



FLYING H GENETICS



CATTLEMAN'S CHRONICLE

Spring Newsletter

2019

Vol. 21

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 on a high roughage diet. This ensures you that they are ready to withstand the summer pasture breeding and tough environment that you demand your bulls to work in. If they don't grow and perform to our rigorous standards on a roughage diet we don't

offer them for sale! All of our bulls must also pass all 17 quality standards which we implemented over 20 years ago and published in our last issue of the Cattlemen'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.

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*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?"**..."*



TIRED *of* FAT B

WHEN YOU BUY A BULL YOU SHOULD EXPECT

2 things

- 1.) **Superior Genetics**
delivered by a bull that is
- 2.) **Physically Sound,
Aggressive**
and **BUILT 2 WORK!**

There are lots of bulls with good genetics but most are not ready to work. Many are fed corn fat and/or are bad footed and poor structured and struggle to do the job you bought them to do. Many buyers have told me they have bought bulls where they had to shrink the fat off before they could even use them.

**SO, WHY ARE BULLS
FED FAT?** It makes them and their numbers look better than they really are so they sell for more money.

**SO, WHY DO PEOPLE
BUY FAT BULLS?** Because they look really nice and thick and smooth and have impressive weights.

When you purchase cattle from Flying H Genetics, you can be assured you are getting cattle that are both “BRED 4 PROFIT” and “BUILT 2 WORK” which means Superior Genetics Developed Without Excess Fat on Roughages and Culled for Sound Structure, Feet and Legs.

We want customers to be satisfied with the cattle they buy, so we developed our 17 Quality Standards to make sure we eliminate the unacceptable and multiply only superior cattle. Then we Guarantee Calving Ease on every bull sold. Plus our Money Makin’ Mamas, Roughage N Ready and Fescue Adapted / Grown-On-Grass Development Programs assure our customers functional, hardworking bulls and cows.

No cattleman wants to experience calving difficulty, so identifying bulls and cows with bred-in calving ease allows **Flying H Genetics to offer animals that are Guaranteed for Calving Ease.** Flying H Genetics uses the Calving Ease EPD and other factors to identify bulls that are guaranteed for use on first calf heifers also. Everything from genetics to the environment and the cow influences calving ease, and every animal we offer comes with our Calving Ease Guarantee.

A specialty with our Missouri Bull Development Center is our **Fescue Adapted/Grown on Grass Bulls.** These bulls are mob grazed on Fescue and those that can’t handle the endophyte are culled leaving us with bulls that are athletic, adapted and ready to breed cows. Fescue Adapted / Grown on Grass Bulls from Flying H Genetics eliminates the

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BULLS *That* FAIL?



When you purchase cattle from Flying H Genetics, you can be assured you are getting cattle that are both “BRED 4 PROFIT” and “BUILT 2 WORK” which means Superior Genetics Developed Without Excess Fat on Roughages and Culled for Sound Structure, Feet and Legs.

Fescue issue for ranchers and provides bulls that are not corn fat and **“BUILT 2 WORK”**.

The Roughage N’ Ready service provided by Flying H Genetics is designed to identify bulls and cows that are prepared to make it in the real world. Our cattle are developed on roughage diets that consist of grass, straw, hay, silage, corn stalks and distillers grains. We train the bulls and heifers to forage on their own which helps identify and eliminate the hard doing cattle that can’t survive without being fed corn. This is important to profitability and provides our customers with breeding stock that are self-sufficient and produce profits with minimal supplementation.

Flying H Genetics also understands that customers want cows that make them money. **Money Makin’ Mamas are designed for just that.** We start with our 17 Quality Standards to identify the best genetics available, utilize heterosis when possible and then test them with Flying H Genetics’ “Heifer Challenge.” Those that are structurally sound and show they can make a living with minimal supplementation are allowed to pass on their genetics to new generations. We monitor our Money Makin’ Mamas closely throughout their lives to make sure they have the traits our customers expect.

Flying H Genetics is committed to **SATISFIED CUSTOMERS** and only sell cattle that are **“BRED 4 PROFIT and BUILT 2 WORK!”**

RIGHT CALVES



Having the **RIGHT** calves to wean and market will pay huge dividends. With our Roughage and Ready (™) bulls that are Bred 4 profit Built 2 work (™) we offer a great selection of bulls in 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 with any luck he has the **RIGHT** fertilizer out to utilize those rains then his crop will be high quality and bounti-

ful. 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. No dairyman would buy cheap hay and expect his cows to perform at a high level. So, why would we 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 –

Scott Well, Kansas says....

“I have been buying bulls from Flying H since 1999 and I am really pleased with how their bulls get the job done. I have no calving problems and the calves really put on the pounds which helps pay the bills.

Being able to buy bulls that give me heterosis is also very important because I keep replacement heifers and they make better cows than my straight Angus did. Flying H Genetics also have a great selection so I have plenty of bulls to pick my favorites from. I would recommend Flying H to anyone wanting to make their cattle better.”

Brian Kolbet, Hays Center, NE wrote...

“I have been buying bulls from Flying H since 2001. With Flying H Bulls I have increased weaning weights, decreased cow size and improved udders. The cows are easier fleshing and excellent mothers. This year I sold my natural

serviced bred heifers and topped the market, bringing \$100 more per head than the AI bred Angus heifers. They came straight off milo stalk pasture without supplement. Flying H Genetics work!”

Raymond Birney, Southwest Kansas says...

“Flying H Genetics and the Helms Family has always treated me fair and honestly. I really like being able to buy from Nebraska or Missouri giving me more bulls to pick from and the volume discounts apply to all.

I have had no problems with feet or health; the bulls are not fed fat and are aggressive breeders.

I really like the Balancers, that Gelbvieh X Angus cross works great for me.”

Building Superior Genetics

Invest in your herd's future with the Flying H advantage!

Join us for our 2019 Bull and Female Sales!

Sires include:

ICC PAY RAISE 4886
SAV BRUISER 9164
BASIN PAYWEIGHT 1682
FLYING H GRAND SLAM 128D ET
BROWN JYJ REDEMPTION Y1334
SCHIEFELBEIN IBULL 3415
SCHIEFELBEIN ALLIED 514
BARSTOW CASH
BIEBER DEEP END B597
PELTON FHG FINAL STATEMENT

iBull



AAA #18270192

Allied



AAA #17938417

Payweight 1682



AAA #17038724

200+ Bulls Sell!

Saturday, March 2

At the Ranch • North of Arapahoe, NE

Saturday, March 16

At the Bull Barn • Butler, MO

Deep End B597



AMAR #1694338

Final Statement



AMAR #1704760

Redemption



AMAR #1441805

BRYAN HELMS BRINGS
COWS IN TO AI

FLYING H GENETICS

BRED⁴PROFIT
BUILT²WORK

The Tradition Continues...

Selling Bulls Since 1949



FLYING H GENETICS

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FLYINGHGENETICS.com

HELPING BUILD FAMILY SUCCESSES SINCE 1949!



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or go to our website, call or text us.

BALANCERS® | GELBVIEH | SIMANGUS™ | SIMMENTAL | FUSION™ | ANGUS | RED ANGUS



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