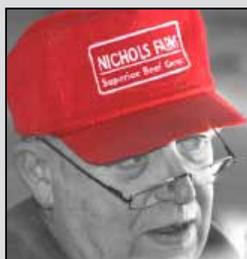




# NICHOLS

NEWSLETTER

## A few THOUGHTS



*j. david nichols*

*As I put another years' worth of "A Few Thoughts" into cyber space, I realize the past may be profound, but the future is for those who dream. This year, my dream is that good people realize that progress, wealth, happiness, or just good will doesn't have to come at the expense of someone else's goals or livelihood.*

*Not any ones' breeding plan and marketing of seed stock means that every one else is doing it wrong.*

*Let's all concentrate on making them better! And that goes for cow-pokes, feeders, processors, and the retailers who sell our beef to consumers regardless of their Zip code or the hemisphere they call home.*

*I'm far more concerned with Fake people and their tirades than I am about Fake beef. If it's so good, why advertise—"It tastes like beef"?*

*They feature fake cowboys with snow white hands, Stetson hats, and factory "distressed" jeans, but never show them eating the "stuff".*

*If we breed and sell beef cattle that are naturally "healthy, wealthy, and wise" and "Made in America— most of our dreams will become a reality.*

*Nichols Farms have been at the fore front of research projects every since Iowa State professor Dr. Jay Lush instilled in me a passion for research.*

*Since then we've participated in about 20 Land Grant Universities'*

— Continued on page two

## Roger Tanner Represents What's Right About Rural America

by Bob Hough



**I**t doesn't take long visiting with Roger Tanner of Southwest Iowa, along with the people who know him well, to realize he represents all that is good about agriculture and rural America. Despite his self-effacing personality, it is clear that he excels as a farmer and does the important behind the scenes work that helps keep his community a place you want to live, work and raise a family. He also has a life with sound priorities that include faith, family and farm.

Roger grew up on his father's farm, and he and his two brothers have each built their own operations. Roger's love of farming is broad based, and he is proud that he was able to buy his great grandfather's farm. He likes being his own boss, working with the cattle, and running the machinery that is part of a crop and beef cattle operation. It is also clear that he has a tremendous work ethic. Although he and his brothers occasionally trade labor when processing cattle, and his wife Robbie helps out when needed, Roger otherwise does all the work on the operation by himself. This includes over 500 acres of crop land, and a 130 head commercial cow herd along with pasture and hay ground that goes with it. He also is not content with "getting by" as a farmer, but strives to run an excellent operation.

This excellence is demonstrated in his commercial herd. He buys the top Nichols bulls, and makes no excuses for problem cows. If they turn up open or lose a calf, they are destined for a quick trip to town. He also makes sure they have

a cost effective ration that allows them to express their genetic potential. This includes rotational grazing, and supplying a year-round free-choice supplement, which helps keep his cows in optimum body condition and helps assure quick re-breeding.

He starts calving around the first of March, and is mostly done by the time he goes to the field to get his crops in. He credits this short calving season to the use of more bull power than normal, keeping his cows in good rig in terms of body condition, and getting rid of problem cows early. In terms of bull power, he turns out two bulls with a number of cows that many operations would cover with just one sire. Having calves lumped early in the calving season results in them having more pay weight and uniformity when they are marketed at the Creston Livestock Market each January fully weaned and preconditioned. He is proud that they sell at or near the top of the market each year.

When it comes to buying herd bulls, he attends the opening day of Nichols private treaty sales to make sure he gets his pick of the top sires. His program utilizes Angus and Simmental in a crossbreeding system. In recent years, he has also started buying a group of Nichols sired heifers, which he develops and markets as commercial replacement heifers. He AI's them to a top calving ease Nichols Angus bull, and they are then exposed for a short clean up period. Roger markets his steer calves

— Continued on page three



## A few THOUGHTS

— Continued from page one  
research projects. Fast forward 50 years— I was Chairman of the Product Enhancement Committee and appointed to the \*Cattlemen’s Beef Promotion and Research Board and served as Chairman of the National Beef Cattle Evaluation Consortium (NBCEC). We did the first large project to identify genomics markers for tenderness of beef. This project has morphed into scores of other traits that focus on growth, marbling, and lethal autosomal recessives.

Now lots of scientists are conducting research on “novel” traits. I hate the term, novel, because they “sure as hell” aren’t novel to the cowpokes calving in the rain, mud, and snow.

UNL research indicates— udder quality has little effect on milk production and/or calf weaning weights. I agree, but it depends on lots of IFs.

**IF.** The calf is able to nurse shortly after birth!

**IF.** All four quarters are sound.

**IF.** The teats are no larger than your thumb.

**IF.** The cow does not have Mastitis

**IF.** The cows udder supports are holding the udder/ teats up and out of the fecal mud.

**IF.** The cow has abundant colostrum that the calf consumes shortly after being born.

**IF** the owner/herdsman is available 24/7 and loves his cattle and treats them like pets.

**Other Novel Traits we record and “Keep or Cull” in addition to udder/teats:**

Lethal autosomal recessives, Open females, Bad feet, Nasty Dispositions, Displaced hip joints, and Small testicles. And we love our “Quiet” old cows with functional soundness, stability, and earning power \$\$\$.

We will continue to utilize our brains, eyes, epds, and genomics to make our cattle easier to manage, healthier, and their offspring worth more in our customers’ pastures, feedlots, and on peoples’ plates.

Please join us, Saturday, January 25th for lunch. Come early and see 400 bulls in their work clothes. The private treaty sale starts at 1:00.

Don’t hesitate to call me or Ross for any questions you may have.

**\*See page 5 “the band plays on”**

## BIVI Beef Bulletin



Richard Linhart, DVM, DACT  
Senior Beef Professional  
Services Veterinarian  
Boehringer Ingelheim  
[www.bicattlefirst.com](http://www.bicattlefirst.com)

### Three Ways to Ensure Your Replacement Heifers Reach Their Profit Potential

The most common challenge producers face while developing replacement heifers is balancing upfront input costs with profitability down the road. Cost-effective management practices play the biggest role in ensuring replacement heifers live up to both their profit potential and their potential as the future of the herd

#### The following management considerations can significantly impact the success of a heifer development program:

- 1. Nutrition** It’s no secret that feed costs for developing healthy replacement heifers are high. Body condition score plays a significant role in both the short- and long-term success of replacement heifers, especially as heifers are still growing. Working with a local nutritionist can help producers balance the cost and quality of the ration depending on specific herd needs.
- 2. Vaccinations** Think of vaccinations as insurance. You want to buy flood insurance before a flood, not after. Calfhood vaccinations prepare replacement heifers to withstand respiratory and reproductive disease challenges so they can maintain adequate condition and produce healthy calves in the future.
- 3 Administering a respiratory vaccine** to calves at 2-3 months of age with a booster at weaning, followed by a pre-breeding vaccination will provide the highest level of protection for replacement heifers – helping to both maintain pregnancies and protect the health of their future calves.
- 4. Estrus Synchronization** The primary influencer that determines calf weaning weight is not genetics, it’s when the heifer calves. And, if a heifer has her first calf late, she’s more likely to calve late in the future. Estrus synchronization programs allow heifers more opportunities to be bred, their calves often weigh more and calves tend to be healthier when they’re born earlier in the calving season.

**Remember to work with your local veterinarian to develop a list of protocols that are cost-effective for your herd.**



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### Isaac Stamp Wins The East Pottawatomie County Fair

**I**saac’s steer topped all the steers and took the trophy for the highest average daily gain of 3.71 lbs. per day.

His steer was sired by the purebred Simmental bull Nichols Sumo C169. Isaac lives with his parents on their farm near Walnut, Iowa.



### **Roger from page 1**

at Creston Livestock Auction Market. \*He also appreciates the help in marketing the heifers, which Nichols' Ross Havens provides. Although this part of his operation is currently small, he sees it as a possible area he may grow in the future.

Just as important as running a top farm is his commitment to his family and community. Last year's Thanksgiving is a good example of how close his family is. It was Roger and his wife Robbie's turn to host each side of their family. This meant Thanksgiving was held over two days with a total of 48 relatives attending. He is also proud of his three boys and their success. With the youngest is still in college, the other two are having successful careers with one as a coach and teacher, and the other a grain merchandiser.

He also does the little things that often go unnoticed, but are important to making a rural community an ideal place to live and raise a family. In recent years, this has included his work on



**Roger Tanner and his replacement heifers**

the Adair County Fair Board of Directors where he was able to obtain much needed and affordable lighting that was originally used at the Moscow Olympics. He also got the company that generates wind energy in the region to pay for an expensive new roof

on the show barn by renaming the building after them.

In addition, he has served on the Cattlemen's, Co-op, and Lumberyard Boards. He never seeks the limelight, but just wants to make things better for the people in his community.

Dave Nichols may sum up best what good people Roger and his family are, "The Nichols family's friendship with the Tanners goes back to my dad and Roger's father, and we are proud that so many of our neighbors are both friends and customers.

In the case of the Tanners, they are really good people who everybody likes. If the famous painter, Norman Rockwell, was going to paint a portrait of an Iowa farmer, it would be a portrait of Roger Tanner."

## **From College Station, Texas to Guelph Canada the Best and The Brightest Gathered at Nichols Farms**



**College Station TX - Texas A&M, Ross Havens, Dr. Dave Riley, Dr. Cliff Lamb, Dr. Andy Herring and Dave Nichols**

### **Toledo, Iowa - Mid Iowa Beef Team, Julie Gray**



### **Ontario, Canada - University of Guelph 2019 Midwest Tour**





## Buying or Selling Your Calves?

**We Can Help!**

**Nothing  
Succeeds like  
a Team Effort**



Innovative Livestock Auction Markets, are adding real dollars to their customers calves that are preconditioned, vaccinated, and have source verified genetics.

Livestock Auction Markets' role in price discovery is the key to profitable cow/calf producers—especially in uncertain markets.

These Auction Markets advertise Nichols Superior Beef Genetics and the role that they play in producing cattle that gain efficiently and grade mostly choice.

These feeder cattle and replacement females are the ones that bring order buyers to the sale barns that team up with Nichols Farms.

- Anita Livestock Auction
- Bloomfield Livestock Auction
- Clarinda Livestock Auction
- Colfax Livestock Sales
- Creston Livestock Auctions
- Denison Livestock Auction
- Dunlap Livestock
- Farmers Livestock Auction
- Fort Scott Livestock Auction
- Green City Livestock
- Guthrie Livestock Auction
- Humeston Livestock Auction
- Joplin Regional Stockyards

- Keoco Auction Company, LLC
- Knoxville Regional Market
- Lamoni Livestock Auction
- Lolli Bros. Livestock Mkt. inc
- Madison County Livestock Auction
- Massena Livestock Auction
- Russell Livestock Market
- Sioux Falls Regional Livestock
- Valentine Livestock Auction

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



## Cowboys You Can Count On



Alex Antisdell grew up in Cass County, Iowa and graduated from Anita High School. He was on the “first team” of baseball, football, and track. But his first love was FFA. His peers elected him to be Chapter Treasurer. During summer vacations and after school, he worked for a local grain and livestock farmer.

Alex graduated from Ellsworth Community College with a degree in Farm Management. After graduating, he worked for a local Angus breeder.

After the death of his Uncle Bill Antisdell, Alex was recruited by Dave to join Team Nichols as the replacement heifer specialist. He's responsible for the feeding, the A.I., the calving, and the care of them as yearlings and wet twos until their calves are weaned.

Alex (with Dave's help) plans the row crops, including fertilizer, insecticides, rotations, and seed varieties. He also bales much of the hay, plants the row crops, and harvests nearly 8,000 tons of silage.

An Antisdell has worked at Nichols Farms every year since 1977, including his grand-father Gary, his dad Mike, his uncle Bill, and his aunt Cyndi.

Alex, his hard working bride Hannah, and their two sons Myles, and Mitchell live on the original Nichols home place. Myles and Mitchell never pass up working with dad regardless of sunshine or clouds, rainy or dusty dry.

## For Sale: Superior Beef Genetics

from: Nichols Farms - Iowa

Angus - Simmental - South Devon - Hybrids - Composites

- ◆ 10 coming two/year old and 18 month old fall yearling bulls .....
- ◆ 200 spring Nichols Sired Heifers
- ◆ 400 Born and Bred Nichols Yearling Bulls to pick from.... see page 6.....

from: Nichols Genetic Source Partners

- ◆ 120 Angus Cross bred heifers bred to Nichols Calving Ease Bulls - Iowa
- ◆ 150 Angus Cross bred heifers bred to Nichols Calving Ease Bulls - Iowa
- ◆ Check out the full listing at— [www.nicholsfarms.biz](http://www.nicholsfarms.biz)



# STRATEGY!

By Brian Fieser, Ph.D., Beef Field Nutritionist, ADM Animal Nutrition™

On nearly a daily basis I get calls from clients who are trying to cut costs and make changes to maintain the viability of their operation. One thing we always agree on, is that we cannot afford to reduce productivity with anything we change, or no progress will be made and we can easily slide backward if we cut too hard.

When I work with clients, we generally try to follow the KISS principle (Keep It Simple, Stupid), because simple gets done. If we are too elaborate, we end up with paralysis by analysis. But when we are trying to find solutions outside of normal times, we often must abandon this principle. I don't have a fancy acronym for my approach, but we will call it Strategy! Strategy was made popular by actor Will Ferrell playing George W. Bush on the Saturday Night Live television show, mocking the former president's propensity to mispronounce words.

For our purposes, we will approach strategy as taking the approach of a higher-level strategy to try to meet or exceed our goals and have the net effect of putting more money in our pocket at sale time. When we take a deeper dive on our cow herd's nutritional needs, we know that there are large fluctuations due primarily to stage of production (days in lactation or dry cows) on the cow side and seasonal forage quality on the environmental side.

While there are no unimportant days for our cow productivity, we understand that different times require different needs, with the greatest requirements of the cow leading up to calving and the immediate

60 days or so following calving to get the cow ready for breed back.

We conducted a research study at the ADM Animal Nutrition Research Farm near Quincy, IL, to see what we could do with this idea. We compared giving cows our ICON™ supplement approximately 30 days prior to calving and 60 days post-calving with a basic mineral program and a higher-level mineral program.

From bull turn-out until weaning all cows had the same free-choice mineral. ICON is a supplement that was designed with premium ingredients included to help animals mitigate stress and have higher functionality. These additives include many of our special additives you have read about in this space, including Cell-Rate®, CitriStim®, RumeNext®, organic trace minerals, omega fatty acids and many more.

We found that the calves born to cows fed ICON pre-calving and 60 days post-calving were 30 lbs heavier at 60 days of age! This improvement was maintained thru weaning with the calves raised by cows who were supplemented with ICON up to bull turn-out were weaning off 40 lbs heavier than their contemporaries.

That's a lot of weight to add to a calf crop with only 90 days of targeted feeding. ICON would be cost prohibitive to feed 365 days a year, but when we apply some strategy and play our best card during the time that cows have the highest needs, this method can clearly pay us back in \$\$\$ at weaning time!

\*ADM Research Studies B17303 and B17304

## LETTERS from you



From Mary McCurry, Burton KS

Dear Dave, You are amazing-- What a memory! The book "The Legend of IBP" showed up at our house today -- Thank You! Andy is intensely looking through it as I write this note. A piece of my career are also in it's pages. Your thoughtfulness reminds me how fortunate I have been. The highlight of our Reno trip was getting to spend quality time with you, going down memory lane and learning from the best— You!

From Miller's Angus Farm, Craig MO

Hello Lillian, Thank You for your Great Service! I could hear you smile through the phone! God Bless you each and every new day.

From John Crouch, Taos NM

Dear Dave, I saw the Angus movie, "The Art of Greatness". What a nice and fitting tribute to you and the others for the tremendous contribution you have made to the beef industry. Congratulations... Well deserved!

From Pete Reynolds, Demopolis AL

Dave & Ross, The six bulls you sent me exceeded my highest expectations! I showed them to a cattle rancher I consider among the best cow-calf operations I know.

He had already seen Jay's F-1 three year old black and tiger striped cows by J.D. Hudgins Brahman bulls and really good Hereford and Angus cows. Every cow had a 350-500 lb calf at side.

He remarked it would be hard to find a set of Angus bulls to fit those cows. When he saw the bulls you sent, he said "they were as good or better than any set of young bulls he had ever seen and were an ideal fit for those F-1 Brahman cows."

From Stewart Bauck: GM, GeneSeek - Igenity, Lincoln, NE

Congratulations Dave and Ross— Ross is carrying on the Nichols Farms tradition of service to the cattle industry for the benefit of all beef producers.

Well deserved and we wouldn't have expected anything less from the Nichols Farms spirit of doing the most good for the greatest number of people!!!

## Agriculture Secretary Sonny Perdue Announces The Appointment of Ross Havens To the Cattlemen's Beef Promotion and Research Board



The United States of America Department of Agriculture (USDA) announced the appointment of \*Ross

Havens to serve on the Cattlemen's Beef Promotion and Research Board.

Since 1966, Congress has authorized industry-funded research and promotion

boards to provide a framework for agricultural industries to pool resources and combine efforts to develop new markets, strengthen existing markets and conduct important research and promotion activities. The Agricultural Marketing Service (AMS) provides oversight to 21 boards. The oversight ensures fiscal accountability and program integrity, and is paid for by industry assessments.

# Nichols Farms

Superior Beef Genetics

2188 Clay Avenue  
 Bridgewater, Iowa 50837-8047  
 Nichols Bull Barn: 641-369-2829  
 www.nicholsfarms.biz

## Nichols Farms

Superior Beef Genetics

# Private Treaty Bull Sale

## 400 Bulls to Pick From

**Saturday - January 25 - Noon Lunch - Sale at 1:00**

PB Angus    PB Simmental    PB South Devon    SX-1 Hybrid    DX-1 Hybrid    DAX-2 Composite



Nichols Majestic Y808 PB South Devon

BW	WW	YRL	MM	MWW	RE	CW
+3.8	+73	+108	+\$21	+\$57	+\$32	+25



HLNS Allegiance PB Simmental

BW	WW	YRL	MM	MWW	\$API	\$TI
+1.4	+85	+132	+\$26	+68	+\$126	+80



BUBS Deep South PB Angus

CE	WW	YRL	MM	SW	\$B	\$C
+3	+69	+119	+\$27	+69	\$151	+\$252

**Complete Performance Records**  
**Genomic (DNA) Enhanced EPDs**  
**Health Papers & Semen Checks**

**Volume Discounts**  
**Health & Death Warranty**  
**Free delivery - \$100 off if you pick up**  
**and pay for your Bull(s) when you are**  
**ready for them**

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

Large or small, we appreciate our customers / friends. And we will help you with your cross breeding plans.

We also notify our network of feedlots when you sell your calves.