

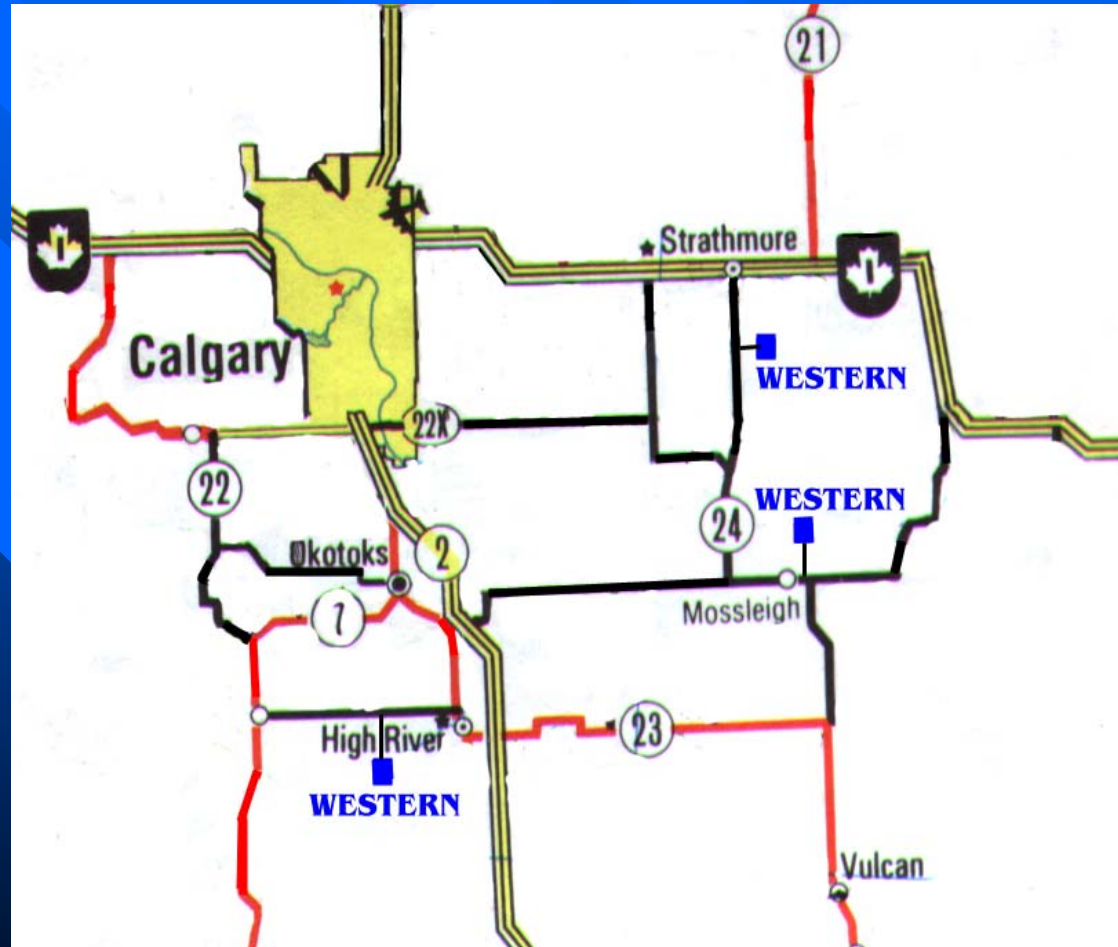


Tools for Building the
Better Cow



Western Feedlots Ltd.

- 2006' – 48th Year
- 95,000 head Capacity
- Largest Custom Feeder
- Head Office - High River
- Three Sites





Better Beef More Bucks

or

Which ones are worth more \$\$\$\$





WFL Strathmore circa 1958

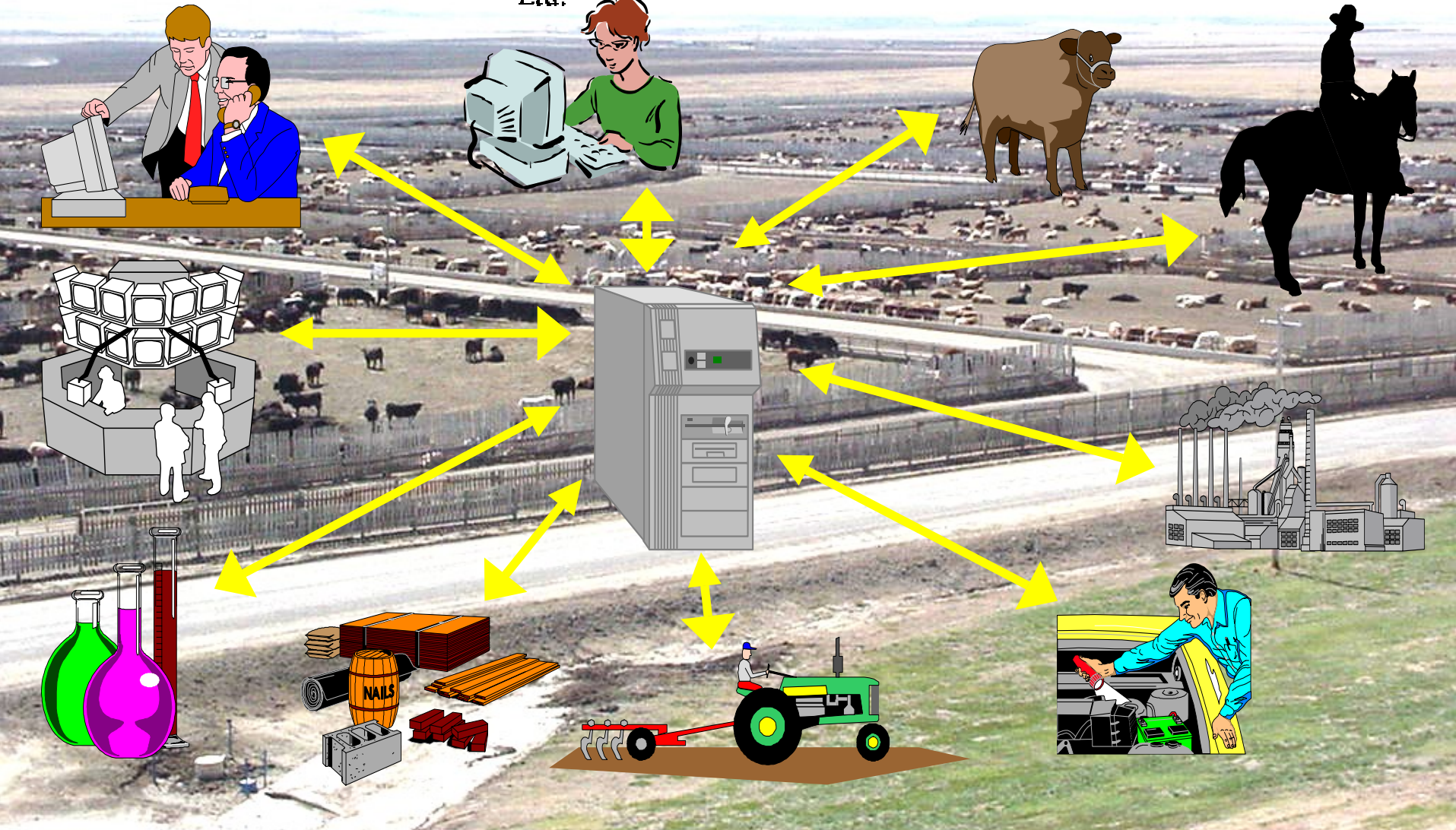
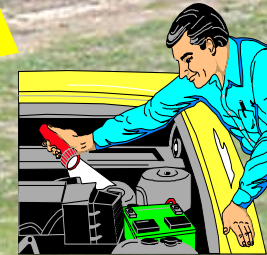
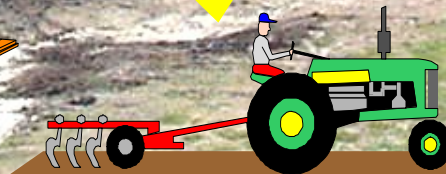
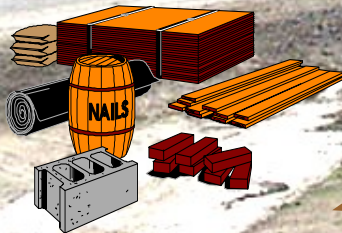
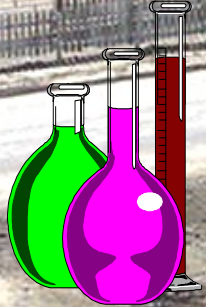
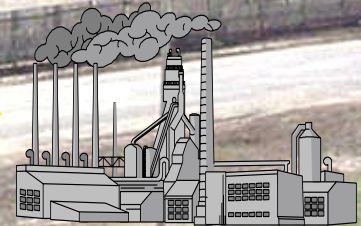
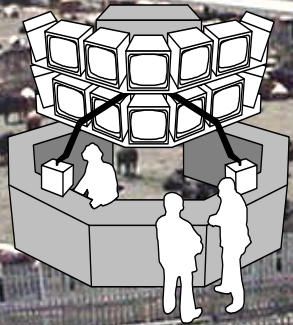
Strathmore Feedmill - circa 1958





Western Feedlots Ltd. - High River







Better Beef More Bucks

or

Which ones are worth more \$\$\$\$



Cowherd Traits

**Genetic
(Marbling)**

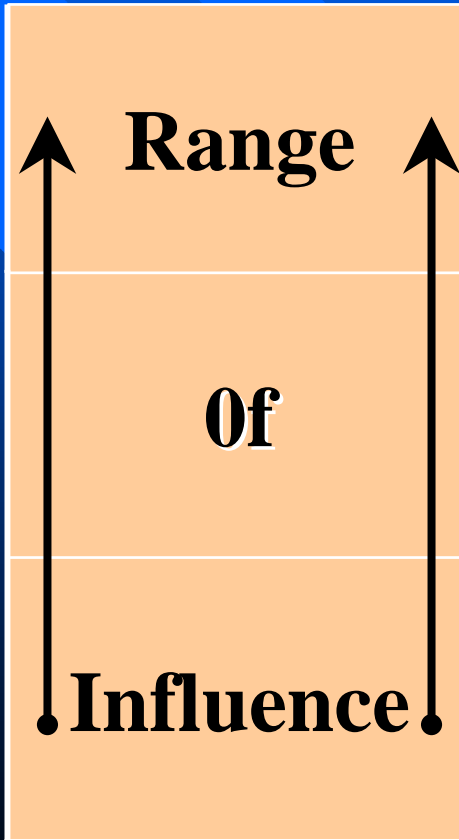
Superior

Average

Inferior

Feedlot Production

Quality Parameters

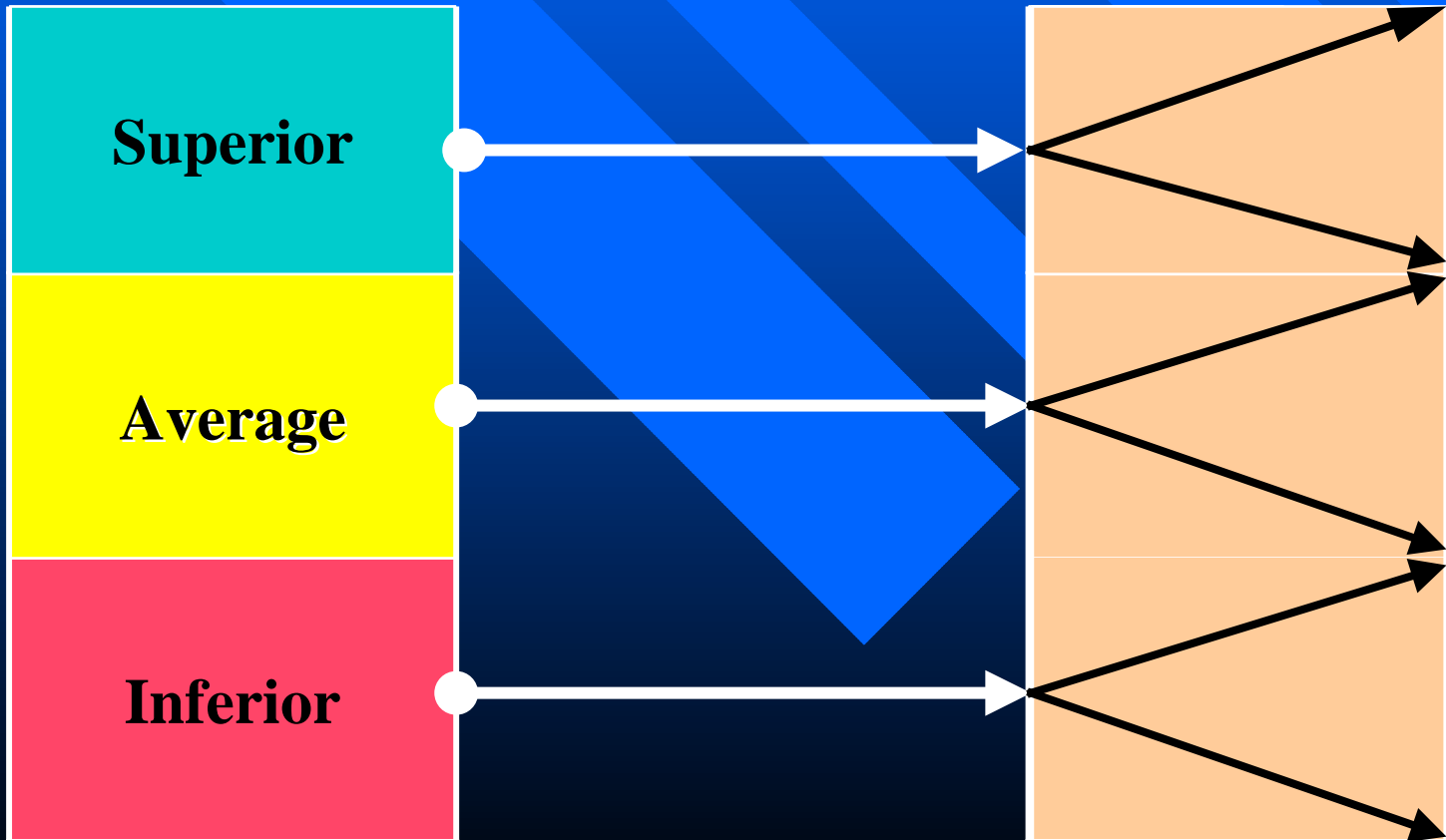


Cowherd Traits

Feedlot Management

**Genetics
(marbling)**

Quality Parameters



Cowherd Traits

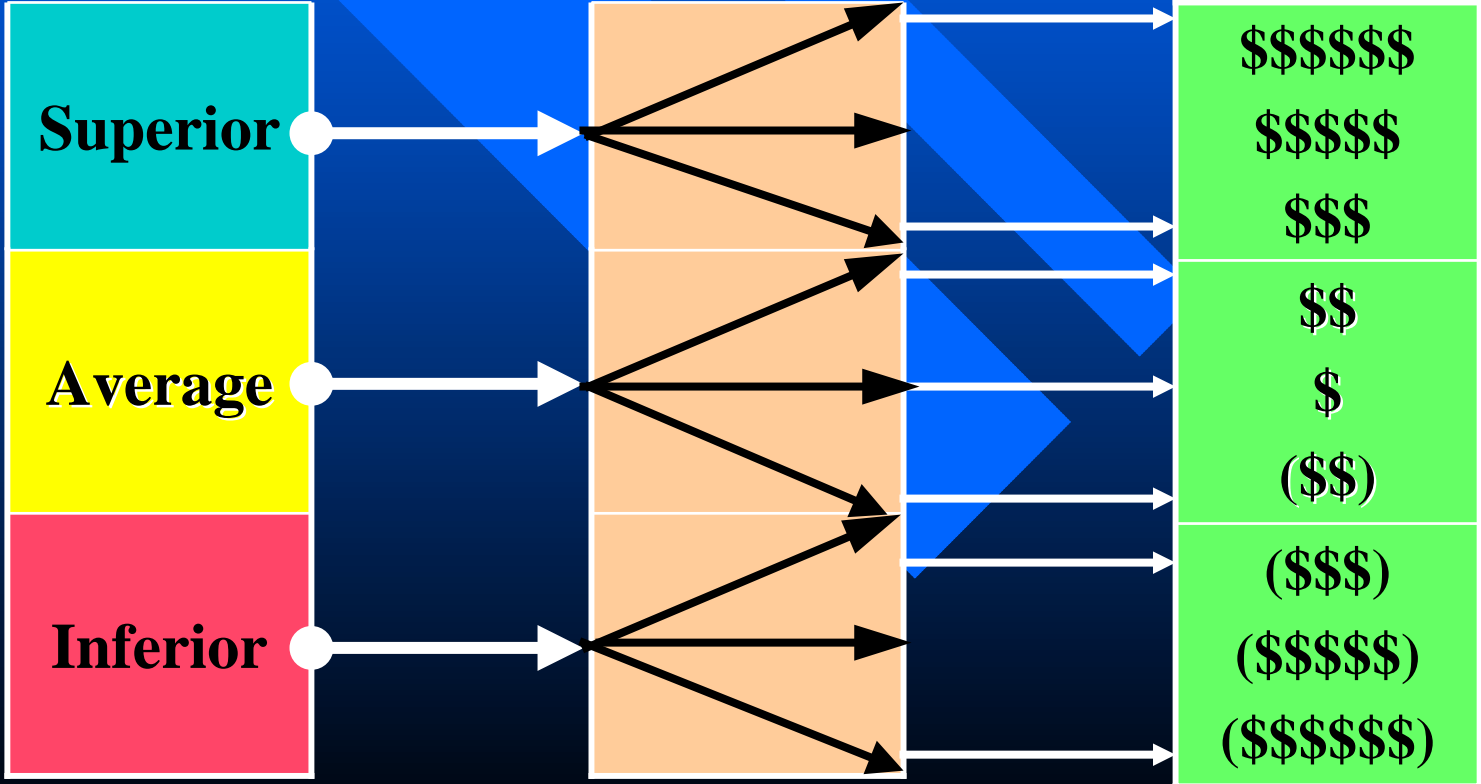
Feedlot Management

Packer

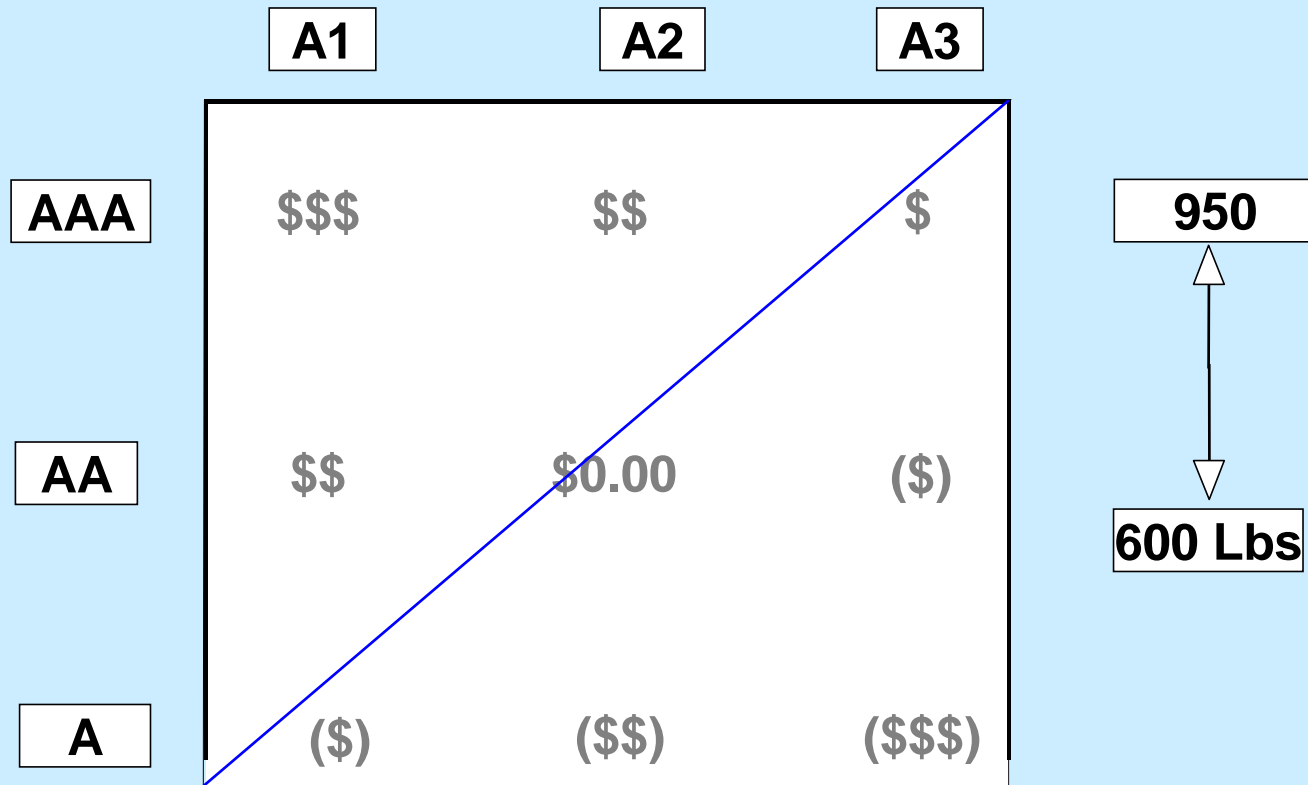
Genetics (marbling)

Quality Parameters

Price Differential



Value Based Marketing Grid



Examples of differing values of a fed steer carcass



Slaughter Results

OWNER _____
 WFL LOT NUMBER 04.3.3009
 FEEDLOT MOSSLEIGH
 KILL DATE 30-Apr-05
 CATTLE TYPE FSC
 NUMBER OF HEAD 103
 CARGILL LOT 3021

HOT WEIGHT	81,977	796
LIVE WEIGHT	133,375	1,295
YIELD %	61.5%	
CARGILL BASE YIELD	60.32%	

TOTAL NET \$	\$106,652.76	
LIVE/RAIL PRICE	\$79.96	\$130.10
CARGILL BASE PRICE	\$79.22	
GRID PREMIUM	\$0.74	

\$0.74

GRADES	YEILDS				
	1	2	3	4	
AAA	25	10	1		35.0%
AA	64	1	1		64.1%
A	1	0	0		1.0%
B	0	0	0	0	0.0%
D	0	0	0	0	0.0%
E	0				0.0%
CONDEMNED	0				0.0%

	WEIGHT BREAKS		
	0/0	0	0.0%
500-549	0	0.0%	
550-699	1	1.0%	
700-799	53	51.5%	
800-849	42	40.8%	
850-899	6	5.8%	
900-949	1	1.0%	
950+	0	0.0%	



Slaughter Results

OWNER WESTERN FEEDLOTS LTD. (MO)
 WFL LOT NUMBER 04.3.3020
 FEEDLOT MOSSLEIGH
 KILL DATE 28-Apr-05
 CATTLE TYPE FSC
 NUMBER OF HEAD 240
 CARGILL LOT 2837

HOT WEIGHT	184,490	769
LIVE WEIGHT	301,440	1,256
YIELD %	61.2%	
CARGILL BASE YIELD	60.32%	

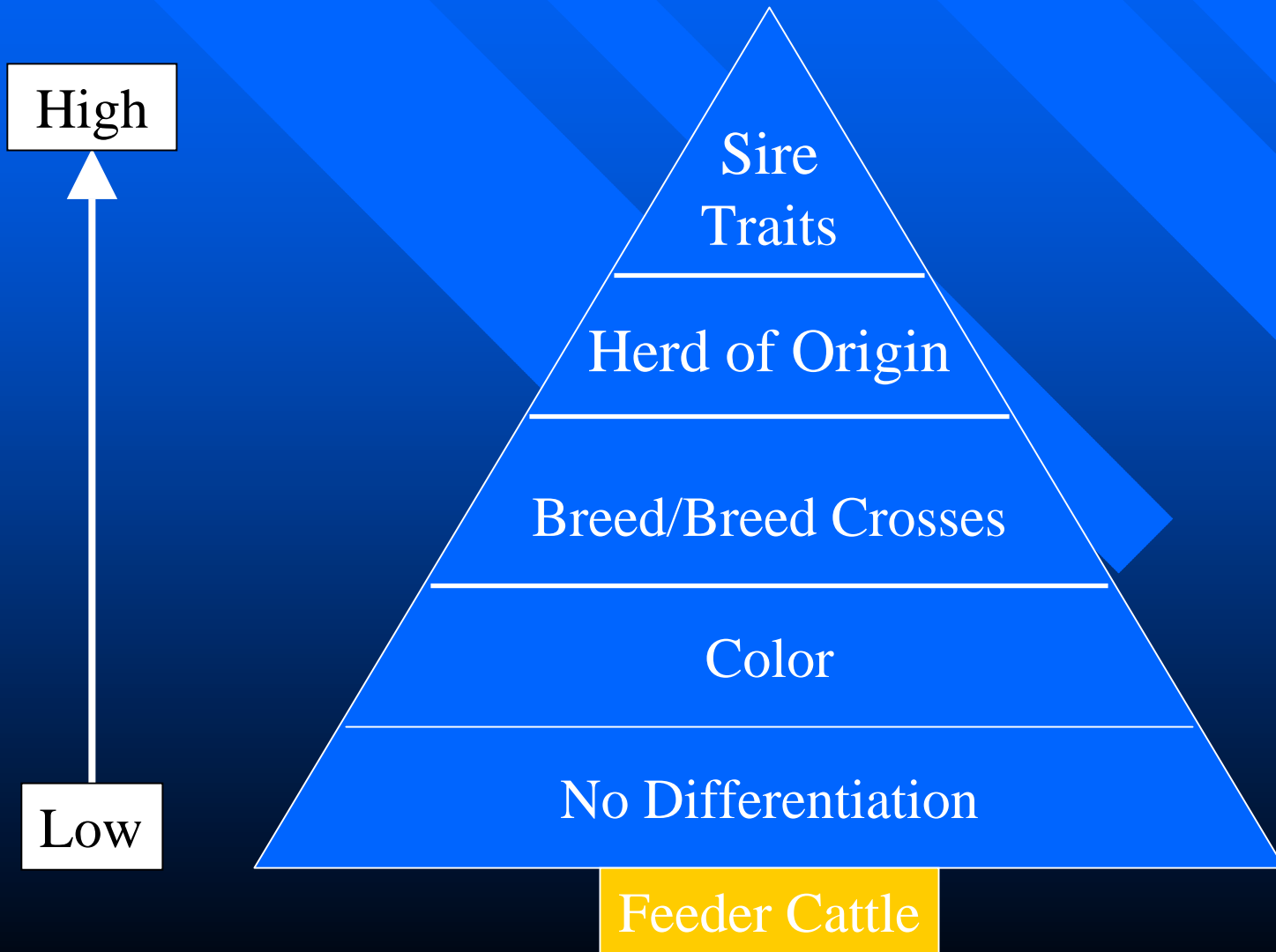
TOTAL NET \$	\$260,030.11	
LIVE/RAIL PRICE	\$86.26	\$140.95
CARGILL BASE PRICE	\$79.22	
GRID PREMIUM	\$7.04	

\$7.04

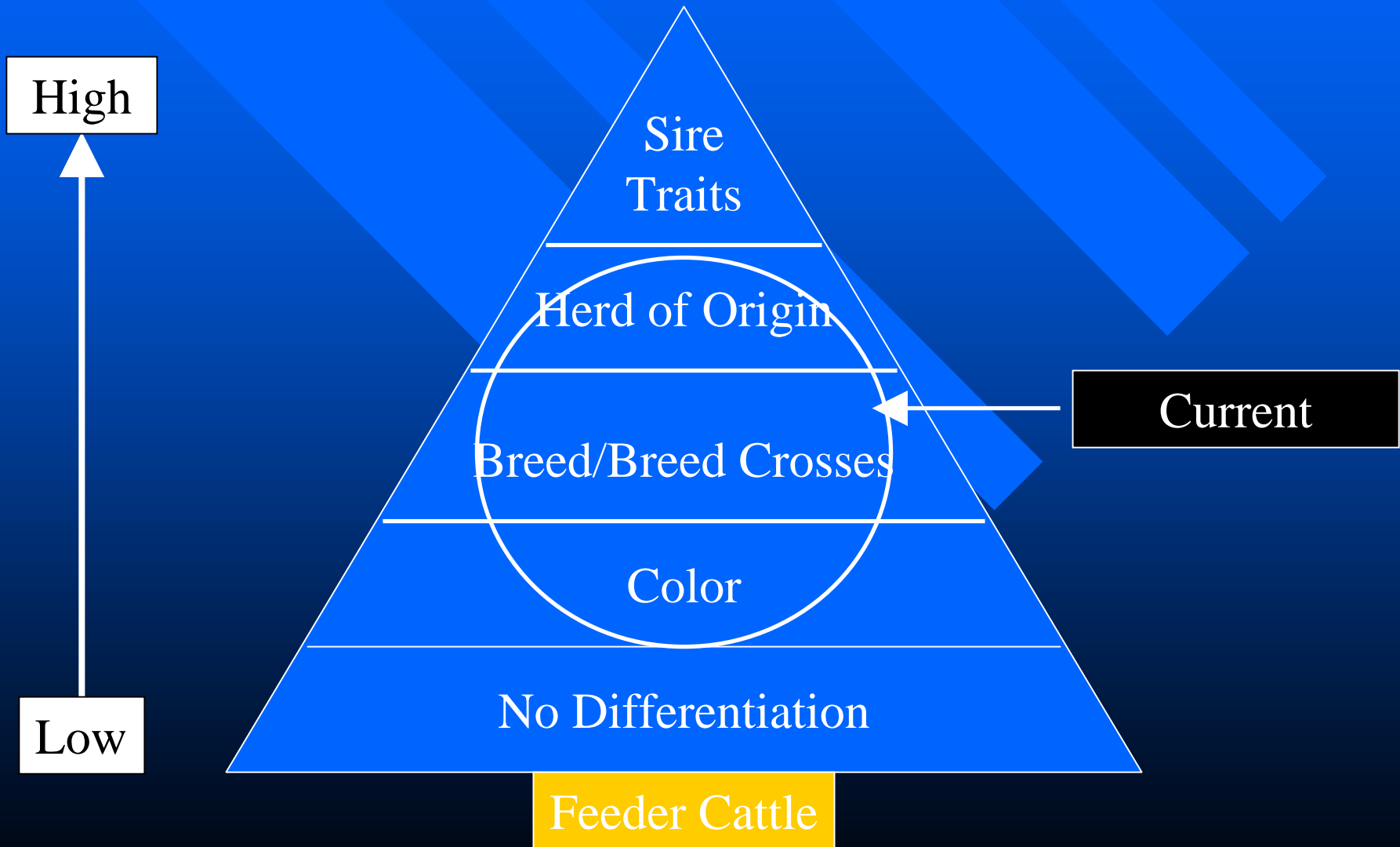
GRADES	YEILDS				
	1	2	3	4	
AAA	82	87	2		71.3%
AA	50	16	2		28.3%
A	0	0	0		0.0%
B	0	0	0	0	0.0%
D	0	0	0	0	0.0%
E	0				0.0%
CONDEMNED	0				0.0%

	WEIGHT BREAKS		
	0/0	0	0.0%
500-549	0	0.0%	
550-699	20	8.3%	
700-799	160	66.7%	
800-849	50	20.8%	
850-899	7	2.9%	
900-949	2	0.8%	
950+	1	0.4%	

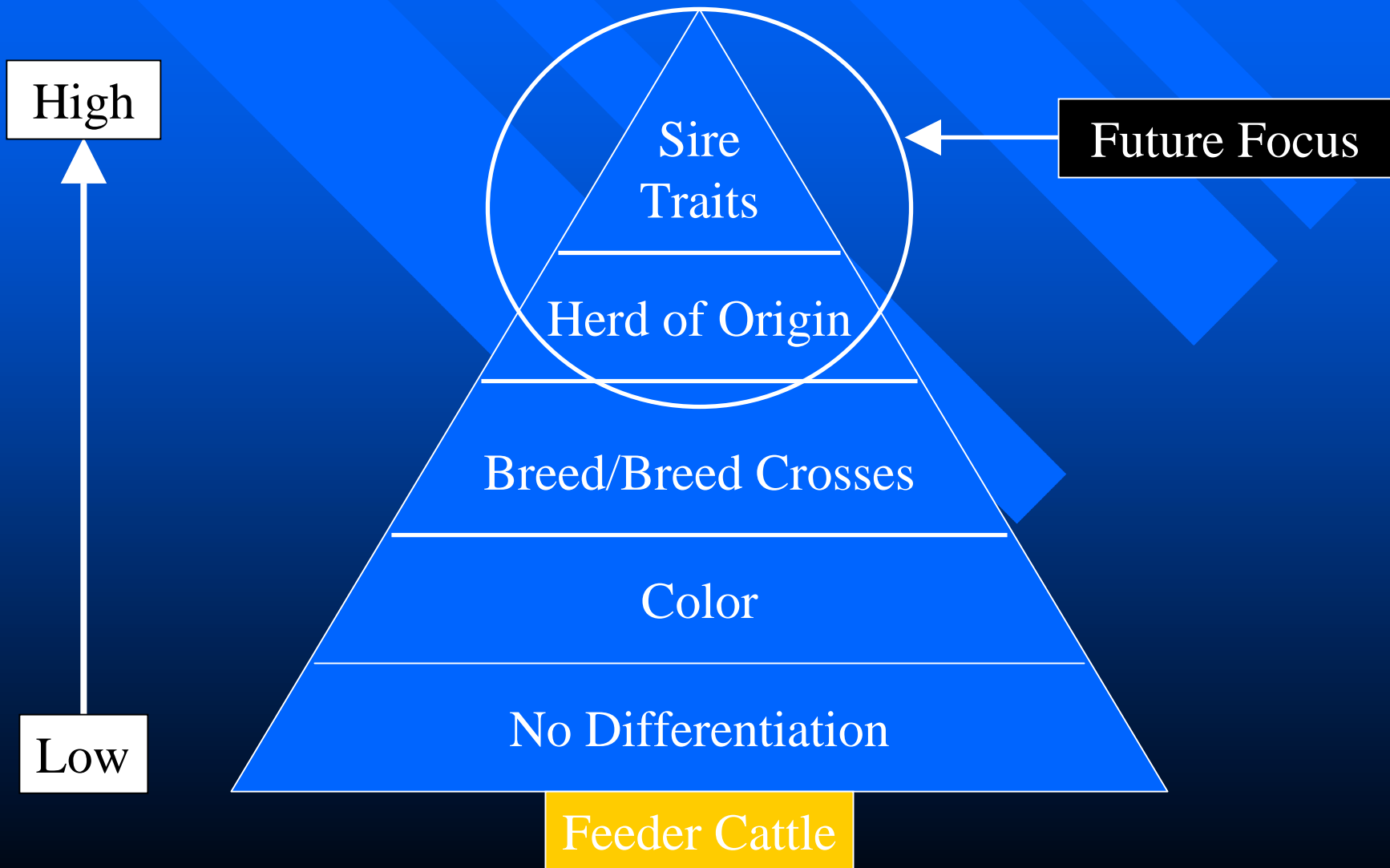
Predictability of Individual Carcass Characteristics



Predictability of Individual Carcass Characteristics



Predictability of Individual Carcass Characteristics





Which ones are worth
more \$\$\$\$?

The ones that the consumer is prepared to
pay more for.

Information Based Decision Making!!!!

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- Mossleigh, Alberta T0L 1P0
- (403) 534-2286 phone
- (403) 534-2118 fax

Bart Holowath
General Manager,
Cattle Operations

- Visit our web site at:
■ www.westernfeedlots.com

Please direct all inquiries to:

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