Iowa holds the first in the nation primary caucus for President. In 2008 Barack Obama won over Hillary Clinton, the presumed favorite.

Eight years later, Iowa did it again. And, a New York billionaire, Donald Trump tied for first over 15 other Republican wannabes.

Nearly all the polls after the parties’ conventions predicted Hillary was a cinch to occupy the Oval Office.

But at 2:30 AM, November 9th, there was A New Sheriff in Town!

I’m optimistic, because Trump has appointed people like, Linda McMahon as head of the Small Business Administration. She took her modest 13-person operation to a global enterprise with more than 800 employees.

Another is Secretary of Defence, General James “Mad Dog” Mattis, who said, there is ‘No Better Friend, No Worse Enemy than a U.S. Marine”.

The appointment that “bodes well for we cowpokes” is Iowa Governor Terry Branstad as Ambassador to China.

Branstad is a personal friend of that nation’s president, Xi Jinping.

Even before Branstad was approved, China decided to resume imports of U.S. Beef that they had banned since the incidence of BSE in a single USA cow. Their timing speaks volumes.

It was positive news as I flew to Denver to represent the seedstock industry at the National Beef Quality Audit.

— Continued on page two

Family Values, Hard Work, and Integrity
— Kindridge, Ethan, and Amanda Griffin —

BY BOB HOUGH

The Griffin family run 500 commercial cows in North Central Missouri. Three years ago they were exploring the possibility of a new source to supply their bull needs. Their friend found Nichols Farms on the internet, which prompted a visit by Ethan and his wife Amanda. Once there, they were sold on the Nichols program and their bulls, and they have been converting their whole herdsire inventory to Nichols composite and hybrid bulls since then. This process should be complete next year when they will be using exclusively Nichols bulls.

According to Ethan, “Amanda and I really like doing business with Ross (Havens) and Nichols Farms. Family and integrity are priorities to us, and we like doing business with an outfit with similar values. I can call Ross up anytime to visit, and it’s just like he was sitting beside me.

We appreciate that Nichols Farms doesn’t tell you how good they are; they prove it. Nichols has a great catalog with all the performance data in it that you need, and I really like their straightforward pricing system. For our operation, we like to go for framier, high growth cattle. Amanda, my son Kidgridge and I pick out the bulls together, which is a big deal for us.”

Disposition is especially important to the Griffin family.

They especially like the large selection of bulls and breed types Nichols has to offer. “You can go through their bulls and select about anything you want. I really like the Sim-Angus bulls (SX1) for our cow herd and the three breed composites (DAX2) for our heifers. You can just walk down the fence line bunk and see the different breeds and types.

I look for smaller headed bulls for heifers, which is easy to find at Nichols. I thought my Brangus calved easy but the Nichols composites beat them in calving ease.”

Disposition is also important to Ethan especially after his wife got mauled by a bull in 2009. Their thirteen year old son Kidridge is also an integral part of the operation, helping out with the cow herd in general and taking full responsibility for managing the 100 fall calving cows, so Ethan just doesn’t want wild cattle around.

Ethan elaborates, “I really like how good the disposition is of the Nichols bulls. You can see how calm they are when you walk through the pens picking out bulls. They are hands down better temperament than our Brangus bulls.”

Another important trait to Ethan when buying bulls is soundness. “We intensive graze our cattle moving them every five to seven days. This often means moving the cattle over gravel. The Nichols cattle are tough footed, where some of the bulls we have had in the past just haven’t held up. The hybrids and composites also really hold together when turned out (in terms of condition) on our fescue pastures.”

— Continued on page three
**A few THOUGHTS**

— Continued from page one

The BQA audit analyzes beef data from farm to fork every five years.

In the fed heifer/steer group forty three of us represented every phase from conception to consumer. We debated tactics to reduce or eliminate defects and identified beef quality challenges and set goals for the beef industry.

The data showed that fed steer and heifer carcass weights had increased from 713 lbs in 1989 to 859 in 2015. The recent heavier carcass weights had modest increases in yield grade 4s which some blamed on genetics. Bill Rishel pointed out that fat is a management function and every steer or heifer is a yield grad 3 at some point during the feeding period.

Take home message: The beef industry has produced more beef with about 539,000 fewer, but bigger cows on less land. Per head costs are increasing in every phase, so I think 850 to 1,000 pound carcass will be the new normal.

This reality hasn’t stopped self appointed experts from railing about reducing cow size. Dr. C. J. Brown, a professor at the University of Arkansas, weighed the University’s Angus cattle every 28 days starting with birth wt. After 25 years he reported— the most efficient cow’s mature weight is nearly the same as her steer calves when they grade choice.

Nichols sired calves fit the “new normal” in the feedlots and packing houses. They weigh more and bring $2- $5 more per cwt, at sale barns and video auctions, than those by “brand X” sires. So, our network of feedlots who bid and buy Nichols sired calves is growing.

Our customer base is also growing because we help them prosper and stay in business. Today, machinery, chemical and seed companies are not holding the line, but increasing prices. That is not the case with Nichols Farms. We’re rolling back our bull and heifer prices to reflect commercial feeder calves’ current prices.

I truly think America is on the cusp of being (and staying) great again. Join us for lunch January 28th and feast your eyes on the best beef bulls we’ve every raised and offered for sale.

![Nichols Logo](image)

**BIVI Beef Bulletin**

**Receive The Full Benefit From Your Vaccinations With These Five Tips**

Vaccinating calves against disease is one management practice that can improve calf health and help avoid financial losses in the future. However, simply vaccinating your calves is not enough to ensure immunization. Follow correct storage, handling and administration practices in order to provide an opportunity for the animal to respond with an adequate immune response on your operation, it’s important to do everything you can to help them adjust. Let them get a good night’s rest in a dry area, and provide plenty of high quality water and feed to help achieve an immune response.

It’s imperative that we handle vaccines properly, we administer them with the best techniques possible and prepare our animals so that we can achieve the kind of response from those vaccines to reduce disease. Don’t just vaccinate, immunize.

To develop a vaccination plan that works best for your operation, work with your local veterinarian.

**Dr. Doug Ensley**
Professional Services Veterinarian
Boehringer Ingelheim Vetmedica, Inc.

![Dr. Doug Ensley](image)

**Receive The Full Benefit From Your Vaccinations With These Five Tips**

1. **Protect** vaccines and filled syringes from sunlight and heat.
2. **Use** modified-live virus (MLV) vaccines within an hour of mixing.
3. **Change** needles often (about every 10 animals).
4. **Discard** bent, burred or broken needles.
5. **Clean** syringes with hot, distilled water (at least 212°F). Use care not to burn your skin with hot water. Do not use soap or disinfectant because they can kill the MLV.

In addition to correct handling and administration of the vaccine, ensure that the calves are properly prepared to respond. We know that many animals today are transported over long distances. Once the animal is to reduce disease. Don’t just vaccinate, immunize.

To develop a vaccination plan that works best for your operation, work with your local veterinarian.

**Dr. Doug Ensley**
Professional Services Veterinarian
Boehringer Ingelheim Vetmedica, Inc.

![Caroline Doud](image)

**Caroline Doud’s Pen of Four Feedlot Steers “Won It All”**

2016 Adair County Fair (Iowa) — The pens of Feedlot Steers are placed on live phenotype and net profit based on a carcass grid price, less all expenses.

Caroline’s pen won the Champion heavy weight pen, Daily rate of gain (4.4 lbs), Champion individual carcass, Champion carcass pen and Overall Grand Champion pen. Her Sim/Angus cross-bred steers were home raised and sired by Nichols Manifest Y60.

Caroline is a freshman at Iowa State University majoring in horticulture and entrepreneurial studies.

[ 2 ]
The Griffin cattle must be able to perform on forage with their cattle grazing from the last week of April through Christmas. This includes their fescue pastures, stalks from their row cropping operation, and rye grass. Ethan feeds as little stored feed as possible because the cattle need to be out harvesting the feed themselves. In order to be profitable they don’t have a lot of money tied up in harvested feed, which is primarily fescue hay.

When it comes to working their cattle, the Griffins do it the traditional way on horseback and with Australian cattle dogs, which Amanda breeds. They find breeding good cattle dogs is a profitable business. Ethan compares the Australian cattle dog business with breeding cattle, “Good bloodlines (with the dogs) are hard to fine just like cattle. Everybody has bulls to sell but not all have good bloodlines. At Nichols I can find what I need in quantity.”

Ethan is also very proud that he and his son compete in team roping events. Ethan says with pride, “Kidridge competes with the adults and has won five belt buckles in the five years we have been at it.” They keep a herd of 40 Corriente cows to produce steers for team roping, which is also a profitable niche for the family.

The trick is marketing at the right time as Ethan explains, “They are worth twice the money at 400 lbs. as they are at 700 lbs.”

Ethan really likes their Nichols sired calves when it comes time to market them. “The Nichols bulls have definitely cleaned up the extra leather and ear on our calves. Plus they weigh more, and are thicker muscled.” All that means more dollars when they go to the sale barn. “We background our calves to about 800 lbs., and then market them fully preconditioned in load lots. As our calf crop becomes all Nichols sired, we look forward to taking advantage of the feeder calf marketing services Nichols offers their customers.”

The Griffin’s have found a home in Nichols Farms in terms of buying their seedstock genetics. Nichols has all the selection, data and breed types they require. The Griffin’s are very proud that, like Nichols Farms, all of their income comes from agriculture. Ethan notes that both his grandfathers were in the cattle business and Kidridge makes the fourth generation to run cattle. It is a family operation with the family values of hard work and integrity. Ethan is very proud that Kidridge has adopted these values, and the Griffin operation will continue on to the fourth generation.
Cowboys You Can Count On

Rick Ayers has joined the Nichols Farms Team as a Marketing Specialist for Missouri.

He owns and operates Ayers Stock Farm with his wife Jonna and their twins Natalie and Zachary outside Green City, Missouri.

Rick grew up on the family farm learning from his father Bill who started the operation in 1967.

The Ayers family became a cooperator herd with Nichols Farms in 1993. It all started when Bill came home from Nichols’ annual bull sale and said “I am going to have cows like that someday, and the only way to get there is to buy the best bulls.”

The family farm consists of 250 registered Angus cows running on 1350 acres of grass, half calving in the spring and half in the fall, and a backgrounding operation.

Bull calves are weaned and marketed as seedstock at Nichols Farms bull test barn or sold as yearling steers. The family works together to bale hay, process cattle and other daily management responsibilities.

Rick and his wife Jonna both graduated from the University of Missouri with degrees in agriculture. Rick taught agriculture education and was an FFA advisor for 21 years, 17 of those in his hometown with Jonna as his teaching partner.

Their children are now pursuing degrees in agriculture at Mizzou–Zach in Animal Sciences and Natalie in Science and Agriculture Journalism.

Rick serves on the Sullivan County Fairboard, the Farm Bureau Board and is president of the Sullivan County Cattlemen’s Association. He enjoys riding horses and watching his children exhibit market hogs at local and state fairs. Give Rick a call about your breeding plans 660-216-9501.

For Sale: Superior Beef Genetics

from: Nichols Farms - Iowa

Angus - Simmental - Composites
✦ 300 open spring heifer calves (purebreds, SX-1, DA-2 ) ....... $1000-$1500
✦ 25 coming two/year old Bulls ......................................................CALL

from: Nichols Genetic Source Partners
✦ 200 Composite bred heifers - A.I Nichols CE bulls ultra-sound calving date (IA)
✦ 70 Second calf Angus cows - bred to Nichols Angus Bulls (IA)
✦ 10 PB Angus bred heifers - bred to Nichols CE Angus 60 day calving date (IA)
✦ 40 PB & 3/4 Sim bred heifers - Bred to CE Nichols Bulls 60 day calving date (IA)

Buying or Selling Your Calves?

Give Ross a call when you sell your Nichols sired feeder cattle, cows, or bred heifers.

If selling at a Livestock Auction give him the wt. and description of your feeder calves and date of sale. He will contact feedlots who buy Nichols sired calves.

Call-- Ross Havens
Office: 641-369-2829
Cell: 641-745-5241
rossh@nicholsfarm.biz

Five Fair - Fast - Easy Steps To Buy Nichols Bulls

1 As soon as you arrive at Nichols Farms (Iowa) register for your buyer’s # and get the bulls’ performance records, genomically enhanced Epds, and ultra-sound data.

2 Bulls will be penned by breed, by performance, and by price. A selector board will be posted by each pen with the tag/brand # of each bull in that pen.

3 At 1:30 PM the first selections will be made in buyer number order. Take the card that matches the bull(s) tag # you wish to buy.

4 In case another person selects a bull that you want to buy — you (and others) have the opportunity to bid on that bull. You will bid in $100 increments against the person who initially pulled that card. If the person who pulled the card does not want to raise your (and others’) bids, he or she has the opportunity to make another selection before any other bulls are selected from that pen. Nichols Farms representatives will be at each Selector Board to answer questions and conduct the bidding. The only bidding will be between the people who want to buy the same bull on which a card has been pulled from the Selector Board.

5 When you make your bull(s) selection, write your name, address, and phone # on the card and give it to Lillian or Phyllis Nichols at the office.

6 Buy your Nichols Bull on the internet. Live feed from the bull pens.

Sign up DV Auction: https://www.dvauction.com/events/67375

Dave Nichols - Selector Board

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Feeding a balanced nutritional program can help optimize herd performance, and input costs can be more successfully managed by balancing the nutritional program to avoid over- or under-supplementation of nutrients. Visual assessment can help determine adequacy of the diet:

- Use body condition score (BCS) to assess cow nutritional status. A cow in moderate condition (BCS 5-6) will be more reproducitively efficient.
- Determine forage and diet by evaluating manure piles. Manure piles that stack up and have folds may indicate a low protein, low digestible ration. Softer manure piles that spread out may indicate a diet adequate in protein and energy.

ADM provides proven products for optimal beef performance. AMPT™, MoorMan’s® and MasterGain® mineral and vitamin supplements and Roughage Buster®, Mintrate® and Optimizer tubs, blocks and loose supplements supply the nutrients needed to build a solid nutritional program. Contact your local ADM sales rep or dealer to help build a balanced nutritional program to optimize beef production.

Statements contained in this article do not constitute a warranty of any kind, express or implied. ADM Animal Nutrition®, AMPT®, MoorMans®, MasterGain®, Roughage Buster® and Mintrate® are trademarks of ADM.

**LETTERS from you**

From Kenny and Mary Arnold, Pilot Mound IA
Dave and Ross, Just a note to tell you how much my wife and I enjoyed visiting with you last Saturday. Looking back on the past and remembering all the people we have met and all the cattle we have seen. And the things we believed in then has shaped what cattle are today is something very special. Job well done, Dave. Keep up the good work. I hope to visit you again.

From Elaine Bembry, Climax GA
To all the Nichols Family. Just wanted you to know how very blessed we are to have you as our bull supplier! We really appreciate all the hard work and effort you exhibit caring for your animals.

Thank God for Grace and Discerment.

From Lynda Stuart, Rosedale VA
For over 50 years, Dave Nichols’ word has been as know as reliable. When he told me— Lillian would take care of (the sire parentage issue on the Carouso calves) I had know idea how quickly and efficiently. The old saying that “a good woman is behind every successful man” bears this out.

From Summit Farms, Alden IA
Ross, we were able to get the John Rock Cattle purchased on Superior today. Hope they perform, so we can repeat next year.

From Justin Sexten, Wooster OH
Dave, thank you for serving on the Capturing Value Genetic Value Panel at the Angus Convention. Your willingness to share the strategies your operation uses to assist commercial customers is greatly appreciated. And, thank you for your commitment to making Angus University Education Sessions a success.

**Cutting CostsWhile Maintaining Beef Production**

Volatility and lower commodity prices have made beef producers take a closer look at cow herd input costs. When evaluating brood cow nutrition, careful evaluation of input costs relative to their impact on income is vital. Nutrition is a major factor impacting breed back and pre-weaning calf weight gain. For optimal herd productivity, a cow should breed back within 82 days of calving in order to produce a calf every 365 days. University of Nebraska studies show calves born to cows with restricted nutrient intake during gestation were impacted later in life – heifers had lower pregnancy rates and steers entering the finishing phase had lighter body weights. Numerous other studies show that limiting nutrients to pregnant cows can negatively affect calf birth weights and future reproductive efficiency in offspring along with compromising health.

**Capturing Genetic Value for Customers: Marketing Ideas for Capitalizing on Genetic Investments**

It’s all about... How they gain, how they grade, and how they cut.

**American Angus Convention** — Justin Sexten, Ph.D., Certified Angus Beef®
Panel members: Dave Nichols, Nichols Farms; Tim Schiefelbein, Schiefelbein Farms; Mike Kasten, Quality Beef.

The panel’s message to the seedstock breeders by each of the panel members was— “In order to add value to your commercial customers cattle you must sell them bulls that add extra profit to the feeders that feed them, the packers that harvest them, and to the retailers and restaurants that sell them to our ultimate customers.

Dave Nichols summed it up by saying, beef, lobster, and caviar are the only proteins that always sell, “weight times the money.”
Nichols Farms

Private Treaty Bull Sales Starting—

Lunch at Noon - sale starts at 1 PM

Saturday - January 28

400 Bulls to pick from

- PB ANGUS —
- PB SIMMENTAL —
- PB SOUTH DEVON —
- NICHOLS SX-1 Hybrid —
- NICHOLS DX-1 Hybrid —
- NICHOLS DAX-2 Composite —

Genomic (DNA) Enhanced EPDs
Complete Performance Records
Negative by pedigree or DNA
for AM-NH-CA-DD-M1-TH-PH

Volume discounts
Health & Death Warranty
$100 off each bull if you pick them up
Pick up your Bull(s) when You're ready for them

Good - $3500  Better - $4000  Best - $4500

Nichols Final
Answer Y34 is a six year old frame 5.8 CALVING EASE ANGUS Bull. He's pictured after breeding 36 cows on fescue pasture. His Epds rank him in the top 1% for WW, 2% Doc, top 4%, YW, 10% HP, and $F. Plus he ranks 26th for $Weaning.

Nichols Bulls remain the best investment in the beef business. They sire soggy heavy calves that top the market, gain efficiently in the feedlot, and grade in the packing house. Nichols Bulls also sire hard-working, docile, problem free daughters that thrive on fescue pastures.

We're open for business every day. Large or small, we appreciate and service all our customers. And we're glad to help you plan your breeding plans. Plus we will notify our network of feedlots when you sell your calves! Join us for lunch on opening day of yearling bulls sales. Give us a call at the bull barn (641-369-2829) —dave nichols

Nichols Bulls in these A.I. Studs

Bull Sale Catalog - www.nicholsfarms.biz