
REAL BULLS FOR THE REAL RANCHER

25TH ANNUAL PRODUCTION SALE
SATURDAY, APRIL 20, 2019
FEIRING ANGUS RANCH | 1:00 PM CDT
3 MILES EAST OF WHITE EARTH, ND

**75 YEARLING BULLS [12 RED ANGUS]
7 TWO-YEAR-OLD BULLS [1 RED ANGUS]
140 YEARLING HEIFERS [50 BWF]**

***PASTURE TO PLATE FOCUSED
CONVENIENCE & ECONOMIC TRAIT DRIVEN***

FEIRING ANGUS RANCH

Doug & Ceylon Feiring
6698 94th Ave. NW • Powers Lake, ND 58773
(701) 755-3449 • Cell (701) 629-1912
www.feiringangus.com • dfeiring@restel.net

ASH COULEE RANCH

Scott Davis
6595 99th Drive NW • White Earth, ND 58794
(701) 755-3382 • Cell (701) 641-8705
sedavis82854@yahoo.com



Dear Friends,

The Feiring & Davis Families would like to invite you to our 25th Annual Sale! April 20th 2019, 1:00 PM CDT at the Feiring Ranch 3 miles East of White Earth, ND. Thank-you to our many friends and loyal customers for supporting our programs. We welcome anyone new to our programs. We take our job of raising seedstock for your operation very seriously, your profitability depends on it.

Which direction are we headed with our cow herds? Growing piles of data show we've created an unsustainable and less-profitable or unprofitable cow herd in the USA. Statistics from several states show calf weaning weights, on average, have not gone up in more than 20 years, despite steady selection for bigger weaned calves. Why? Our range land cannot support this growth without extra inputs. What selecting for growth has done? 1) Increased the size of our cows. 2) Older age to reach puberty. 3) Lowered the conception rates. 4) Lowered the calving rate. 5) Lowered the stocking rates. 6) Loss of longevity in our cows. 7) Today's modern cow requires almost 2x's the amount of hay & a higher quality hay than a cow did 30 years ago. So what this tells us is our modern, heavy-milking cows are poor-doing cows that can't support themselves in most, if not all natural environments, and they don't produce enough additional calf weight for all that extra inputs they need. A good example of this is the dairy industry. They are very good

at producing milk, but are not profitable! Their production model (COW) requires more high dollar inputs and is not profitable, in a lower commodity price swings.

So which direction do we need to go to build a better cow herd? 1) Select cattle that have moderate size, milk and muscle. 2) Cull open cows. 3) Resist the temptation to modify the environment. 4) Keep only early-born heifers. 5) Keep only early-bred heifers. 6) Purchase bulls out of cows that are managed like yours, or worse; have never missed a calf, and calve early in their herd calving season. Have a history of fertility and longevity in a real-world environment. The way you manage and select for or against reproductive cattle is the key to making your herd more sound and profitable.

Our program/philosophy in breeding cattle is quite different from that of main stream. I'm a 3rd generation breeder that's continuing a program started with Angus cattle 69 years ago! We've seen many fads come and go. One thing that has not changed, is God put a cow on this earth to harvest grass (forages) from land that is not suitable to farm and turn it into a high quality food source for humans. I've tried to use EPDs, modern genetics, and the new tools for breeding and improving cattle only to be disappointed. Most modern cattle are the results of extremes. Adding more inputs (FEED) & falsifying their environments to show more growth (TERMINAL). The modern man likes extremes, (ex-



O C C X-cursion 858X | AAA# 16877227



Fairview Manderson 3068 | AAA# 17808421



O C C Zodiak 616Z | AAA# 17475278



Rough Creek 45 of Ash Coulee | AAA# 18082360



McD SF Windy 2236 | AAA# 17409127



AXTELL Dominor 4124 | RAAA# 1703474

treme height, width, weight by a given day, & even carcass) and the race goes on and on trying to outdo one another at all cost! There are a few winners, but mostly losers, and the biggest losers are family commercial cattle operations that end up with inferior genetics. The rule of nature is that one extreme, will be met by an equal opposing extreme. It's really very simple and basic yet most fail completely at it. Cattle need to be tested in their environment for years and selected on true production, observed and culled based on fundamentals and profitability. Seems we have forgotten that cattle need to work in the real world. A quote by Charles Darwin, "It is not the strongest of the species that survives nor the most intelligent. It is the one that is most adaptable to change." The popular genetics today are not proven! It's not the individual animals merit or performance that matters. It's the average of the individual's progeny that matters! We are led to believe today that one animal can do it all. Breeds of cattle were created for specific purposes. Today there is as much differences within a breed, as there was between breed's years ago! Contrary to popular belief "Mother Nature" will not allow us to have a complete animal in one package. If not so true, why are so many still looking for the next (near) perfect animal???

We select genetics that will thrive in a low-input forage management system. We start calving late April, for us it's easier to calve in a more natural setting on the range, more in synch with nature. Our #1 goal is maternal traits in the cow

herd. When you focus on having a good cow everything else will take care of itself. Fertility, mothering ability, structural soundness, and disposition which leads to longevity. Longevity is the #1 trait in a profitable operation. Our bulls are a by-product of our guess to make a better cow. We feed our bulls in a large lot for exercise with fertility & longevity in mind. We hand fed a CHS bull developer pellet once a day at 1% of body weight and have free-choice hay & haylage in bale feeders. We're feeding them for a modest 2.5 to 3 lbs. a day gain. A sound & fertile bull is very important in getting the highest % of cows bred in a short period. Your herd bulls need their highest quality feed 90 days before breeding to have the highest quality semen. You cannot over feed, or under feed your bulls, to have very fertile & sound bulls.

You are welcome to come view the cattle before the sale. Scott's bulls are being fed and cared for at Sheldon Feedlot. Feiring cattle are here at our ranch. Ramberg heifers are at their ranch. Videos and an online catalog will be up on Bill Pelton's website, billpelton.com a few weeks before the sale. We know how busy this time of year gets, if we can be of any assistance to you in anyway please do not be hesitate to call. We offer a sight unseen guarantee. We like to earn your business. Thank you for your time and considering our programs. Hope to see you on the 20th of April.

Thank-you & God Bless!
 Doug Feiring



6698 94th Ave. NW
Powers Lake, ND 58773



WHAT ARE ECONOMIC TRAITS?

MANY GENETIC TRAITS CONTRIBUTE TO ECONOMIC SUCCESS IN THE CATTLE BUSINESS.

FERTILITY RANKS #1

IF ECONOMIC TRAITS INTEREST YOU AS A CATTLEMAN, BE SURE TO ATTEND THE FEIRING ANGUS RANCH AND ASH COULEE RANCH COMBINED PRODUCTION SALE.

OTHER NECESSARY ECONOMIC TRAITS INCLUDE:

- Longevity
- Mothering ability
- Soundness
- Trouble-free animals
- Efficient forage converters, changing grass to pounds of beef
- Easy fleshing
- Disposition
- Sound udders
- Harsh climate adaptability
- Honesty from breeders