

Annual Spring Bull and Female Sale

Gill Red Angus

"You Buy Our Bulls, We Will Bid on Your Calves"



He Sells!



February 21, 2012 - 1:00 p.m. (MT)

At the Ranch Near Timber Lake, South Dakota

***Selling* 200 BULLS**

- **100 Coming Two Year Olds**
- **100 Yearling Bulls**

***Plus* 100 Commercial Open Heifers
100 Commercial Bred Heifers (Mar. & Apr. Calvers)**



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At the Ranch Near Timber Lake, South Dakota

www.gillredangus.com



RANCH HEADQUARTERS

Gill Red Angus
HC 64, Box 146 • Timber Lake, SD 57656
E-Mail: gillreds@dishmail.net
Larry & Janet Gill • 605-865-3288
Brent & Emily Gill • 605-848-3722

MARKETING & BREEDING MANAGER

Bryan & Kristen Gill
4813 Amberglow Dr
Bismarck, ND 58503
Cell • 701-730-0134
E-Mail: bigredgenetics@hotmail.com

SALE DATE & TIME

Tuesday, February 21, 2012 • 1:00 p.m. (MT)

SALE LOCATION

Gill Red Angus sale facility • On the ranch
Timber Lake, South Dakota

SALE-DAY TELEPHONE

605-848-1996 • Larry's Cell
605-848-3722 • Brent's Cell
701-730-0134 • Bryan's Cell
417-844-1009 • Clint Berry's Cell

DIRECTIONS TO SALE

Gill Red Angus Ranch is located 120 miles south of Bismarck, ND, 34 miles west of Mobridge, SD and 6 miles east of Timber Lake, SD.

If traveling east from Timber Lake: Go 6 miles on Highway 20 to ranch turnoff. Turn left, go north 1.5 miles. Turn left, go west ½ mile.

If traveling west from Mobridge or Bismarck: From Highway 63 and Highway 20 Junction, go 8.5 miles west to ranch turnoff. Turn right, go north 1.5 miles. Turn left, go west ½ mile.

ACCOMODATIONS

Mobridge, South Dakota
Wrangler Motor Inn • 605-845-3641
Grand River Casino • 800-475-3321

LUNCH

Complimentary lunch available on sale day.

VIDEO

A video of each lot will be on www.gillredangus.com

AUCTIONEER

Roger Jacobs • 406-373-7385

RINGMEN

Terry Robinson • *Farm & Ranch Guide*
701-255-3037 or 701-471-5153 (cell)

Kris Petersen • *Cattle Business Weekly*
701-339-0305

Steve Koester • *Tri-State Livestock News*
701-400-1611

BUYER REPRESENTATIVES

Dan Hooper, Merriman, NE • 308-282-2309
Terril Ostrum, Colorado • 303-570-9284
Clint Berry "Dr. Hoss" - National Red Angus Commercial Marketing Director • 417-844-1009
Ryan Sexton, Nenzel, NE • 402-389-1671
Buyers unable to attend sale may have their bid represented by contacting the auctioneer, one of the buyer representatives, the marketing manager or Gill Red Angus.

SALE CATALOG

Erika Stanley • Pifer's Livestock Marketing Moorhead, MN

SALE VETERINARIAN

Oahe Vet Clinic
Mobridge, South Dakota • 605-845-3634

SALE ORDER

Cattle will sell in catalog order, but are subject to change on sale day.

INSPECTION OF CATTLE

The bulls and commercial bred heifers are available to be viewed at Gill Red Angus anytime between now and sale. Commercial open heifers will arrive at Gill Red Angus on Monday, February 20. To view before that, please contact the consignors.

LOT TAGS

Ear tag numbers on the sale cattle will correspond to the sale catalog.

NO LOAD OUT AFTER DARK

No semis on sale day and no load out after dark on sale day.

DELIVERY OR \$\$\$ OFF

Pick up your bulls on sale day or the following day and receive \$25 off each bull purchased. Or Gill Red Angus will assist in making delivery arrangements of the sale animals to the new purchaser's destination at the least cost possible. All such deliveries are at the buyer's risk.

SALE TERMS & CONDITIONS

Any terms and conditions not covered by the catalog will refer to the Standard Terms & Conditions set forth by the Red Angus Association of America.

GILL RED ANGUS GUARANTEE

All bulls that are in good breeding condition at the beginning of the first breeding season are guaranteed breeders. This does not include any injury. Any bull that settles one third or more of the healthy cows he services or passes a fertility test made by a competent veterinarian during the first six months after the sale date is considered a good breeder. All claims for adjustment or refund must be made within six months of sale date. All bulls returned must be in good and healthy condition. Any bulls given a fertility test within the first six months after the sale date will be at the buyer's expense. All bulls are guaranteed to be breeders, however, no guarantee is given that the semen collected from a bull will freeze.

WHAT IS OSTEOPETROSIS?

Osteopetrosis, also known as Marble Bone, is a genetic defect that causes abnormalities to the development of the bone marrow cavity and brain, ultimately causing death.

WHAT IS THE INHERITANCE PATTERN OF OSTEOPETROSIS?

The inheritance pattern of Osteopetrosis is typical of most bovine genetic defects, both parents must transmit one Osteopetrosis affected gene to the offspring in order for Osteopetrosis to be expressed. A carrier will pass on the OS gene to their offspring 50% of the time. In the unlikely case a carrier is mated to another carrier, 25% of the time the offspring will receive the OS causing gene from both parents - thus allowing for the expression of OS (dead calf). The only time OS is expressed is when the calf inherits an OS causing gene from both parents.

All known pedigree carriers have been tested.



**Cattle In Motion
Watch & Bid Online!**
www.cattleinmotion.com

A supplement sheet will be online and available sale day for Scrotal measurements, and ultrasound data for Fall and Spring born bulls.

"You Buy Our Bulls, We Will Bid on Your Calves"

Hello ranchers,

We are at the beginning of the most rewarding and exciting time in agriculture. There is extreme optimism and opportunity in the beef industry, especially for the cow/calf rancher. The cow numbers across the world are at an all-time low while the world population is just the opposite, as it grows 1½ % a year. With this equation, I don't think there is a better business to be involved in than raising food.

When Dad purchased our first Registered Red Angus cow in 1979, people would ask, you have red what? Today, Red Angus is the 4th largest breed in the country, and the only breed that has continued to grow while the nation's cow numbers have declined. The interest in Red Angus has never been so strong before and we witness it every time someone sells a set of Red Angus replacement females.

Here at Gill Red Angus, we continue to spend a lot of our time on our customer service program, spending the summer months visiting our customers. This past fall Mobridge Livestock and Gill Red Angus put on the first ever Red Angus Influence Only calf sale anywhere, and it was a huge success. We had close to 4000 head; the steers topped the region for that week while the heifers were the talk of the country as they all sold very high, with only a couple other consignors across the country topping them. We have bid on well over 12,000 head this fall, starting in August, and have found a home for close to half of them. Check out the next page which talks about our customer service program.

The offering this year again raises the bar for quality. After 33 years of selection and strict culling, we feel our cowherd is at the top of the class. We sell about 100 cows a year that we don't think a seed stock supplier should sell bulls out of, while we continue to flush our best cows and use the best bulls we can find. This sale will be amongst the largest Red Angus offerings in the country. They sell in volume and will be affordable for the commercial cattleman with high quality genetics from top to bottom. I encourage you to come out and have a look for yourself at how deep bodied, long made, thick, and sound the bulls really are. Or better yet, come early and have a look at our cowherd. I think you will be impressed.

We will also have a good set of commercial heifers in the sale, both bred and open replacements. The bred heifers are already at the ranch, while the opens will come the day before the sale. They are nearly 100% Gill Red Angus bloodlines and they are good.

The sale will again be broadcast live over the internet on Cattle In Motion. Using this service, you will be able to either bid on-line or call into their office and bid over a conference call. If you use the conference call, you will need to call ahead of the sale to register and get a buyer number. Please read the Cattle In Motion box below for more information on these options. Hopefully this will make it easier for you.

We would like to thank you all for your support over the years. We appreciate the business and look forward to continuing to partner with you in your operations.

Remember, the genetics you buy this year will lead you into the highest price cycle the beef industry has ever seen. So I encourage you to buy your bulls and heifers from someone who breeds their cows and works year round for the commercial rancher. Buy from Gill Red Angus!

See you on the 21st!
The Gills

Visit Our Website
www.gillredangus.com
A video of each bull is available on the website.

FREE SHIPPING
up to 300 miles
on bulls purchased
for \$2,000 or more!



The Boys & Their Pumpkins

Can't Make it to the Sale?

CATTLE IN MOTION



LIVE AUDIO. LIVE BIDDING LIVE BROADCAST

The sale will again be broadcast live at:
WWW.CATTLEINMOTION.COM

To view this sale live, simply log on to www.cattleinmotion.com and click on the sale that will be listed on the right hand side of the screen.

If you have never been to the CIM site, you must first create an account to view a sale.

Be sure to view the videos prior to the sale at:
www.CattleInMotion.com

NEW THIS YEAR!

A conference call will be available sale day by Cattle In Motion.

All conference call users must register before 12:00 MT on sale day.

To do this you must call

Pifer's
*Livestock
Marketing*

877.700.4099

during regular business hours.

At the time of registering, you will be issued:

1. A buyer number
2. Conference call phone number
3. Conference call code.

All three are needed to use the conference call.



The Boys on the Bobcat



The Boys with Grandpa

"You Buy Our Bulls, We Will Bid on Your Calves"





The Gill Red Angus Customer Marketing Program

“You Buy Our Bulls, We Will Bid on Your Calves”

Something that sets us apart from most of our competition is our Customer Service Program. Our slogan is “You buy our bulls and we will bid on your calves.” This has really helped our customers on selling day. We ran some calves up as much as \$5 per hundredweight. You add that up on a load of 600-pound steers, and you made an extra \$2,500 just by being our customer. Compare that to our sale average the last couple years - that’s a free bull. How can you go wrong?

Here is how it works:

✓ First you must be a Gill Red Angus customer. At marketing time, contact Gill Red Angus with the marketing option you wish to pursue:

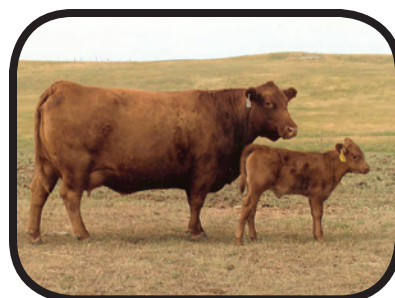
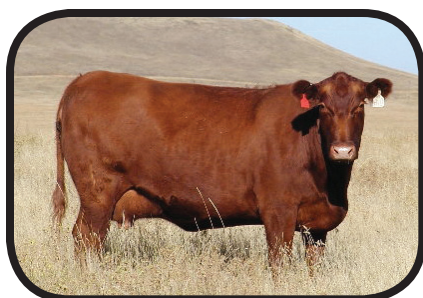
- ***Complete Retained Ownership***
- ***Partial/Partnership Retained Ownership***
- ***Livestock Auction or Off-the-Farm Marketing*** - Sell 100% of your calves off-the-farm or at the stockyards and a Gill staff member will be there to place a bid on them for you.
- ***Replacement Heifer Marketing*** - Market your top-quality open and bred heifers through our annual production sales in February. (We have spent thousands of dollars on advertising over the years. Use our past advertising and known name to market your replacement females.) Call for more information.
- ***Discounted semen available*** to all customers who want to AI.
- ***Discounted vet supplies*** through DeTye Vet Supply & River Ag.

✓ When possible, we will work with our customers to help form co-mingled loads of calves.

Upon harvest, if possible, Gill Red Angus will prepare a report, complete with feed yard and harvest data, for your use.

✓ We are also available for consultations regarding breeding, replacement heifer procurement, and all marketing options. We will help you in any way we can to make your bottom dollar grow.

“You Buy Our Bulls, We Will Bid on Your Calves”





**Consigned by Bob Schroeter
Madison, NE • 402-640-4154**

**40 head to calve in March
Tagged with an orange ear tag**

**50 head to calve in April
Tagged with a blue ear tag**

**6 head to calve in May
Tagged with a white ear tag**

100 Commercial Bred Heifers

Last February, Bob called us and told us he would like to purchase the absolute best heifers we could find for him for the purpose to breed and sell as bred heifers. So we went to looking and purchased the heifers from Sand Willow Red Angus from Waubay, SD, George Schaeffer from Selfridge, ND and the Metzinger Ranch from Ft. Pierre, SD. These heifers sold as high as anything last spring, as quite a few people wanted them. These were the only heifers we bid on for Bob, as the cost was second and quality was first for him. He AI'd them and then turned in Gill Red Angus calving ease bulls. On December 30, at Burwell Livestock, Bob sold the AI bred heifers at auction and they sold for \$2,100 each. The heifers in this sale are all the bull bred heifers. The only heifers in this group that are not from a Gill Red Angus customer is a small package he purchased from Miller Red Angus out of Nebraska. The Miller heifers are registered heifers, but they are selling as commercial. Again, the quality of this set of bred heifers is as good as you will find anywhere in the country! If you need some heifers, make sure you take a look at these girls. The bred heifers will sell first sale day, and they are available for viewing at the Kenny Gill Feedlot just south of Gill Red Angus.





Dean Tarter • Camp Crook, SD
605-797-4487
60 heifers with yellow tags

Lee Hofland • Reeder, ND
701-290-7114
20 heifers with white tags

Tracy Collins • Prairie City, SD
605-490-8772
15 heifers with red tags

100 Open Replacement Heifers

Every year we sell some of our customers replacement heifers. Since the start of this, we have been selling a group from Dean Tarter of Camp Crook, SD and Lee Hofland from Reeder, ND. Last year we began selling a small group from Tracy Collins from Prairie City, SD as well. This year all three have consigned heifers again. This summer I was at the Tracy Collins ranch and Dean Tarter's ranch and saw their momma cows and their bred heifers, and in the past we have been at Lee Hofland's ranch. I was very impressed with the quality of these cattle on grass. The cows these heifers come from are good ranch type cows. These cattle run in big country for South and North Dakota and they are far from pampered. They work for the rancher instead of the other way around and stay in good condition without the extra feed. On Dec. 13 the Hofland heifers weighed around 650 lbs. All three ranches tell me the heifers will be weighing close to 750 lbs by sale day. The heifers will sell by the head, and will sell following the bred heifers, and before the bulls.

