

Doing more with less.

This is a picture of an efficient cowherd. It was taken on our ranch in North Dakota on February 21, 2015. It was 5 degrees and the wind chill was about 20 below. As you can see, our Lowline cows are in good shape and are content. The cows are still out picking on a stubble field. We are supplementing them with about 12#/head/day of hay, roughly 50% **LESS** than the hay other North Dakota cattle operations feed throughout the winter months. This cowherd has allowed us to **DO MORE WITH LESS**.

Before we started in the Lowline business, we raised 110 big cows on this ranch. As we became aware of how efficient and low maintenance these Lowline cows are, we started expanding our cow numbers. On no more acres, we now run **MORE** cows (over 250) and most are at least halfblood Lowlines.

Throughout the transition we bred an incredible number of first calf heifers. We don't get up at night to check them and our vet bills have been cut dramatically. We moved our calving dates back, quit creep feeding and we require much **LESS** hired help. Life on the ranch is **MORE** satisfying.

Our thriving grass fed beef enterprise provides our customers with wonderful beef that's healthy and in a carcass and portion size that appeals to today's consumers.

We now raise dramatically **MORE** pounds per acre. We have much **MORE**, nearly double, the opportunity to sell replacement heifers and bulls as breeding stock. Without a doubt these smaller framed cattle have dramatically influenced our bottom line both by increasing revenue but also by reducing costs and labor.

Every year at our Discover Lowline Weekend, we try to provide speakers and cattle that will help you **DO MORE WITH LESS**. We hope you can join us.

Plan to attend the 9th Annual
Discover Lowlines
WEEKEND

Great Friends | Great Cattle | Great Fun!

Breeders Seminar & Production Sale

June 5-6, 2015

On the Ranch • Bismarck, ND



Neil and Jan Effertz and Family

17350 Hwy 1804 N.
Bismarck, ND 58503

701-223-5202 • 701-471-0153 Cell
www.loala.com • effertz@bektel.com



*Visitors always
welcome!*