Observations on Successful Feedlots

Cattle Feeders’ Conference
Ames, Iowa

Gary D. Fike
Beef Cattle Specialist
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Observation #1

• The feedyard is never full!
  – There’s always room for more cattle.
  – Never (rarely) turn down cattle
  – Work with backgrounding yards, neighbors, etc. to find space for cattle
Observation #2

• They set themselves apart
  – What is special about your feedlot?
    • Partnership opportunities/shared ownership
    • QA training/certified/animal handling clinics/
    • Have your own QSA or umbrella program for ASV
    • Family operation
    • Specific alliances or memberships
  – Don’t use cliches!

The best partners are licensed.
Observation #3

• They are professionals
  – Return phone calls
  – Sometimes you must hold hands
  – Appear business-like
  – Personable
  – First impressions last
  – Are straightforward and not elusive when asked questions.
  – Listen to customer
  – Utilize other professionals
Observation # 4

• Be honest!
  – No “sugar-coating”
  – Be realistic about expectations regarding customer cattle.
  – Share closeout information – ADG, F:G, COG, other items of similar type and kind.
  – Report deads and realizers promptly.
Observation #5:

- They work with customers on health and management protocols
  - Consulting vets – one yard feels this has been paramount to their success in avoiding health issues.
  - Advise clients on the advantages of pre-conditioning and which products work
  - Weaning programs – early, fencline, etc…….anything to relieve stress
Observation #6:

• Talk to customers about genetics.
  – Everybody’s calves top the sale; or do they?
  – Maybe the time to do this is after the cattle are sold!
  – Share benchmarking information.
Observation #7:

- They manage the cattle like their own; maybe better!
  - Feed cattle on time
  - Use consulting nutritionists to maximize performance
  - Recognize health issues early on and address them
Observation #8

They take pride in the appearance of their yard.

- Mowed
- Painted
- No junk
- Maintenance on pens, buildings, working facilities, vehicles
- Doesn’t have to be fancy; but it does have to be presentable.
Observation # 9

• They don’t burn bridges
  – Sometimes these relationships don’t work out.
  – Ask them for another chance to feed their cattle.
Observation #10

- They take a genuine interest in customer successes.
  - Share data
  - Offer sound advice when requested
  - Help with marketing - unique and not-so-unique
My Top Six Feedlots

- Yard I – R.O. and Angus
- Yard M - Sort and Feed Ingredient, low ration cost
- Yard P – Business and Performance
- Yard R – Performance and Pen Maintenance
- Yard CC – Innovative Marketing and Relationships
- Experience, Knowledge, Self-Effacing
# XYZ Feed Yard
## Carcass Grading for Calendar Year 2008*

<table>
<thead>
<tr>
<th></th>
<th>YG1</th>
<th>YG2</th>
<th>YG3</th>
<th>YG4</th>
<th>YG5</th>
<th>No YG</th>
<th>XYZ Total</th>
<th>FLP Total</th>
<th>Region Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Harvest</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>4,144</td>
<td>91,108</td>
<td>28,945</td>
</tr>
<tr>
<td>Prime</td>
<td>0.0%</td>
<td>0.1%</td>
<td>0.8%</td>
<td>0.3%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>1.3%</td>
<td>2.5%</td>
<td>1.2%</td>
</tr>
<tr>
<td>Choice</td>
<td>2.2%</td>
<td>14.7%</td>
<td>24.2%</td>
<td>8.4%</td>
<td>1.7%</td>
<td>0.0%</td>
<td>51.2%</td>
<td>69.2%</td>
<td>62.3%</td>
</tr>
<tr>
<td>Select</td>
<td>7.2%</td>
<td>16.8%</td>
<td>13.1%</td>
<td>2.7%</td>
<td>0.4%</td>
<td>0.0%</td>
<td>40.3%</td>
<td>26.0%</td>
<td>33.1%</td>
</tr>
<tr>
<td>No Roll/ No QG</td>
<td>1.9%</td>
<td>3.1%</td>
<td>1.5%</td>
<td>0.3%</td>
<td>0.1%</td>
<td>0.0%</td>
<td>7.3%</td>
<td>2.2%</td>
<td>3.3%</td>
</tr>
<tr>
<td>XYZ Total</td>
<td>11.7%</td>
<td>34.8%</td>
<td>39.6%</td>
<td>11.7%</td>
<td>2.2%</td>
<td>0.0%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FLP Total</td>
<td>4.7%</td>
<td>29.1%</td>
<td>51.7%</td>
<td>12.6%</td>
<td>1.2%</td>
<td>0.9%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Region Total</td>
<td>6.9%</td>
<td>32.0%</td>
<td>45.7%</td>
<td>12.0%</td>
<td>1.4%</td>
<td>2.0%</td>
<td></td>
<td></td>
<td></td>
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</tbody>
</table>

*The best partners are licensed™*
<table>
<thead>
<tr>
<th>Item</th>
<th>Packer A</th>
<th>Packer B</th>
<th>Packer C</th>
<th>Packer D</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Head</td>
<td>454</td>
<td>2,825</td>
<td>394</td>
<td>733</td>
</tr>
<tr>
<td>Steer/Heifer /Mix %</td>
<td>26/74/0</td>
<td>7/42/51</td>
<td>25/25/50</td>
<td>0/50/50</td>
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<tr>
<td>Hot Carcass Wt.</td>
<td>798</td>
<td>771</td>
<td>805</td>
<td>763</td>
</tr>
<tr>
<td>Dressing %</td>
<td>64.3%</td>
<td>64.0%</td>
<td>62.9%</td>
<td>62.7%</td>
</tr>
<tr>
<td>% Choice &amp; Prime</td>
<td>63.8%</td>
<td>58.1%</td>
<td>36.0%</td>
<td>34.8%</td>
</tr>
<tr>
<td>Mileage to Plant</td>
<td>128</td>
<td>109</td>
<td>157</td>
<td>184</td>
</tr>
<tr>
<td>% CAB®</td>
<td>13.1%</td>
<td>15.1%</td>
<td>6.1%</td>
<td>8.9%</td>
</tr>
<tr>
<td>% YG 4 and 5</td>
<td>29.2%</td>
<td>14.2%</td>
<td>10.8%</td>
<td>5.1%</td>
</tr>
<tr>
<td>Total Out Carcasses</td>
<td>35.1%</td>
<td>22.1%</td>
<td>24.0%</td>
<td>12.3%</td>
</tr>
</tbody>
</table>
CAB® Acceptance Rates at XYZ

Year | XYZ | Region | FLP
--- | --- | --- | ---
2003 | 12.0% | 8.0% | 18.4%
2004 | 10.4% | 8.7% | 13.2%
2005 | 12.0% | 8.0% | 10.4%
2006 | 18.4% | 10.4% | 13.2%
2007 | 18.4% | 10.4% | 13.2%
2008 | 18.4% | 10.4% | 13.2%

The best partners are licensed.™
### Customer Profile

**XYZ Feed Yard – 2008**

<table>
<thead>
<tr>
<th>Customer</th>
<th>No. Harvest</th>
<th># Elig.</th>
<th>% CAB®</th>
<th>% Pr &amp; Ch</th>
<th>% Select</th>
<th>% YG 1,2,3</th>
<th>% YG 4&amp;5</th>
<th>% NR/No QG</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jimmy</td>
<td>725</td>
<td>405</td>
<td>4.0%</td>
<td>32.9%</td>
<td>49.9%</td>
<td>91.3%</td>
<td>8.7%</td>
<td>17.2%</td>
</tr>
<tr>
<td>Bobby</td>
<td>471</td>
<td>304</td>
<td>4.9%</td>
<td>36.9%</td>
<td>48.0%</td>
<td>89.8%</td>
<td>10.1%</td>
<td>15.0%</td>
</tr>
<tr>
<td>Jimmy Bob</td>
<td>159</td>
<td>107</td>
<td>12.1%</td>
<td>63.5%</td>
<td>28.3%</td>
<td>84.3%</td>
<td>15.1%</td>
<td>8.2%</td>
</tr>
<tr>
<td>Bob Jimmy</td>
<td>979</td>
<td>738</td>
<td>15.0%</td>
<td>59.8%</td>
<td>33.3%</td>
<td>85.8%</td>
<td>14.2%</td>
<td>6.8%</td>
</tr>
<tr>
<td>Bubba</td>
<td>133</td>
<td>69</td>
<td>15.9%</td>
<td>41.4%</td>
<td>54.9%</td>
<td>93.2%</td>
<td>6.8%</td>
<td>3.8%</td>
</tr>
<tr>
<td>Bubba Joe</td>
<td>557</td>
<td>557</td>
<td>17.4%</td>
<td>70.0%</td>
<td>28.7%</td>
<td>74.7%</td>
<td>25.3%</td>
<td>1.2%</td>
</tr>
<tr>
<td>Joe Bubba</td>
<td>86</td>
<td>86</td>
<td>18.6%</td>
<td>79.1%</td>
<td>20.9%</td>
<td>79.0%</td>
<td>21.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Flathead</td>
<td>310</td>
<td>310</td>
<td>19.4%</td>
<td>64.2%</td>
<td>34.5%</td>
<td>75.1%</td>
<td>24.9%</td>
<td>1.3%</td>
</tr>
</tbody>
</table>
Angus beef at its best™

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