

MacDonald Ranches Performance Power 2016 Sale

Black and Red Genetics to Maximize the One Trait That Counts...*PROFIT*

March
8
2016



Performance Power 2016 Sale
Tuesday, March 8 2016 - 1:00 PM CST
Kist Livestock Auction - Mandan, ND

Over 250 Head Sell



Selling 175 Bulls including about 80 full-blood, purebred and high % Salers bulls along with 85 Optimizer Composites and 10 Angus.

Selling 100 Females including 85 bred Salers and Salers-cross females direct from our producing cowherd and 15 premier herd foundation heifer calves.

This sale will be broadcast live on the internet.

DVAuction
Broadcasting Real-Time Auctions
Real time bidding & proxy bidding available.

www.macdonaldranches.com

Visit our website to request a sale catalog and preview DVD of the sale cattle, view pictures, to see performance and ultrasound information as it becomes available and see additional data on the bred females

MAC MacDonald
Ranches

7650 Hwy 1804 S. Bismarck, ND 58504

Linda MacDonald (701) 223-6222 • Will & Jerilyn MacDonald (701) 255-6096

will@macdonaldranches.com • www.macdonaldranches.com

America's #1 Breeder of Salers Carcass Trait Leaders

Welcome to the MacDonald Ranch!

Thanks for taking the time to take a look at our breeding program. Our family has been in the seedstock business since 1939 when Jim MacDonald purchased his first registered Polled Hereford females. We have been breeding Salers since 1983 and have had an annual production sale every year since 1972.

We breed around 650 females that serve as the foundation of our Salers and Optimizer composite breeding program. We do over 500 AI services each year in our effort to introduce the best possible genetics into our seedstock offering and also have an aggressive embryo transplant program. We have collected carcass data on all of our cull steers and heifers since 1995 and 2016 will mark the 17th year that we have ultrasounded all of our bulls and replacement heifers for carcass traits.

The ranch is located 10 miles southeast of Bismarck, North Dakota on the bluffs overlooking the Missouri River valley on scenic State Hwy 1804 where Bill's grandfather homesteaded in the 1880's. Even though Bill MacDonald, the patriarch of MacDonald Ranch Salers, was called home to meet his Lord and Savior in late 2013, MacDonald Ranches will continue to strive to produce seedstock genetics that meet and exceed the high standards he established.



Will & Jerilyn MacDonald
Jerrold, Ty & Jayden



Linda MacDonald
and Grandkids

Here's Why You Need MacDonald Ranch Salers and Optimizer Genetics

Have more live calves than ever before.

Lighter birth weight and slender conformation of the Salers calf means more live calves with fewer assisted births. Newborn Salers calves get up and start suckling fast, even in tough weather conditions. Meat Animal Research Center (MARC) across-breed EPD adjustment factors show Salers to be the lightest birth weight of the Continental breeds.

Add thickness, length, muscle and gainability to your calf crop.

Our Salers and Optimizer Composites will put better butts, wider tops and more stretch in your calves. Take advantage of the benefits of heterosis.

Maintain carcass quality.

Over 20 years of collected carcass data and 17 years of complete ultrasound data enable us to offer superior carcass-trait genetics. Meat Animal Research Center (MARC) across-breed EPD adjustment factors show Salers to be the highest marbling of the Continental breeds.

Increase maternal efficiency.

Great milking and long-lived Salers and Salers-cross females are well known for their ability to raise a big calf and come back in bred year after year. They'll give you more pounds of calf weaned per cow exposed than any other crossbreeding option.

Selling Many Sons of These Established Salers Breed Leaders

MAC TORRINGTON 139T



B W
+0.7
W W
+42
Y W
+78
Mww
+43
Milk
+22

TORRINGTON is making his mark as one of the best balanced herdsires we have ever produced. His all-polled progeny combine moderate birth weight with outstanding performance and superb structure. Plus, his daughters are herdbuilders.

OPP ELIMINATOR 038X



B W
+1.1
W W
+47
Y W
+95
Mww
+41
Milk
+17

ELIMINATOR has established himself as an outstanding sire of calving ease combined with performance, structural integrity and striking phenotype. Selling 12 sons including 6 flush full brothers.

OPP SABER 847U



B W
+0.1
W W
+53
Y W
+99
Mww
+52
Milk
+26

OPP SABER is a homozygous polled sire who sets the standard in many traits among Optimizer parents. His progeny are consistently ultra-gentle with enviable thickness and performance along with attractive profiles. His birthweight to yearling spread is breed-leading.

MAC BLACK VISTA 349Y



B W
-0.1
W W
+34
Y W
+62
Mww
+39
Milk
+22

VISTA was the \$12,000 top selling Salers bull of our 2012 sale. His progeny are marked with extraordinary capacity and fleshing ability and his daughters are moderate-framed, broody, high-capacity and productive females.

Also Selling Sons of These New Generation Sires

MAC ANDERS 29A



B W
-3.7
W W
+38
Y W
+72
Mww
+44
Milk
+25

A new purebred Salers leader for Birth Weight and Calving Ease EPD's whose progeny are marked by their ultra-gentle dispositions and performance. His daughters should follow the pattern of his sire, CENTURION, with their near perfect udders.

WARD 61U ZINGER 7234



B W
+0.3
W W
+67
Y W
+125
Mww
+56
Milk
+22

We purchased this Optimizer herdsire as the top selling bull of the breed in 2014 from Ward Ranches. His progeny feature tremendous capacity with an eye-catching design and powerful performance tempered with moderate birth weights.

OPTIMIZER COMPOSITES

Optimize the Maternal, Balance the Carcass and Manage Heterosis

Optimize the Maternal

Part of the success of our Optimizer Composites is that they are all composed of complementary maternal breeds. This creates a composite that not only takes advantage of heterosis, but also produces a predictably efficient and productive crossbred replacement female. **We think the Salers X Angus (or Red Angus) female is the most efficient and productive commercial cow in the industry.**

Balance the Carcass

The complementarity of Salers and Angus is just as impressive when applied to carcass traits. Angus have set the industry standard for excellence in marbling. Salers excel in producing lean carcasses without excess external fat. Their well-muscled carcasses have big ribeyes and a high percentage fall into the Yield Grade 1 or Yield Grade 2 category. They also have outstanding feed conversion and gainability in the feedlot. Salers also tend to have higher marbling scores than other Continental breeds, though not as high as Angus.

Manage Heterosis

Optimizer composites easily fit into many crossbreeding situations and can make it easier for you to manage heterosis and breed complementarity in your cowherd. **To see how our Salers and Optimizers can help you advance your crossbreeding program, give us a call or visit www.macdonaldranches.com**

THINK ABOUT IT!

High-quality Salers genetics have more value in today's marketplace than ever! You may need a magnifying glass, but take a minute to study this formula calculation sheet. This is the grid sheet from a load of cattle that we finished in our own feedlot and sold to JBS in Grand Island, NE in November. The cattle marked up an average of nearly \$50/head over the base price due to their performance on the grid. Why? Grading 93% Choice and Prime, they beat the plant averages for marbling related traits which accounted for about \$22 of the \$50 premium. But another chunk of the premium came from the leanness and muscularity of the carcasses. These cattle were over 88% YG 3 or better while the plant averages were only 77%. In today's environment of extremely heavy carcass weights, Salers-cross cattle are able to put on extra pounds without the extra fat, putting them at a significant advantage over most of the straight-bred English cattle going through the plants. These cattle even beat the plant average for Certified Angus Beef by almost 20% and they weren't all black! Many black cattle today are not qualifying for Certified Angus Beef because overly fat Yield Grade 4 and 5 cattle are rejected. As we've been saying for years, adding Salers genetics takes off the fat while retaining the marbling and that's seeing a significant premium in today's marketplace. Add in the extra value of the calf survivability, fertility, longevity, milking ability and hardiness of Salers-cross females and Salers genetics make a lot of sense as your best crossbreeding option to realize the most profit from your cowherd.

Formula Calculations

Lot Information	
Producer	MACDONALD
Sex	Steers
Lot Number	210
Pen Number	
Kill Date	11/10/2015
Head Count	43
Condemned Cattle	0
Carcass Starting Price	\$210.00

Schedule of Premiums & Discounts	
Prime/Select Spread	\$14.84
Choice/Select Spread	\$8.84
Yield Grade 1's	\$3.00
Yield Grade 2's	\$1.50
Yield Grade 3's	\$0.00
Yield Grade 4's & 5's	(\$10.00)
Standards	(\$13.84)
Dark Cutters	(\$23.84)
Light Weights	(\$23.84)
Over Weights	(\$10.00)
Commercials	(\$23.84)

Category	Plant Average	Formula Cattle	Variance	Price	± Plant Avg
% Prime	5.18%	11.63%	6.45%	\$14.84	\$0.96
% Choice	71.88%	81.40%	9.52%	\$8.84	\$0.84
% Select	19.11%	6.99%	-12.13%	\$0.00	\$0.00
% Standard	1.68%	0.00%	-1.68%	(\$13.84)	\$0.23
% Commercial	1.65%	0.00%	-1.65%	(\$23.84)	\$0.39
% Yield Grade 1	2.25%	0.00%	-2.25%	\$3.00	(\$0.07)
% Yield Grade 2	21.45%	34.88%	13.43%	\$1.50	\$0.20
% Yield Grade 3	53.60%	53.49%	-0.11%	\$0.00	\$0.00
% Yield Grade 4 & 5	22.70%	11.63%	-11.07%	(\$10.00)	\$1.11
% Dark Cutters	0.50%	0.00%	-0.50%	(\$23.84)	\$0.12
% Light Weights	0.00%	0.00%	0.00%	(\$23.84)	\$0.00
% CAB	18.92%	37.21%	18.29%	\$2.00	\$0.37
% Heavy Weights >1000	24.96%	11.63%	-13.35%	(\$10.00)	\$1.34

± Plant Averages \$5.49

Pricing Information	
Number of Cattle	43
Avg. Live Weight	1430
Dressing Percent	62.83%
Avg. Carcass Weight	898
Total Live Pounds	61487
Total Carcass Pounds	38632
Dressed Cost	\$215.49
Live Cost	\$135.39
Total Dollars	\$83,246.28
Over 30 Months \$100 per head	\$0.00
Total check amount	\$83,246.28

Summary of Premiums & Discounts	
Quality Grade Premium	\$2.42
Yield Grade Premium	\$1.24
Quality Grade Discount	\$0.00
Yield Grade Discount	\$0.00
Weight Premium	\$1.82
Weight Discount	\$0.00
Low Price	\$200.00
High Price	\$224.84
Starting Price	\$210.00
Paid Price	\$215.49
Prem. or Discount/cwt	\$5.49
Prem. or Discount/head	\$49.28

Note: When no yield grade is assigned, yield grade 3 will be used

Count on MacDonald Ranch genetics to maximize the one trait that counts in your cowherd...PROFIT

Take Advantage of the "Extra Value" in MacDonald Ranch Genetics

Disposition

30 years of culling and selection for disposition have made our Salers some of the gentlest cattle you'll find anywhere.

Customized Approach to Customer Service

We will gladly take the time to understand your needs and help you select the bulls that will best complement your cowherd. For help with anything from crossbreeding plans to marketing options, we are just a phone call away.

Delivery Cost Guaranteed not to exceed \$400 per head anywhere in the continental U.S.

Complete data will be available on the bulls, including:

- Ultrasound carcass measurements for ribeye area, fat thickness and % intramuscular fat (marbling)
- ADG and WDA test results
- Accurate birthweights, adj. 205, adj. 365 and current weights
- EPD's
- Frame score and scrotal circumference
- DNA tested for homozygous black genotype

www.macdonaldranches.com

Sale bull pictures - Sale data sheets - More info on herdsires and foundation dams - Crossbreeding plans - Catalog & DVD requests

Clip and Return

Get your sale catalog and preview DVD...

You're invited to the ranch anytime, but if you can't make it to Bismarck before the sale, return this coupon and we'll send you a sale catalog, DVD of the sale cattle and any other information you request. Or you can request your catalog and DVD online at www.macdonaldranches.com.

Name: _____

Address: _____

City, State, Zip: _____

Phone: _____

- Performance Power 2016 Sale Catalog
 DVD video preview of the sale cattle
 Sire Directory and Semen Order Form

Our philosophy on bull development....



Shown here is a part of our 40-acre bull development pen where our bulls are fed and developed from weaning to sale time. We believe that delivering a sound bull that will stand up and maintain his condition in a pasture breeding environment is a vital part of the success of the bulls we produce. That's why our bulls are selected rigidly for soundness and fertility and developed on a high roughage ration in this 40 acre pen. They come to you grown out, hardened and ready to work.

This sale will be broadcast live on the internet.

DVAuction

Broadcasting Real-Time Auctions

Real time bidding & proxy bidding available.

Absentee Bidding

We sell many cattle by sight unseen bids every year. If you are unable to attend the sale, we would be glad to assist you with bidding on the animals you have selected. You can watch and bid online at dvauction.com, submit bids by phone or place bids with one of our representatives at the sale. We would be glad to discuss the bidding options and which cattle might best fit your needs. We will also arrange to have cattle that you purchase delivered. Give us a call to set up a plan for absentee bidding.

Performance Power 2016

175 Salers, Optimizer

Composite and Angus Bulls

15 Foundation Female Heifer Calves

85 Bred Salers and Salers X Females

Tuesday, March 8, 2016

1:00 PM CDT

Kist Livestock Auction Mandan, ND

 **MacDonald Ranches**

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