



NICHOLS

NEWSLETTER

ROSS' THOUGHTS



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Getting Better Every Day

As we get ready to kick off another bull selling season at Nichols Farms, we are reminded of David Nichols' wisdom in always taking a moment to give thanks. This year, we're grateful for favorable weather and diligent management that led to exceptional results. Our bull sales and crop yields exceeded expectations, laying a strong foundation for success across our operations.

On the cattle side, the market remained strong, and we're proud to have provided our customers with the top-tier genetics they need to thrive. Whether in pastures, feedlots, or sale barns, Nichols' genetics continue to deliver results, and we're committed to improving with every calf crop.

Innovation has always been at the heart of Nichols Farms, and 2024 was no exception. This year, we continued to make significant advancements by embracing AI-powered technologies to elevate our beef genetics and herd management practices. With Sense-Hub, we can monitor our herd's health in real time. With health indicators,

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A Dream Comes True

Webster County, Iowa, commercial cow-calf producer, Gary Ruebel, always dreamed of winning the Iowa State Fair Super Bull Contest. He uses big terminal bulls, because he buys replacement females, which are generally Angus based coming three-year-olds. He finds the coming three-year-olds the most trouble-free cattle because they have already passed the test of having a calf and breeding back. This allows him to buy bigger framed, high growth, heavy muscled bulls without having to put too much emphasis on calving ease. It is a lot more efficient to feed a herd of moderate size cows and only a handful of big bulls than the other way around.

In terms of sourcing females, Gary buys them at the Denison Livestock Auction in Denison, Iowa, where he also markets his feeder calves. He has identified some producers that he has had really good luck with their cattle, and who consign to Denison young bred cows every year. The sale barn manager lets Gary know when these producers are planning to sell their coming three-year-olds, making it easy for him to get what he needs. Gary used to buy bred heifers, but was not satisfied with how they bred back.

In terms of bulls, Gary has been a customer of Nichols Farms since 2019. He had been a long-term customer of another seedstock producer, but when they retired in 2018, Gary went on the hunt for a new seedstock supplier. Several people suggested Nichols Farms, and he and his nephew, Justin, who manages the cow herd day to day, went down to visit Nichols. They were impressed with the cattle, the comprehensive data available on the bulls, and the people managing them. Since Gary became a customer of Nichols, he has

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The NF brand took center stage at this year's Iowa State Fair when Teddy Bear, a four-year-old Simmental owned by Gary Ruebel of Saylorville, Iowa, won the title of Super Bull. Weighing in at 3,064 lbs., the docile bull topped his next closest competitor by 284 lbs. Teddy Bear's real name is Nichols Allegiance SMH017. He's an Allegiance son x Nichols Bond Z131.



ROSS' THOUGHTS

More THOUGHTS ...continued from page 1

this cutting-edge system gives us the ability to act swiftly, ensuring every animal reaches its full potential and allows us to identify genetics for resistance to Bovine Respiratory Disease.

With the C-Lock's precision feeding systems, which analyze individual feed intake and methane production metrics, we can leverage this data alongside our other genetic selections. We've improved feed efficiency and fine-tuned breeding decisions, ensuring we're producing cattle that are both productive and sustainable. These advancements not only maximize returns for our customers but also reduce environmental impacts - an important step forward for the industry.

Our commitment to innovation doesn't stop there. We are constantly researching and adopting the latest tools and technologies to improve efficiency and profitability for our operation and yours. At Nichols Farms, progress is about more than technology; it's about combining innovation with the core values that have defined us for decades: integrity, quality, and a relentless drive to improve.

As we approach Sale Day, we want to thank our loyal customers for trusting Nichols Farms as your partner in production agriculture. Your success is our success, and we're honored to play a role in growing your operations.

Here's to another year of learning, growing and advancing together. We look forward to seeing you at the Bull Sale on January 25, 2025, to share a great meal and buy your next bulls out of the best set of Nichols Bulls raised to date.



"When you buy Nichols sired calves you know what you have and how they grow, says Dr. Nate Hansen, DVM. "Nichols Farms comes with an incredible, visionary legacy. They're always leading the way in trying new technologies and approaches."

Read more about Nate Hansen and his veterinary/producer partnership with Nichols Farms in the Nichols Farms November newsletter at nicholsfarms.biz

To sign up for the newsletter or to get the printed version via email, fill out the form on the website.

You won't want to miss a bit of Nichols Farms news!

IGENITY® BEEF



Nick Hammett
Neogen Beef Genomics

IGENITY® BEEF - One Test, Four Great Uses

Since Nichols Farms became a distributor for Igenity products from Neogen, their number of commercial customers using the genomic testing has grown rapidly. Nearly all who have tested have come back again and they are bringing their friends and neighbors with them. One reason is the assortment of values the test results can offer. While it's one simple test, it yields many potential values.

The most straight forward value is selecting the right replacement females on your commercial operation. Igenity Beef provides genomic scores on 17 traits, including Maternal, Performance and Carcass traits. Maybe most importantly, Igenity Beef can help you select females that are going to be more fertile and last longer in your cowherd. A \$30 test on a \$3,000 bred heifer is a drop in the bucket when you examine the financial impact of choosing longer lasting females who can also wean heavier calves.

Igenity Beef also helps to characterize your cowherd's strengths and weaknesses. Many times, producers tend to purchase similar types of bulls year after year. That may be calving ease, high growth or high marbling. Igenity Beef will demonstrate the true strengths and weaknesses of your cowherd so that you can make more informed seedstock purchasing decisions that lead to greater profitability.

Parentage is also included with Igenity Beef. By matching calves to individual sires, you can easily determine how much coverage you're getting out of each bull. Some may be doing very little work and need to go down the road, or at least rotated elsewhere in your breeding system. This will also allow you to identify the sire of any outliers (good and bad). Which sires are causing calving issues, producing light calves, or heavy calves or great replacements?

Igenity Beef and Igenity Feeder can both be used to qualify your calves for Igenity Branded free of charge. Igenity Branded places your calves into tiers based on their Igenity Terminal Index. This certification can be used to prove to prospective buyers that your calves have great genetics and are worth more money. There are buyers who understand this concept and are willing to pay for it.

Finally, Igenity testing through Nichols Farms comes with a free genetic consultation from Ross. Ross will look at your results, go over them with you and help by making suggestions on future purchasing decisions. We always hear, "We can't manage what we don't measure."

Igenity Beef is your measuring stick for making more profitable management decisions and you can start by calling Nichols Farms and asking for more information.



**Nichols Farms is a NEOGEN Genomics
Distribution Partner for Igenity® Beef and Feeder.**

Contact Ross Havens for more information.

**See our full Bull Sale
Catalog on our website
Nicholsfarms.biz**



Super Bull continued from page 1...

bought both Simmental and SimAngus bulls. They generally purchase the framier, heavier muscled, higher growth bulls, paying particular attention to growth through weaning. They have had especially good luck with the coming two-year-old “proven performers” that Nichols has used in their own herd.

The bulls stay in the same pasture year-round; however, the cows and calves are removed to a central location at the end of pasture season. The calves are weaned, and backgrounded on a corn silage and hay ration until sold at Denison the second or third week of January. The cows either graze cornstalks on crop land Gary rents to his brothers-in-law or fed hay depending on the weather.

As for the bulls, they are just roughed through the winter on hay. Last spring, the two 4-year-old bulls in one pasture had wintered particularly well, actually putting on weight. That is when Gary thought he would take a shot at winning the Super Bull contest. He brought the two bulls home, and had the nutritionist from the local co-op design a special ration designed to put as much weight on the bulls as possible. Gary said there really is an art to it as the ration needed to be adjusted in the hottest part of the summer to maintain intake.

Fairly early on, Gary settled on the bigger framed bull as his entry in the Super Bull Contest. The bull halter-broke without any problem, and Justin’s children loved playing around the bull, which socialized him for the fair. It got to where they could ride on his back. The bull outgrew their scales, so they had to get a set of platform scales to keep track of him. Long story short, Gary’s blazed faced

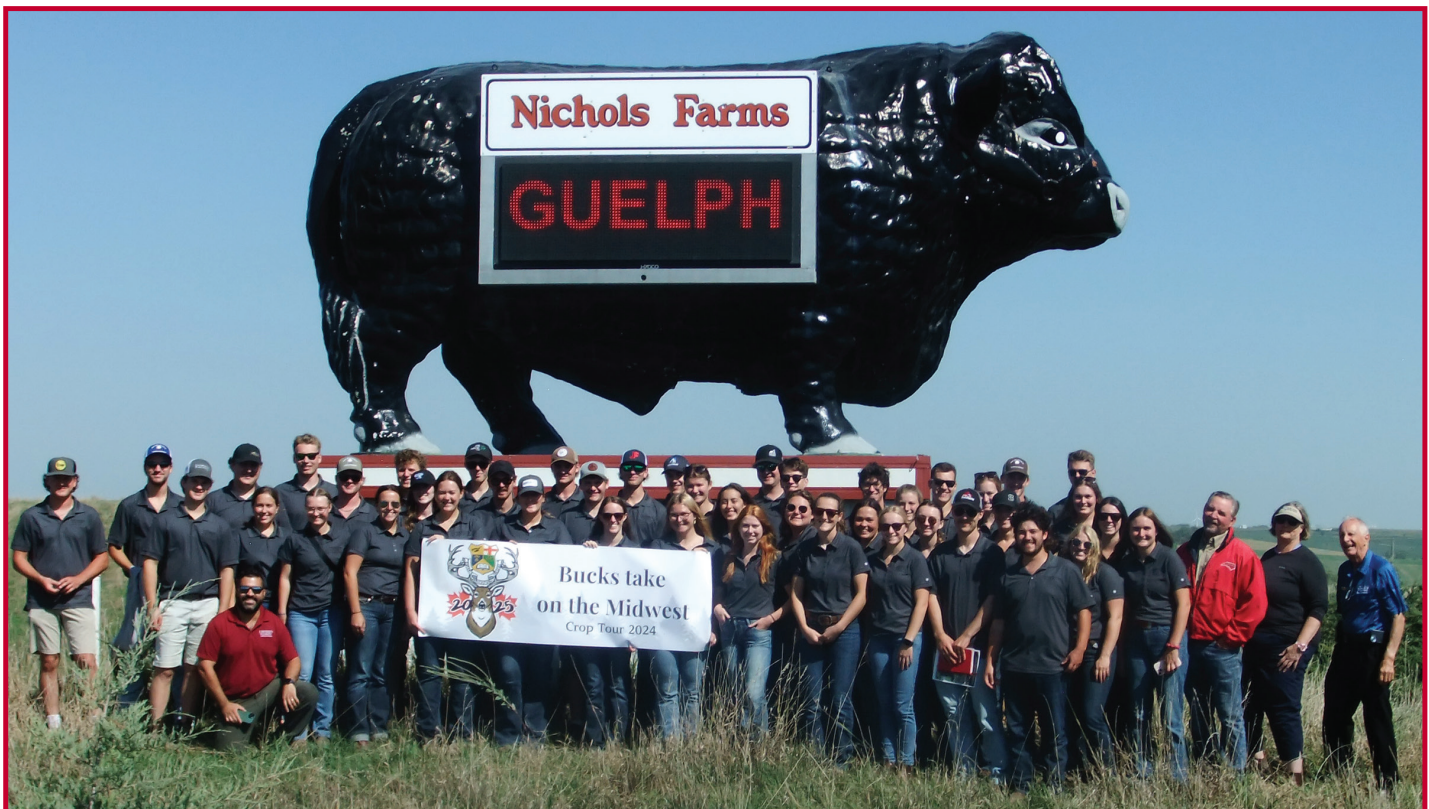


Teddy Bear comes with a strong support team in the Ruebel family.

Nichols’ Simmental bull weighed 3,064 at the fair, soundly defeating the next closest competitor by just over 300 pounds. He stayed at the fair on display for the next ten days, causing quite a sensation by all that saw him.

Gary will be defending his title next year with the other Nichols bull that was the pasture-mate to this year’s winner, hoping his dream will come through a second time.

by Bob Hough



Students from the University of Guelph, Ontario, Canada, made their annual visit to Nichols Farms in September, touring the farm, looking at bulls, and learning about the C-Lock feed efficiency system.



by Brian Fieser Ph.D.

Beef Field Nutritionist, ADM Animal Nutrition™

Time for Resolutions!

As we get rolling in a new year and have to scratch out and tear up checks we wrote 2024 on, it's time to think of those New Year's Resolutions. Starting over with a new calendar has plenty of opportunities for new beginnings. When it comes to our cows, specifically their nutrition, it's not too late to right the ship!

For many, calving season is right around the corner, and it isn't too late to head off some potential problems that seem to show up when it's below freezing or in the middle of the night (or both!). If you are reading this you are well aware of how critical colostrum is to calf health, and how expensive those small boxes or pouches of colostrum replacer are! While we are glad to have them when needed, we can all agree there is no substitute for the quality and convenience of natural colostrum. What you may not know about colostrum is that it's not just produced once we start seeing her "bag up" and get ready to calve, cows start the colostrum production process 5 weeks prior to calving. This is some handy math to know as we enter that part of the new year where new babies start hitting the ground.

Fortunately, if you have resolved to give your cows better nutrition this year it's not too late, and ADM wants to make it even easier to get those cows on the path to greater productivity. Until the end of January you can scan the QR code at the bottom of this article and enter for a chance to win a free ton of the same mineral the cows at Nichols Farms consume every day. Our top-of-the-line AMPT-T EF/Breeder mineral is packed with all the critical nutrients and additives that can keep the bottle and tube in the cabinet where it belongs! Few, if any, products in the industry can match the AMPT products containing 100% chelated copper, zinc and manganese; highly available cobalt (to help rumen microbes turn grass into meat and milk like nothing else on earth can); highly fortified vitamins to get that colostrum built up so that those new calves are running around with their tail in the air! If you don't get started you won't get it done and the opportunity to get the first ton for free is an easy start.



So scan the code and give your cows and calves a head start in the new year, it may take up to 2 months to form a habit, but you only have until January 31 to register for that free ton! Winner will be contacted in early February. Best wishes on a happy and prosperous 2024 2025!



Southeast Community College, Beatrice, Nebraska

Thank you for taking the time out of your day to visit with our students from SCC. We are very appreciative of the learning opportunity you folks provided about Nichols Farms. The students enjoyed learning about your C-Lock equipment, feeding efficiency and overall production of high-quality bulls. Again, thank you for the tour!



Notes from Lillian

I was channel surfing the other night and stopped on "This Week in AgriBusiness," because of a face and name scrolling across the screen. It was Jacqui Fatka and if I figured this out right, she is Dave's third cousin, daughter of Dave's second cousin Jane & Craig Becker. She's another knowledgeable writer and charming TV personality in our Nichols Family Pedigree.

When Dave wrote his "Thoughts" he always had Phyllis and I check the grammar, among other things. Phyllis and I could diagram a sentence as well as Dave could scan a bull's cascading pedigree while evaluating the EPDs. EPDs with genomic data are the best estimate of an animal's genetic value as a parent because they combine all available sources of information. Genomic testing is not a replacement for performance data, but it does allow pedigree relationships to be better defined with more accuracy.

Our catalog has lots of information on each bull: performance, pedigree, EPDs with genomic data, CAB designation for Angus and our own Health Shield label. Give us a call with your questions. We are looking forward to opening day of Bull Sales, January 25.

LETTERS from you

Trent Rehder, Hawarden, Iowa

Hey, wanted to let you know the 2 calves performed well at the Iowa Cattlemen's Carcass Challenge! One of them came in 3rd place overall - best we have ever done! The other was 10th place out of 62 animals. Ribeye size was 17.1 and 16.4, both the largest I have had! Thanks for all the great genetics. Gonna keep pushing. I want to earn the top spot!!

Mike May, Winchester, Kansas

Glad to hear you folks are doing well. I felt much better 11/6/24.

Carol Balvanz, Hubbard, Iowa

I wanted to thank you for all your help this year (and every year for about the last 35) with our bulls. This is the last year Chuck & I have any % left of the cows - so Tyler & Casey will be taking over. We're so grateful they want the cows. Two vets should be able to handle them. We'll probably still come to see the calves sell. That's the fun part! Have always been glad we decided to buy that first Nichols bull!

Glen Ewigman, Brookfield, Missouri

We are new to Nichols genetics, got our first calves out of a South Devon bull; in the pasture alongside their mothers now. They look very good. Can't wait to see what the heifer calves turn out like. Planning on saving them for breeding and putting them into our herd.



HEIFERS HEIFERS HEIFERS

180 Nichols Farms Heifers

FOR SALE

Wednesday, February 19



Nichols Open Yearling Heifers
Complete Health Program and Calthood
Vaccinated
Registered
Disposition Scored
EPDs
DNA Profiled
EID-Tattooed
Freeze Branded

Guaranteed Open
2 units of semen
per heifer

LIVE and ONLINE

Creston Livestock Auction - Creston, Iowa

This sale will be broadcast live on the internet.
DVAuction
Broadcasting Real-Time Auctions
Real time bidding & proxy bidding available.

Bull Barn: 641-369-2829 Ross cell: 641-745-5241

Nichols Genetics FOR SALE

Nichols Farms 180 Hd Open Yearling Heifers, Creston, IA - February 19

Gibbs Cattle Company 180 Hd Nichols Bred Heifers bred AI and Cleanup to Nichols Calving Ease Angus Bulls

Alex Swanstrom 30 Nichols Sired Bred Heifers Bred Nichols Calving Ease Bulls due Mid March to first of April

Taylor Waddell 20 Nichols Sired Bred Heifers Bred Nichols Calving Ease Bulls due Mid March to first of April



WORK WITH THE BEST

Semen available for one of the most "Feed Efficiency" tested Angus Bulls in the breed!

Cowboys You Can Count On



Ross Havens met Ryuichi Oshio, meat procurement manager of Tokyo regional grocery chain Comdo Ida, while on a recent USMEF tour. As Marketing Coordinator for Nichols Farms, Ross is the national and international face of Nichols Farms. He sits on the USMEF Executive Committee and the Cattlemen's Beef Board, is past president of the Iowa Cattlemen's Association and the Iowa Cattlemen's Foundation, and contributes to the Iowa Beef Industry Council.

Back at home, Ross is instrumental in marketing bulls and females, genetic planning, enhancing customer service, and manages the promotion of Nichols Genetic Source programs.

His eye for new technologies that can improve genetics is key to Nichols' customers' success, and most know him for his one-to-one work selecting just the right bull. As if that doesn't keep him busy enough, he's always ready give a tour or put his boots on and help with day-to-day operations. "We're a team here," he says.

Ross came to Nichols Farms in 1994, marking 30 years on the farm. He grew up in nearby Wiota where he lived for many years, serving as the town's mayor for 12 years. He holds a degree in Animal Science from Iowa State University. Following college, he worked as a hog buyer for IBP and did a stint with Crestland Co-op.

Ross and his wife Lisa live near Atlantic. They enjoy camping when they can get away. Ross spends many weekends showing cattle with his grandkids and following his son's go-cart racing. He can often be found working alongside his dad to remodel and flip houses.

"I'm proud to be part of Nichols Farms with our history and our record for advancing new technologies and genetics," says Ross. "We're always looking for genetic advancements that will help producers, and finding ways for them to put those advancements on the ground. I'm looking forward to many more years of doing that."

You can find more on Ross's recent USMEF trip to Japan in the November newsletter at nicholsfarms.biz

Nichols Farms

Superior Beef Genetics

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www.nicholsfarms.biz

Nichols Farms

Superior Beef Genetics

Opening Day Private Treaty Bull Season

Saturday - January 25, 2025 - Nichols Farms Bull Barn

Noon Lunch - Bidding starts at 1 PM

HEALTH SHIELD

With **BOVINE RESPIRATORY DISEASE**
GENETIC PREDICTION



Scan for
details!

Proven Performers ~ Fall Yearling Bulls ~ Yearling Bulls

**450
BULLS**

6 Genetic Lines of Hard-working Bulls

Angus • Simmental • SX (Sim Angus) • South Devon
Nichols Composites (DA) • Nichols Hybrids (DX)

This sale will be broadcast live on the internet.

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

Continued for 2025 Two Additional Groups of Bulls

1 "Best of the Best" Proven Performers Nichols Bulls selected for our own in-herd use. Impressive numbers, outstanding phenotype, and the ability to work anywhere.

2 Big, stout, virgin Fall Yearling Bulls, Angus and SX (Sim-Angus), ready to turn out. Fertility tested, trich tested, FE tested and genomic profiled.

PLUS our greatest set of YEARLING BULLS...EVER!

All Nichols Farms bulls are backed by a cowherd of 72 years of selection pressure. We breed for growth, carcass traits, mothering ability, sound feet and good disposition. Our investment in a C-lock SMART-Feed intake system ensures you have the information you need for optimal feed efficiency.

We've earned the trust of cowmen because these bulls will go out and get cows bred and sire calves that top local feeder calf sales. Our bull buyers expect success and year after year we deliver.



Nichols Farms is an Industry Pioneer for "Opening Day Private Treaty" bull sales. We sell private treaty because it works for our customers. Come see us, or give us a call to make a sight unseen satisfaction guaranteed purchase.

www.nicholsfarms.biz

Bull Barn: 641-369-2829

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