



1668 Rd. 235
Emporia, KS 66801

Eby Ranch "Grass-Time" Production Sale

SATURDAY, APRIL 18, 2009 • 1:00 PM

At the Ranch • Emporia, KS

LUNCH WILL BE SERVED AT 11:00 AM

Selling

- 130 females including 50 commercial heifers
- 50 bulls - yearling and 18-month-old

Please visit our website www.Ebycattle.com to view our newsletter and catalog online.



The

Eby Advantage

Your complete seedstock source.

Angus • Sim-Angus • Commercial Replacements

SPRING 2009 • VOL. 1

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Springtime means renewed commitment

It's this time of year, when there's just a hint of spring in the air, when we really start looking forward to the future.

The renewal of springtime — with the surge of grass and the promise of new calves — is ultimately why all of us stay in this business.

Gone are the short days of winter. With each passing day, the sun comes up a little sooner and stays up a little longer.

At Eby Ranch, the coming of spring also represents the renewal of our commitment to our customers.

From the beginning, our goal has been to breed and market the highest quality registered Angus and Angus-cross cattle possible. Our customers represent some of the finest commercial and registered cattlemen in the country, and it's our duty to provide them with cattle that will meet and exceed their expectations.

To make this possible, we've assembled the best available genetics and maintained our focus on the functional and productive traits that have made the Angus breed the cornerstone of the beef industry. In other words, we don't get caught up in breeding for "fashionable numbers or values."

In addition, we've kept our eye on the relevant traits such as physical conformation, functionality, and real-world performance while maintaining a high-carcass quality. And, we've refused to become single-trait focused.

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EBY RANCH
Don Eby Family, Owner

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Sale Management by:
American Angus Hall of Fame

TOM BURKE
816.853.2697
JEREMY HAAG
816.516.1309
www.angushall.com



Lyons Amy 2233

Heifer calf pregnancy sired by SAV Net Worth sells!



Progeny of these bulls sell!



SAV Net Worth 4200
In a league of his own for siring mass, muscle and performance.



TC Gridiron 258
A dominant force for WW, YW and Ribeye EPDs. A logical choice for those who sell their calves by the pound and retain replacement females.



SAV Providence 6922
Outstanding structure, phenotype and performance. Stacked with maternal ability.

These females sell!



GAR 616 219
Bred to TC Freedom 104



HPR New Design 1407 3104
Bred to Lazy H Pathfinder (Simmental)



Lyons Eileen 2102 AK
Bred to SAV Providence 6922



SCR Pride 50606

Bred to Simmental
Herd sire -
Rendition T310



SALE DETAILS

- Free delivery within a 100 miles
- Unconditional first season breeding guarantee
- 100% sight unseen guarantee if selected by Eby Ranch or American Angus Hall of Fame
- All bulls will be semen tested, weights and scrotal circumferences will be available
- All bulls will have tested negative for PI BVD
- All cattle tested AM FREE

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A word that we hear a lot these days is efficiency. Efficiency is a difficult term to define, let alone describe using scientific terminology. Truth is, the cattle industry really hasn't come up with a universal definition for the term, because one producer's efficiency can be completely different for someone else.

Efficiency is much more than just breeding for a smaller frame cow; we want the calf to have the bred-in genetics to perform on forage or in the feed yard. To us, efficiency means a cowherd that is comprised of deep-ribbed, bold-sprung females that convert forage to milk to raise a big calf.

Efficiency also means trouble-free, and that means structural soundness and good dispositions.

As we move into spring, it's more important than ever before that we take a close look at our cow herds, eliminating the cattle that detract from our ability to make a profit, and focus on the bloodlines that set our operations free to focus economic sustainability.

And, as you make those breeding decisions this spring, keep Eby Ranch in mind. We think you'll appreciate the real-world focus of this operation, and the commitment we've made to the success of our customers.

Plan to join us on April 18, 2009, for our annual "Grass-Time" cattle sale.

More pounds with more efficient cattle

Our goal is to help you maximize heterosis

by Clint Woodrow

One of the pitfalls of raising heavier and heavier feeder calves is that eventually you may wind up with mature cows that are too big, too tough to breed back, and too inefficient on pasture and feed.

And even though you may be selling more pounds, the costs of doing so may actually hurt your business's viability.

At Eby Ranch, our goal is to help you maximize pounds produced per cow exposed, but to help you do it in a way that doesn't negatively impact your bottom line.

We believe the first step is to use heterosis through a well-structured crossbreeding program.

Heterosis in moderate-sized cows provides heavier weaning weights, higher weaning rates and better longevity, all less feed and improved conception rates.

Here are just a few examples of the positive impact that heterosis can have on your cow herd:

"At Eby Ranch, we've built our program around providing our commercial customers with the ability to maximize heterosis in their cow herds."

Crossbred cows live 38 percent longer than their straight bred counterparts.

For moderately heritable traits like growth and milk production, there is a 10 percent advantage when the parents are from two different breeds.

Feedlots also see a boost in health, gains and conversions in crossbred calves versus straight bred cattle. When properly balanced between continental and British genetics, crossbred calves also possess the ability to hit high quality grades with improved red meat yields.

Notably, where heterosis has an enormous impact is on less-heritable traits such as calf survivability, weaning weights, fertility and longevity. For these traits, heterosis can provide a 25 to 30 percent advantage.

Heterosis also improves production.

Data from USDA's Meat Animal Research Center indicate that breeding straight-bred cows to produce crossbred calves provides an 8.5 percent improvement over straight-bred calves, in terms of pounds of weaned calf per cow exposed.

That level of improvement is more pronounced when crossbred cows produce crossbred calves. In this case, heterosis provides a 23 percent improvement in pounds weaned per cow exposed.

And just think — it didn't take a 1,600-pound cow to do it!

At Eby Ranch, we've built our program around providing our commercial customers with the ability to maximize heterosis in their cow herds.

In essence, we are a one-stop shop for reliable genetics to improve the efficiency of your business.

Our purebred Angus genetics are designed to help you capitalize not only on the maternal efficiencies of the breed, but also benefit from the beef quality attributes that Angus are known for.

Our Balancer and SimAngus cattle enable you to blend the best of continental genetics into your British-based cow herd to capitalize on all the great things heterosis has to offer — without impacting the maternal traits that keep your cow herd productive.

