

2018-2019 Newsletter

Dear Cattlemen/ Cattlewomen:

Hello all!

It's officially that time of year again! We are peeking around the corner of harvesting yet another great crop and the cattle runs about to go into full swing. Here we are with our annual summer newsletter. We always hope that you find value in this letter, along with offering a few insights. As we look back into the past, while moving forward into the future we strive each year to improve and become better in all aspects of the business in order to provide the best conditions for you and your marketing.

For buyers and sellers alike, we strive to achieve our main goal of providing a transparent market that is always fair and consistent (realizing you the most money we can possibly obtain) which keeps Bloomington Livestock Exchange a leader in the Feeder Cattle Business throughout the entire Upper Midwest. Another primary goal is always giving livestock and the people alike, the most humane conditions and treatment possible during their stay at Bloomington Livestock. We continually make sure our pens are clean, dry, and well bedded. Our pens also are supplied with fresh, clean water, and ample good quality grass hay for our overnight cattle no matter how long they are with us. We want your livestock to be taken care of and handled just as good, to the best of our ability, as they are at home. Adding all this together during their stay at our auction facility really helps limit any added stress or excess shrink on your cattle, benefiting buyers & sellers alike. To say the least, this is a team effort amongst all of us. Without the wheel the buggy will not pull. The hard work and effort you good folks provide with your consistent job of producing some of the finest livestock in the entire US, producing high quality volumes of cattle, and much more. These are just a few things you do to keep us on the map and known across feeding country. There are so many available feeder cattle across the entire country in various regions fighting for the same bunk space in the feedlots and the competition is extremely fierce. For years now, working together we have earned our deserved place at the table. We will continue to provide you with the gateway where East meets West!!

The 2018 World Livestock Auctioneering Championship Is Officially In The Books!! Bloomington Livestock will forever be remembered by so many who have never been here before. We have worked a lifetime to create all we have together in this industry in our little part of the world. This once in a lifetime opportunity showcasing our area, folks, and the cattle we have, came to life and unfolded right before our very eyes. On June 9th over 600 of the "Who's Who of the Cattle Industry" funneled in from across the entire United States and Canada to attend the LMA Convention in Dubuque, Iowa on June 6-9th. The 2018 World Livestock Auctioneering Championship was held right here at Bloomington Livestock Exchange. With 31 of the best livestock auctioneers in North America in attendance, we kicked off the week by hosting a BBQ

which was attended by over 700 guests which included Governor Scott Walker and 4 Gold Star Families. On Saturday, June 9th was the World Champion Auctioneer Contest. What an amazing cattle show it was, to say the least, from start to finish. We fired off at 8am with the first gunner and went through 31 auctioneers and over 4,000 cattle with the final gate swung before 5pm. I am SO proud of every cattle producer and a huge tip of the hat to every team member here who made this all happen. I received compliments for a straight month and they continue to trickle in yet today. Compliments including the endless volumes of high quality cattle we kept throwing at the contestants, and the crew out back that were unstoppable and so professional. We purchased blue Bloomington Livestock shirts for the entire team and by the end of the day a whisper had gone throughout the entire sale tagging them as the "Blue Army" because of their "top notch" production and persistency. I couldn't be more proud of our entire staff. When you see any of them please thank them for their hard work and efforts to make Bloomington Livestock the success it is. Without them all this could not be possible. I was told several times by past World Champions and from some people from very high up that this World Championship was the best World Livestock Championship that they had ever seen.

Thank you and Be Proud!

SCHEDULE: Please note some minor, yet beneficial changes in our schedule.

Please hold on to your schedule, included with this letter. We strive to keep our sales as user friendly as we possibly can for all. What is best for cattle, what is best for people is best for all.

As reflected on the attached schedule, you will notice that our annual Thanksgiving Sale, we have once again moved from Friday to Saturday that week, the 3rd P.A.P.A Black Hided Sale has again been moved to January, our Sunday Bred Beef Cow Sales have been switched to Saturday and we will be having 2 Beef/Holstein Combination Sales once again.

SO PLEASE, PLEASE, PLEASE SAVE YOUR ATTACHED SCHEDULE!!

EARLY CONSIGNMENTS:

We would really appreciate when you are getting ready to sell your cattle that you give us a call, or send us an email with your consignment 7-14 days in advance. This is not a requirement, however we strongly suggest this, as we take great pride in the extensive network that we advertise across the country. The buyers really like to have a handle on how many and what we are offering at each sale, as this will allow buyers to book their pen space and look at all the available cattle to choose from. Countless times I have had buyers watching online, saying they wish they would have known there was this many of this, this many of that, as they would have started buying; wish they would have known the numbers were available. All we ask is you do your best to help with Early Consignments. It really helps us in the merchandising of your cattle, ultimately maximizing your bottom line.

PROPER VACCINATIONS:

We ask that you do your best, as always, to properly vaccinate your cattle in a timely manner before bringing your cattle to the auction. This is not a requirement; however, we STRONGLY

suggest that you do PROPERLY vaccinate as we are in a day & age where the rest of the country not only vaccinates, but they properly and timely vaccinate. Anymore nowadays, it is not "how much of a premium will I receive?", but rather how much of a discount am I willing to assume by not vaccinating. Discounts vary according to the quality of the cattle, and basically start at \$50.00 per head & up as the quality decreases in the animal, while the risk increases to the buyer. Please vaccinate these cattle according to label followed by a timely booster a few weeks later. **IMPORTANT NOTE: Please vaccinate your cattle a minimum of 30 days prior to the sale date;** whether it is a week, two weeks, or two days before sale day, if you vaccinate within the 30 days, especially within 21 days of sale you will create a potential health disaster for the buyer. So please vaccinate a minimum of 30 days before sale dates. You all do such a great job of offering quality, healthy cattle, and we need to keep it that way. PROPERLY VACCINATE.

We recommend the standard vaccination protocol of **IBR, BVD, PI3 with BRSV (a 4 way), 7-Way Blackleg with some form of Pasteurella protection, & a Worm/Pour.** We recommend NOT implanting your calves unless you are retaining your cattle and are going to reap the full benefit of the implant itself. The buyer prefers non-implanted cattle or the implant expired as he already has his own implant strategy creating no financial benefit for your efforts. So, save your money on the implants unless you are realizing the weight gain benefit yourself. **Always remember, healthy cattle are just like people; if we are healthy, we perform well; if we are not, we falter.**

NUTRITION/WEANING:

Weaning is optional, but we do recommend weaning if you are able, have the proper facilities, and proper feedstuffs to do so. **Weaning pays BIG financial dividends.** Not necessarily reflected in price per pound, but in realized weight gain that translates in \$\$'s in a hurry, taking into account the feed invested in comparison to the extra pounds you receive in just a short 45-60 days, it definitely increases your opportunity to maximize and see a very nice return on your dollar. We have run trial after trial on the financial benefit of weaning calves properly, and the financial reward is almost staggering in such a short period. Again, **weaning is optional but if you wean we ask that the calves are weaned 45-60 days before sale day; a minimum of 35 days is needed to be adjusted, hard, healthy, and ready for their new destination.** Buyers turn their heads at calves weaned 7-21 days, as they know well they are in the middle of their weaning sweat, with the added stress enough to cause a health firestorm. There is good demand for properly weaned calves; there is good demand for properly vaccinated, non-weaned calves, but light demand for high risk calves in that 7-21 day weaning period leaving you with the price shoppers. Don't risk a year's worth of hard work over a few weeks' time.

If you choose to wean your calves, we ask that you wean them on a high roughage diet with proper energy, according to their needs against Mother Nature; designing them to gain 1.75#-2.5# per day, depending on the weather and your cattle. You want to produce a critter who's in

a nice, medium flesh, with frame; not too thin, not too fat, just what we call a nice medium green. Proper nutrition, along with keeping them clean and open haired, will make for a great sale of your calves. Never forget, eye appeal is the name of the game; if the buyer likes what he sees and hears, he will buy it or at least try his best. **Again, Happy, Clean, Healthy Cattle make high performing cattle in the feedlot, and that is what makes a buyer aggressive on your cattle.** A nice big grass/dirt lot, or well bedded yards, make for those eye-catching cattle, with hair like a grizzly bear, ready to go to work.

VACCINATION PAPERS:

******Please, please, please make sure your health and nutrition records come with your cattle to the sale. With your records, please include the dates the vaccinations were given, and the date of weaning (if weaned). We announce it all from the block as they're being sold. If a vet is sending the records, please confirm they have sent it and we have received it before the start of the sale.** And last but not least, if at all possible, we ask that you attend the sale. There is nothing better than being able to identify with the seller and his or her efforts as we sell the cattle. We sure would like to personally thank you good folks when your quality cattle are coming through the scale door and you're in the stands representing those good cattle. And the buyer likes it too! One more thing; if you're at the sale and your cattle come in, and be it we may not see you from the block or whatever it may be, don't be afraid to raise your hand so the auctioneer knows where your sitting so you can be recognized for your hard work and efforts on the cattle.

We are looking forward to yet another exciting Special Roundup Feeder Cattle Sales Season. It's going to be a great new season with many exciting things on the horizon! Wishing you all a very safe and abundant harvest season. Hope to see you all soon!

Thanks again,

The Team at Bloomington Livestock Exchange

Kevin Kirschbaum