

NICHOLS SUPERIOR BEEF GENETICS

*Team
Nichols
Welcomes
You To
Nichols
Farms*



*back row - Alex Antisdell - Mike Firch - Justin Stiens - Walker Mundorf
Lillian Nichols - Bart Mostaert - Roger Richter - Ross Havens - Dave Nichols - Phyllis Nichols*



Nichols Farms

Superior Beef Genetics

- Iowa Bull Test Center -

NICHOLS SUPERIOR BEEF GENETICS

We've Come A Long Way Since 1953

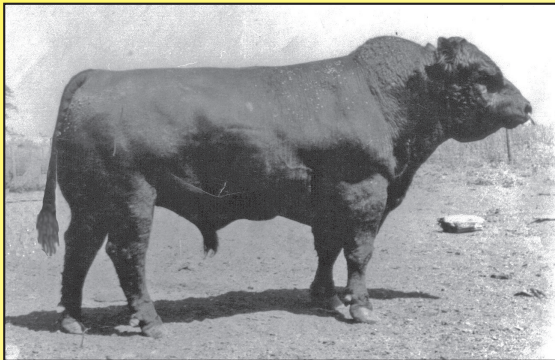
The Nichols family started in the purebred business when I bought my first Angus 4-H heifer at age 13. We've always been the leader in new technology— Performance testing (1956) - Certified Meat Sires (1961) - EPDs (1977) - Ultra-sound (1989) - Carcass Merit DNA Validation (1998) - DNA genomic profiles (2005) - SP 250 high density snps (2016) - and feet scores (2020)



The first pure bred Angus at Nichols Farms was Champion at the Adair County Fair. Her first (and last) calf was a dwarf.



Since the start of the the Pathfinder Award in 1978, Nichols Farms has bred and owned 713 Pathfinder Cows... That included Nichols Lula P103. The Best Cow That Ever Ate Grass!



Bell Boys Heir, Certified Meat Sire #141 (1961)
Was leased to the Curtiss Candy Bull Stud.



An unprecedented event occurred at the 2018 Palermo Show in Argentina. All the Angus Champions and Reserve Champions were sired by Erre TE 383 Condor who traces to Pathfinder sire Nichols Black Ink Y118.



Nichols Farms hosts 8-12 tours a year. Over half are College students, University Judging Teams and 4-H-FFA youth.

Dave Nichols Judged at the 89th National Western at Denver. He also judged at the North American Livestock Exposition and several shows in Australia, New Zealand, Argentina, and Uruguay.



Nichols Farms History 1939 - 2010



Baby-faced Dave Nichols from Iowa has always told it like it is.

"CALF News takes a look back at some of the people who have shaped the beef industry. Some look the same today, some do not, but people and personalities have been one of the interesting and fun parts of this business and CALF News always reflected the faces of the beef industry."

**reprinted with permission from CALF News 40th Anniversary Special*

Writing one's own history is problematic, but since I've been publishing a newsletter since the early 80's I will only have to depend on my memory from the mid-60's.

I grew up in a Christian family that believed in stewardship and sharing their harvest with those less fortunate regardless of where they lived or called home.

In the mid-60's, Milt Miller, with the American Angus Association, contacted us about being the first to export registered Angus heifers to Japan. We sold them at the same price (plus expenses) as if we were selling them to a neighbor. That pricing policy has been constant for fifty years.

As early adaptors of performance testing, we targeted commercial men who sold their cattle by the pound. Thus we didn't pamper our cattle and or make ex-

cuses for those who couldn't perform on forage.

Most of our foreign customers also sold their bulls to commercial cow/calf producers. They didn't have corn and protein supplements so most of the American and Scottish show cattle, at that time, were not adapted to grass only environments.

We've been fortunate to forge personal relationships that are precious. As the shadows grow long in my life—I have received far more than monetary compensation from our "international endeavors". Best of all, are the numerous foreign interns who worked in our pastures and bull pens shoulder to shoulder with our employees.

Cliff Lamb's family escaped death from the Rhodesian rebels. He interned at Nichols farms and went on to earn a

PhD in bovine reproduction. Now, he's the head of Texas A&M Department of Animal Science.

After the Soviet Union collapsed, I spent five weeks in Hungary consulting with the managers of former Soviet Collective Farms. Krisztina Kasza was my interpreter. We went from farm to farm teaching farming and capitalism. She recounted the horrors of communism and I grew to love her as if she were my own daughter.

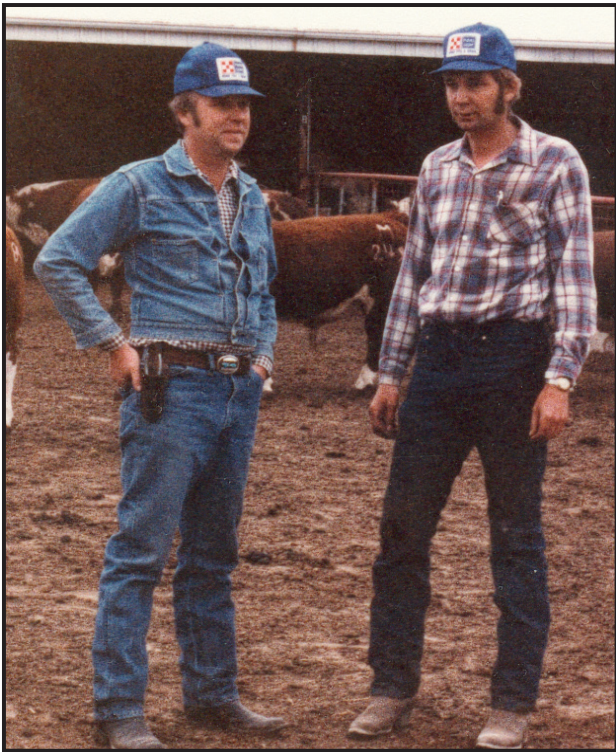
Barbara Roberts Thompson, was an O.B. Doctor from Australia. After delivering a still born baby, she chose to pursue her dream of raising seed-stock. She interned at four USA outfits including Nichols Farms. Now she raises some of the best Herefords and Wagyu in Tasmania, Australia.

Ariel Barcelona spent several weeks working at Nichols Farms. Soon after, he and his family purchased embryos and semen from Nichols Performa DI62. One of his first sons won Supreme Champion at the Palermo Stock Show.

My lifelong goal has been to raise two blades of grass where my Dad grew one and raise cattle that eat less and gain more. I believe we've "made a difference" in the lives of a host of people who eat beef. And, it didn't matter whether they were eating with their fingers, forks, or chop sticks.



Nichols Farms History 1939 - 2010



Dave & Lee “circa 1979”

Merrill suffered a debilitating stroke in 1976 and died in 1987, but he and Gladys had taught their sons well. Merrill’s goal-oriented example taught them to be innovators. In addition to the original purebred Angus— purebred Simmentals and specialized Nichols composite lines were systematically added.

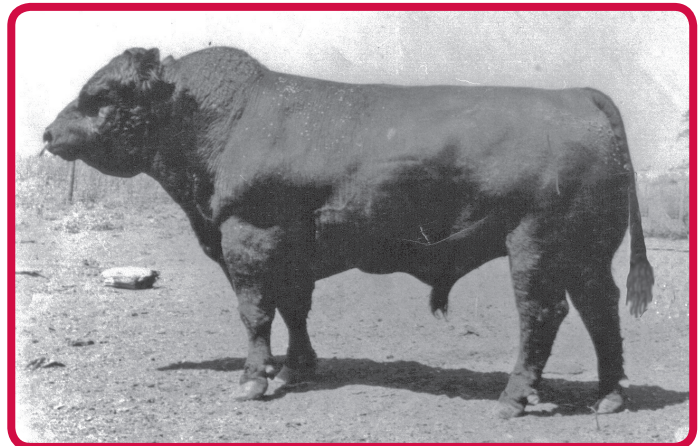
Merrill Nichols & Sons was formalized in 1980 as Nichols Farms LTD. and included Dave’s wife, Phyllis, and Lee’s wife, Lillian, as managing partners. Lee’s untimely death in 1982 resulted in Phyllis and Lillian assuming major responsibilities in the daily operations.



Phyllis & Lillian “circa 1985”

In 1939 the world was suffering from an economic depression and on the brink of World War II. The cattle business is probably the last thing you’d associate with the 30’s, but beef cattle were on the minds of Merrill and Gladys Nichols. That was the year they bought 240 acres of Adair County, Iowa farmland where they raised their four children, David - Edythe - Lee – Evelyn. In 1953 they and Dave (13 years old) started a purebred Angus herd. Merrill and Gladys were objective businessmen and with their sons, Dave and Lee, created a larger operation, Merrill Nichols & Sons. With their innovative sons Dave and Lee at the helm, they collected birth weight, feedlot rate of gain, and yearling weight on each/every animal. As cattle feeders, they realized the importance of carcass quality.

In 1961 Their Bred and Owned Herd Sire, Bell Boys Heir, Earned Certified Meat Sire Distinction



As the beef business evolved towards value based grid pricing and branded beef in the mid-90’s, the beef industry turned to proven predictable genetics to improve lean yield and quality grades. The 50 years of the Nichols family finishing cattle served them well during this phase as they understood that genetic selections *must* include feedlot gain genetics which added real value to their customers cattle. Nichols Farms believed research and development were essential and participated in research projects with Iowa State, University of Missouri, Virginia Tech, University of Georgia, Cornell University, Kansas State, and the US Meat Animal Research Center, USMARC.

Nichols Farms History 1939 - 2010



Ross Havens

Ross Havens joined Nichols Farms in 1994 as Marketing Coordinator and Nichols' customers access to Nichols Value Added Programs.

Nichols Farms sponsored and managed the first Genetic Source Auction in 1996

where producers' Nichols sired calves were individually sorted them into predictable outcome groups. These calves were the start of Nichols Genetic Source Auctions which have consistently been the high selling feeder calf sales during the week they were held.

These sales with Nichols Genetic inputs, a 45 day weaning period, and a certified vaccinated program would, on average, add our customers an additional 80 lbs of sale weight and \$64.75 per head.

These sales started our bred heifer program. Nichols' customers started purchasing the heifers out of the Nichols Sales for replacements females, or they were sold the next year as bred females for more than their steer mates. Others wanted to become part of the Nichols Value added programs for the \$200/hd premium over the average price of that years bred heifers. Sales were then held in Iowa, North Carolina, Tennessee, and Indiana over the next 10 years.

Nichols Farms genetic inputs extend well beyond the United States. Besides selling into nearly every state in the USA, they have exported live cattle, embryos, and semen to 29 countries. Nichols Farms has grown from a 240 acre family farm into a national full service genetic provider in five states, because they set and lived up to tough standards, utilized science based technology, employed good people, and practiced aggressive marketing.

In the 2010 National Cattlemen's Beef Association published audit of registrations, Nichols Farms was the third largest seedstock producer in the United States.

Cattle Feeders

Wednesday, December 4 - 11 a.m.

2000 Head of Vaccinated Feeder Calves

Featuring—

Nichols Genetic Source Feeder Calves

- Preconditioned
- Sired by Nichols Bulls
- Mostly Weaned - Some Age & Source Verified

Selling -- Several "on the farm" load lots selling via internet video at the sale barn.

"Off the farm" load lots and smaller groups will sell at the sale barn and on internet video.

[Preview Load Lots - www.crestonlivestock.com](http://www.crestonlivestock.com)

NOTICE

Applications to bid on the internet need to be made at least 24 hours before day of sale to allow for approval time.

You may register to view and bid thru the internet broadcast at www.cattleusa.com or print out application and fax to Creston Livestock Auction Inc. at 641-782-3370.

To **watch** the sale, you need to register at www.cattleusa.com.

Creston Livestock Auction
Creston, Iowa



Nichols Farms
Superior Beef Genetics

2188 Clay Avenue
Bridgewater, IA 50837
www.nicholsfarms.biz

Ross Havens - Nichols Farms
Office: 641-369-2829
Cell: 641-745-5241
rossh@nicholsfarms.biz
www.nicholsfarms.biz



Tom Frey - Creston Livestock Auction
Sale barn: 641-782-7025
Cell: 641-344-5082
claauction@iowatelecom.net
www.crestonlivestock.com



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Cattlemen Travel From the Pampas to the Great Plains



Ross Havens gave Marcelo Javier Muzio and Jose Raul Agosit a tour of Nichols Farms. Both have used Nichols Performa D162 heavily in their purebred Angus herds in Argentina SA.



Nichols Performa D162 sired "Barsa", plus four other Supreme Champion Angus Bulls and one Grand Champion Heifer at the worlds largest Livestock Show held in Palermo, Argentina, South America. Barsa is owned by the Barcelona family and Senor Dario Palumbo.



Nichols Performa D162 Sires both Grand Champion Angus Bull and Grand Champion Angus Heifer at 2005 Palermo Livestock Show

from; Marcelo Fabian Fletcher, here is some news about sons and daughters of Nichols bulls at the Palermo Show in Buenos Aires, Argentina. Out of 43 class winners and champions, 11 were sired by Nichols Bulls! Congradulations!!! It was an outstanding show. Now we are waiting for some Nichols Embryo calves by Nichols Super Duty D85 and Performa D162.



Fletcher Nichols and Bill Antisdel (back row) hosted Maro Ibarburu, M.V. Bernardo Lartirigoyen, and Atilo Ciuffolini (front row) on their visit to Nichols Farms from Argentina, SA. They were interested in seeing daughters of Nichols' Performa D162, the sire of six Grand Champions in the last seven Palermo Stock Shows.

Nichols Farms History 2010 -2021

AUSTRALIA BRAZIL CANADA INDONESIA JAPAN KOREA PHILIPPINES RUSSIA SINGAPORE

Four Continents Toured Nichols Farms In The Summer of Twenty-Eleven



▲ Ross Havens shows Asian buyers and purveyors of U.S. beef the ration that is fed to Nichols Bulls. The tour was sponsored by USMEF and hosted by Nichols Farms.



▲ Jasmine Nixon hails from New South Wales, Australia. She and Bart Mosteart check out Nichols Yearling Angus heifers.

▲ These Brazilian ranchers have bred several thousand cows to Nichols Quiet Lad T9 and Nichols Stout T152. Both of these sires are owned by Genex and Nichols Farms.

▼ More than 50 foreign CAB Beef buyers toured Nichols Farms. The high-light of the tour was the ultra-sound demonstration conducted by Mark Henry of The CUP Lab™. A CAB rib eye mirrors the image on the computer



► Russians Mikhail and Tat'yana Maksimenko loved Nichols Angus cattle.



▼ The University of Guelph ag students, Ontario, Canada toured Nichols Farms for the 27th consecutive year.





By Plane - By Old Iron - By Bus All Roads led to Nichols Farms



Old men with Antique tractors preserving the past. Amigos from Brazil who breed thousands of their cows to Nichols Bulls.

from Genex Cooperative, Shawano WI

Thank you for hosting the visitors from Brazil. They enjoyed visiting your place, learning about your management, carcass ultra-sounding, plus viewing your high quality cattle.

Also thank you for your generosity in serving lunch to the group. Your time and hospitality is greatly appreciated as we promote Genex/GRI beef sires in the U.S. and world wide.



Brains Breed Better Beef Bulls Than B-S

Iowa State PhD candidates and post doctoral students in animal genomics spent an afternoon at Nichols Farms recently.

Most of them are about mid-way through their graduate studies. They came from the USA, New Zealand, China, Brazil, Poland, and India.

Professors Dorian J. Garrick (right) and James M. Reecy (left) planned the tour, which included the US Meat Animal Research Center (USMARC).

While this account has focused on the people who visited Nichols Farms, we had "traded" with Canadians for years. Nichols Farms first "foreign trade mission" was taken by Angus Stone who was on Nichols Staff. He published the Nichols Newsletter and marketed semen.

In the early 80's, China was an emerging market for Iowa soybeans and were expanding their livestock. The Iowa Trade Commission agreed to set contacts for Angus to visit China (funded by Nichols). The trip was not a financial success.

My first "official" trip was sponsored by the Australian and New Zealand Departments of Agriculture. Dr. Lasley, Glen Klippenstien, Charlie Litton,

and I gave presentations and judged cattle shows over a four week period. This was just the start of my travels to four continents as a featured speaker spreading the gospel of performance testing and science. The countries I consulted with included Hungary and the Czech Republic. Both were struggling to adopt capitalism and free markets.

We had sold semen and herd bulls in Argentina because of Raul Foretic, who represented several elite herds in South America. Later, Raul and I visited and did significant business in Argentina, Chile, Ecuador, Paraguay, and Brazil.

None of it would have been possible if wasn't for my good wife Phyllis, my loyal partner Lillian, and the commitment of the entire team at Nichols Farms.



Nichols Farms History 2010 -2021

From Texas A&M... “The Best and The Brightest” Gathered at Nichols Farms



Ross Havens, Dr. Dave Riley, Dr. Cliff Lamb, Dr. Andy Herring and Dave Nichols

From the University of Nebraska... Smart Scientists Journeyed to Nichols Farms



left to right: University of Nebraska, Lincoln Vice Chancellor Mike Boehm, UNL Chancellor of Research Nebraska Integrated Beef Systems, Archie Clutter, Bob Wilhelm, UNL Vice Chancellor Research IT, Dave Nichols and Grant Gregory, Chairman Gregory & Hoenemeyer Inc, Arbor Banks.

We Are Bullish On Nichols Bulls



Nichols New Standard D30 is a "sight for sore eyes". He moves like a cat and was almost born standing on his feet nursing. His Epds are in the top 10% for CE, BW, Wean Wt, Year Wt, RADG, CEM, RE, \$W and \$B, His young mother, Nichols Lula B14, ranks as one of the "best of the very best."

HLN Allegiance is a Pure Bred Simmental is an Absolute Tank! that can do it ALL... And he travels with a long stride on huge sound hooves. His Epds rank him in the top 4% for Wean weight, Yearling weight, Average Daily Gain, Maternal Weaning Weight, and Carcass Weight..



NFL Untouchable DSC042 (is a Trait Leader for Wean and Year wt. His Epds are in the top 33% for nine out of ten of all the other traits.

Yvonne and Neil Hagger are South Devon breeders from Australia. They purchased him because he's loaded with performance.

NICHOLS SUPERIOR BEEF GENETICS

As long as I can remember, cow pokes, university extension experts, and pure-bred breeders agreed—*“The Bull is Half the Herd”* and the cow rents out her uterus and mammary glands. A wise old Angus Breeder told me *“The bull may be half the herd, but the cow is half the calf. We had Pathfinder cows in the first report and are proud we have bred and owned 571 Pathfinder Cows since then!*

From the start The American Simmental Association motto was— “The Dam Makes The Difference”. Later they discontinued the awards because they felt they were worth less than a Tractor Pull. We appreciated the awards and treasured the cows that received them. “What Goes Around Comes Around”. Today cow/calf families are struggling to incorporate “stability and longevity” in their cows. The Cow Awards are a good start.



The American Angus Association Pathfinder Report identifies cows that have excelled in production based on AHIR records of performance. To qualify for the report, a cow must have produced a calf measured through AHIR in the past 18 months.

In addition, bulls that have sired a minimum of five or more Pathfinder Cows are listed as Pathfinder Sires. Pathfinder Cows must be in herds utilizing AHIR.

The female must produce her first calf near the herd’s average age for first calving. The maximum age accepted for first calving of a Pathfinder Cow is the within-herd average for first calving plus 30 days. The within-herd average is determined separately for each herd on AHIR.

As a second criteria, the Pathfinder Cow must continue to qualify each consecutive year, and wean a calf that maintains an average weaning ratio of 105 or above. The maximum calving interval is 365 days.

The American Simmental Association posted its 2004 Cow Awards on their web site for the first time. That year approximately 832 non-donor cows and 94 donor cows have qualified for the awards. Cow Awards were awarded to both the Simmental and Simbrah breeds.

The Cows were ranked into categories of Excellent, Superior, or Elite, respectively, based on their age and production. These females must have a calf before their third birthday, have no more a 365-day caving interval, and be in the top 40% of the breed for maternal weaning weight, calving interval, calving ease, and maternal calving ease. In addition she must be in the top 65 percent for retail cuts and marbling EPDs as well as each calf having a contemporary group of two or more

ASA Never had award females with this magnitude of balanced EPDs. Many of these cows and had already moved into ET donor category and were very valuable.

Producing Superior Beef Genetics That Are Tolerant to Fescue Toxicity



PB South Devon Bull, Nichols Black Perfection, pasture breeding
PB Nichols Angus Cows on a hot July day on 100% Fescue pasture
note: they all are as slick haired and shiny as patent leather shoes

Nichols Farms
Superior Beef Genetics

World Angus Tour Visits

Nichols Farms

It took four buses to bring the over two hundred Angus breeders who visited Nichols Farms, September 15. It was a beautiful dry and sunny day. The dust that rose from the buses was a welcome sight to the rain drenched people who work at Nichols Farms.



Those attending came from as far away as Australia, Argentina, Colombia, Denmark, England, Ireland, New Zealand, Scotland, and South Africa. These leading cattle breeders were on the World Angus Tour sponsored by the American Angus Association.

Nichols Farms is the largest purebred seedstock operation in the midwest. In addition to the strong demand for commercial bulls in the United States, Nichols Farms' market area has grown to include over thirty countries and includes sales of bulls, semen, heifers, and frozen embryos. □

