? Call us or DV Auction for more information.

Not comfortable with the internet or afraid you'll be busy in the field? We have purchased many bulls for customers sight-unseen and got them for less than the prearranged limit with 100% satisfaction. We'll discuss your needs, figure out the best purchasing system and match up the bulls that will suit you best. Just visit with us before the sale and we'll work together to find the best option for you. At the end of the day, we're not happy until you're happy.

Customer Service Options

Live Calf Guarantee

Calving heifers:

- * Don't like to?! * Don't want to?! * Don't have time to?!
- * Hate snowstorms?!

For a fee, we will keep them and calve them out. After your last heifer calves, we will deliver pairs to you. In the unlikely event that we should lose a calf, we will offer a like replacement. If a suitable replacement is unavailable, we will offer a full refund (purchase price + calve out fee). **Please note: we can not offer live calf guarantees on heifers taken home to calve.**

-Calve out fee with live-calf guarantee: \$275/head, due sale day.

Example: You purchase a pen of 3 heifers and elect to have us calve them out. You pay gavel price plus \$825 on sale day. Pairs will be available after



Do you remember the winters of '09-'10 & '10-'11?!

Bull Wintering Program

Don't need your bull until spring?

If you elect to, we will keep your new bull purchase until April 15. Fees for this service are designed to cover "room & board" along with insurance (4% of purchase price) to protect your valuable investment. Trucking follows policy on P. 2. Should the bull not be serviceable on April 15, we will replace the bull with one of like kind & quality. If a suitable replacement is not available, we will refund purchase price + "room & board" fee.

-Bull Wintering Program: \$300 + 4% of purchase price, due sale day.

Example: You purchase 1 bull at \$3500. You pay \$3500 + \$300 + \$140 = \$3940 due sale day.

Feedlot Options—Adding more \$\$\$ to your bottom line

Placing calves on feed

Would you like to feed some of your calves out? CattleFax data shows retaining ownership is more profitable than selling calves 95% of the time. We have several options available that let you get your feet wet.

- Kniebel Farms Feedlot—Personal environment under our direct supervision. Will take as few as 5 head. Small lots will be co-mingled, larger groups will have their own pen. Individual carcass and gain data will be provided.
- Commercial Feedlot recommendations—With our contacts in the industry, we can help you find a feedlot that suits your cattle's needs.

Turning cull heifers into profit centers

Do you want to shorten your breeding (and calving!) season but not stand the usual financial hit on open heifers? Consider feeding them with us. We feed ours out and last year averaged over \$1500/head with a small feed investment. Doing this has netted us an extra \$400+/head.

You can get carcass data, shorten your breeding & calving seasons, select for fertility and make more money all at the same time. Talk to us for more details.

Our Herd Health Programs

- Calves are vaccinated going to grass (at 2 months down to a few weeks of age) with MLV respiratory and 7-way blackleg. We do not worm going to grass, instead we wait until the end of June and use Safeguard in the mineral to catch the worms they may have picked up.
- The calves are given 2 rounds of respiratory complex vaccine, a pastuerella and another 7-way blackleg around weaning. They are also dewormed with an ivermectin product to clean up any late summer infestation. Steers will be given a Synovex implant at this time, however replacement heifers are never implanted.
- Cows are pregged when we can, sometimes before they move to stubble fields but usually after. They receive a 7-way booster and a staybred vaccine. They also receive either CattleMaster or Virashield and are poured with an ivermectin product.
- Neither ranch uses scour vaccines as we luckily do not incur many scour problems. Ask Joe or Barb for more information about the Sandhills Calving System.

Herd Health Programs, Care & Handling

The question most often asked in the days and weeks after the sale is this:

“What do my bulls & heifers need before I turn them out?”

The short answer is nothing. They've been fall wormed & poured with an ivermectin & had their vaccines boosted. In addition, they've been PI tested negative and have been semen-evaluated (bulls) or preg checked (heifers). Just jump in next spring and continue with your own herd health program! More complete information about how we handle the bulls & heifers can be found online or by picking up the phone.

The Soapbox

Actual Performance vs. EPDs

EPDs take into account performance & ancestry of many individuals across different production systems, climates, herds, etc. instead of just one individual's performance in one herd in one set of circumstances in that particular year. Therefore, we consider EPDs a better indicator of that animal's genetic abilities than actual performance.

When we take weights, measure scrotals or scan for carcass traits, we have some bulls who are older than the average by quite a bit, and some that are younger. The breed associations take that data and adjust it using many variables and come up with a standardized number so that bulls can be compared on a more even footing. For example, what would this bull have weighed at 1 year old (365 days) given that he weighed 1325 when he was 400 days old coming off test. This tends to overcompensate younger bulls and penalize older bulls, especially in a herd's comprised of earlier maturing cattle. **This is why we recommend you look at EPD's over actual performance.** That is also why an older bull with an 1150 lb actual yearling weight might have a 1050 lb adjusted YW yet a higher YW EPD than a younger bull with a heavier ADJUSTED YW. Clear as mud?

While we're on the subject, BW is another one that deserves a discussion. CED (Calving Ease Direct) takes into account actual reported calving ease scores from the individual, their ancestors & contemporaries. Have you ever wondered how bulls from arctic Montana with actual BW of 95 lbs can have moderate BW EPD (-1.0 for RA & +0.5 for An), and be a 'sleep through the night' proven calving ease sire? Well that's what we're talking about. We all know that shape of the calf has a lot to do with calving ease & this CED EPD addresses just that.

The Star System

Which leads to our "Star System." On all our bulls, we put a box of stars at the bottom. This lets us take multiple affective EPDs along with what we know about the cow families and the conditions of that production year and summarize it all for you. In other words, if they're a 4 star Calving sire, we know that the shape of that bull, his data & pedigree and his mother's history all combine to make him one we wouldn't hesitate to use on heifers. 3 stars means we'd use him on heifers UNDER SUPERVISION.

Does this mean one star is a cow-killer? Absolutely not. We would NEVER sell anything we would not use in our own herds. PERIOD. One star calving ease means use on mature cows without a history of problems. For females, we're taking longevity, udder structure, fertility under range conditions, mature size, fleshing ability, etc into account. That a bull gets 3 stars means he probably has a young dam. Carcass & growth follow the same principles.

Don't Buy What You Don't Need

Well of course, you think, but it's not that simple. We all are drawn to the bigger, better, faster idea. But if you're selling calves at weaning, do you really need 4 stars on carcass? Remember, they're Angus. Whoever owns them down the road won't have trouble with standard grading carcasses. But if you insist on 4-traits, 4-stars, you very well might miss the bull that does the best job for YOU in YOUR HERD at a more economical price. If you have average to big cows, do you really want the sexy +95 YW, or are you buying something that will take you in the wrong direction?