



FLYING H GENETICS



CATTLEMAN'S CHRONICLE

Fall Newsletter

2018

Vol. 20

Have you been doing it **RIGHT?** Using the



- **RIGHT** bull on the
- **RIGHT** cows to produce the
- **RIGHT** calves for the
- **RIGHT** buyers...

Would I make more money? **Yes!**

M

ating the **RIGHT** bull to the **RIGHT** cow is the critical first step! With literally thousands of choices out there, it is easy to be led astray from what really matters. Many factors play into a successful program and some we can't control, like Mother Nature and environment. Taking care of our land and cattle is the **RIGHT** thing to do, and it all starts with selecting the **RIGHT** bull. We can make the **RIGHT** decisions to better our operation.

RIGHT BULL

What is the **RIGHT bull for my cow herd? This is a question only you can answer. Since the bull supplies 50% of the genetics of your calves, here are some things to consider to get it **RIGHT**:**

- What are my goals for my cow herd and when marketing my calves?
- What type of bull will help me reach my goals and positively influence my cattle?
- How does my environment factor in?
- Should I utilize crossbreeding?

With thousands of bull sales it is hard and challenging to select the **RIGHT** bull or even the **RIGHT** breed. It is very easy to get wrapped up in mainstream marketing and believe that one breed is the answer, or that one program is the only place to buy a good bull. We all love to look at pictures of good cattle and, unfortunately, most of us have purchased cattle strictly off of phenotype. Is that the **RIGHT** way to buy a bull?



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RIGHT BULL

Put yourself in a crop farmer's shoes. Does a farmer make his planting and seed selection based off the picture he saw in the farm magazine? No! He will carefully research which variety best suits his operation and environment to maximize yields and profit. Does a dairy farmer buy alfalfa hay because it looks pretty and green? ... not likely. The dairyman will analyze the feed test sample and then decide if it will help him maximize milk production and boost profits. So why should cattlemen be any different? As cattlemen we should find a supplier that offers the **RIGHT** bulls that, when mated to the **RIGHT** cows, produce the **RIGHT** calves for bigger profits.

At Flying H Genetics we develop our bulls to 18 months of age on fescue pasture, not in a feedlot. This ensures you that they are ready to withstand the heat, fescue, and tough environment that you demand your bulls to work in. If they can't handle the fescue environment we don't offer them

for sale! All of our bulls must also pass our 17 Quality Standards which we implemented over 20 years ago and published in our last issue of the Cattleman's Chronicle and on our website. By developing our bulls this way we promote longevity in your bull investment and you know you purchased the **RIGHT** bull for your cows.

By combining the best genetics with the newest technology and our time tested methods of developing bulls, we have taken the steps to ensure that our bulls will be the **RIGHT** bulls for you. We go beyond traditional DNA by Genomically Enhancing all the bulls to supply the most up-to-date data available. We all know that every bull will breed cows, but superior bulls that have passed all the tests will breed your cows and make you more money! A bull supplies 50% of the genetics of your calf crop so make sure he is the **RIGHT** bull. That's why our bulls are **Bred 4 Profit** and **Built 2 Work!**

Flying H Genetics herd bull just pulled off cows after the spring 2018 breeding season!

"We all love to look at pictures of good cattle and, unfortunately, most of us have purchased cattle strictly off of phenotype."

RIGHT COWS

As I travel around the country I see many different types of cattle, various breeds, and all different colors. Often times I'm asked: "What breed is the best?" or, "What kind of cattle should I raise?" When asked these questions I always come back with my own questions to the one who was asking: "What type of grass do you graze?", "What is your environment like?", "Will your environment and acreage support a 1,600 lb cow or are 1,200 lb cows going to be more efficient, productive and produce more uniformity (all of which will directly affect profitability of your cow herd)?"

Take for instance a cow herd dispersal sale. We've all seen them advertised and the new owners of the cows are usually ecstatic to have bought genetics that should move their program forward but often times we hear them say, "Well, she just never raised one for me like she did for them." Most of the time it's not the cow's fault, it's simply the change in environment and management. In one case I know of a rancher who moved his whole cow herd from New Mexico to eastern Oklahoma. In this scenario the rancher told me that he watched his best cows from New Mexico melt away on fescue in eastern Oklahoma and witnessed what had been his average cows

adapt and thrive on fescue. The cow herd did a complete 180 degree turn around. The **RIGHT** cows really aren't hard to find but it can take time for them to surface. For some, the cow herd is an inherited herd and for others it is a boughten herd or pieced together set of cows. By using strict culling practices and selecting the **RIGHT** bull you can quickly make the **RIGHT** cows for your environment and your operation.

As mentioned before, a bull supplies 50% of the genetics in your calf crop so we need to pay close attention and select the **RIGHT** bull for your cows. FHG operates on a strict culling basis. We pelvic measure and disposition score all replacement heifers plus make sure they meet our 17 Quality Standards long before they ever go back into the cow herd; this allows us to ensure that we retain the the **RIGHT** heifers that become the **RIGHT** cows to produce the **RIGHT** calves. Additionally, our mature cows have to continually pass our strict guidelines of performance and genetics to stay in the herd. By practicing good herd management the **RIGHT** cows will surface and excel. From there it becomes fun—once we identify the **RIGHT** cows, then we can focus on producing the **RIGHT** calves.

"Often times I'm asked:

"What breed is the best?"

*or, **"What kind of cattle should I raise?"***

*When asked these questions I always come back with my own questions to the one who was asking: **"What type of grass do you graze?"**, **"What is your environment like?"**..."*





85 Age Advantaged & Fescue Adapted Bulls & 50 Commercial Spring Bred Heifers Sell!

Saturday, October 27th, 2018 • at the Bull Barn, East of Butler, MO



BALANCER® ARPS 624E
AMGV 1410646



FUSION™ BHSF 014E
AMGV 1417968



BALANCER® BHSF 115E
AMGV 1417990



BALANCER® FHG 405E
AMGV 1395774



BALANCER® BHSF 301E
AMGV 1417978



SIMANGUST™ FHG 076E
AMSM 3244492



FUSION™ FHG 317E
AMGV 1385082



RED ANGUS FHG 102E
AMAR 3611301



GELBVIEWH FHG 133E
AMGV 1382770



BALANCER® FHG 321E
AMGV 1385089



BALANCER® BHSF 240E
AMGV 1417980



BALANCER® FHG 312E
AMGV 1385077



Sale Starts at
1:00 pm^{CST} October 27th

Join us for lunch at 12:00 pm

For more
information, videos
and sale book, go to
Flyinghgenetics.com



FUSION™ FHG 319E
AMGV 1385084



SIMMENTAL KB E711
AMSM 3303547



BALANCER® FHG 442E
AMGV 1396598



HIGH PERCENT RED ANGUS KB E721
AMSM 3303541



BALANCER® FHG 434E
AMGV 1396590



BALANCER® WFA 18E
AMGV 1395802



AQHA REG. # 5605908
GGs: WYO FANCY DAN X GGS: TIDY TARDE

Also selling
2 RANCH BROKE
GELDINGS!



AQHA REG. # 5036150
GGs: DOC BAR X GGS: PEPPY SAN BADGER

RIGHT CALVES



Having the RIGHT calves to wean and market will pay huge dividends. With our Fescue Adapted (™) bulls that are **Bred 4 profit** and **Built 2 work™**, we offer a great selection of bulls across multiple breeds to sire the **RIGHT** calves. Whether you want red or black, Angus, Gelbvieh, Simangus or Balancer genetics, we can supply your needs and will help you identify the bulls that will sire the **RIGHT** calves for you. Whether you want a bull that sires big, growthy calves that wean 50 lbs heavier with much more consistency and are more profitable or a more maternal bull to help build the next generation of the **RIGHT** cows, we have the **RIGHT** bulls.

As we visit with cattlemen we always love to hear their success stories on how well their calves sell. Our best stories come from long-time customers who always brag about how consistent their calves are. The uniformity and quality of their calves from top to bottom help them sell their calves for more money. Isn't it time you added consistency, uniformity, and pounds to your calf crop? Come find out why the form, function and fertility of the FHG bulls and cows produces the **RIGHT** genetics that raise the **RIGHT** calves that are in demand!

“Big, growthy calves that wean 50 lbs heavier with much more consistency are more profitable.”



RIGHT BUYERS



“... so why would you let your bull selection fall short? If we line up all the RIGHTs then our end product will be better and the RIGHT buyers will take notice...”

What if you could make an extra \$100.00 per cow?

Finally we come to perhaps the most important of the 4R's and that is the **RIGHT** buyers for your cattle. Like most things in agriculture, when things are done **RIGHT** the end product is better. One of the best ways to attract the **RIGHT** buyer to your calves is to Vac 45 them. The **RIGHT** calves that are properly vaccinated and weaned for 45 days will top the market! Remember our crop farmer? If he prepares the seed bed **RIGHT** and gets the **RIGHT** rains and has the **RIGHT** fertilizer out to utilize those rains then his crop will be high quality and bountiful. The same holds true for your cow

herd. Using the **RIGHT** bull on the **RIGHT** cows will produce the **RIGHT** calves that will yield a high-quality, appealing set of cattle to sell and a better pen of replacement heifers to retain. No dairyman would buy cheap hay and expect his cows to perform at a high level, so why would you let your bull selection fall short? **If we line up all the RIGHTs then our end product will be better and the RIGHT buyers will take notice...**

P.S. So will your neighbors and banker!

COMMENTS FROM OUR CUSTOMERS –

Mike Hanley, NE Oklahoma says ...

“ My bulls held together really well. I had one bull get injured and with buying the warranty FHG offers I was able to get the injured bull replaced. I am very pleased with the replacement bull as he is very similar in type and kind to the original bull and impressed at the promptness with which they got him to me. I found out about Flying H Genetics by doing a search on the internet for bulls to add heterosis to my cow herd. I'm very pleased with my FHG bulls!”

Clint Johnson, Lowery City, Mo says ...

“I've been using FHG bulls for 5 years now. I started buying the bulls from them because they were close to home and the bulls are raised on fescue just like my pastures. I'm very pleased with the customer service and the fact that my calves have increased in weaning weight and muscle since switching to FHG bulls. We are keeping a higher percentage of heifers out of our bulls and the

calves are born easy and jump RIGHT up and get after it quickly. We've had great conception rates and the bulls are easy keepers”

David Grant, Columbia, Mo says...

“I bought my first Flying H bulls in 2014 and am still using them today. The bulls don't get any special treatment, they eat grass with the cows and hay but nothing else for supplemental feed. The first set of calves I sold off these bulls were 100 lbs heavier than any other calves I had sired by other bulls. I am raising bigger and healthier calves every year.

I really like the way Flying H Genetics develops and grows their bulls. The bulls are conditioned for heavy use and ready to work from day one. The bulls are easy keepers and gentle. They don't fight while feeding them and I will occasionally scratch them on the head. I feel comfortable around the bulls even in sorting pens. I had a bull go bad at nobody's fault, and FHG did exactly what they claimed they'd do!”

Doing it RIGHT! Using the



RIGHT bull on the RIGHT cows to produce the RIGHT calves for the RIGHT buyers...



RED ANGUS FHG 094E AMAR 3611299



GELBVIEH FHG 461E AMGV 1401002



RED ANGUS FHG 239E AMAR 3611317



SIMMENTAL KB E713 AMSM 3303579



FUSION™ FHG 169E AMGV 1382901



BALANCER® BHSF 233E AMGV 1417969.



BALANCER® FHG 377E AMGV 1389395



SIMANGUS™ BHSF 063E AMSM 3400989



SIMMENTAL KB E720 AMSM 3303576



85 Age Advantaged / Fescue Adapted Bulls
and 50 Commercial Spring Bred Heifers Sell!



◆ Also Offering 2 Ranch Broke Geldings ◆

Saturday, October 27th, 2018

Flying H Bull Barn – Butler, MO • 1:00 PM CST



FLYING H GENETICS

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 Missouri Office 417.309.0062
 Dick and Bonnie Helms 308.962.6500

The Tradition Continues...

www.FLYINGHGENETICS.com

HELPING BUILD FAMILY SUCCESSES SINCE 1949!



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