FALL 2026



NICHOLS NEWSLETTER

ROSS' THOUGHTS



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More Than Four Legs and a Good Attitude

Nichols Farms Annual Bull Sale January 30, 2027

Fall is here, harvest is wrapping up, and before long we'll be breaking ice, feeding hay, and wondering where summer went. While you're making plans for winter, don't forget to mark January 30th on your calendar for the Nichols Farms Annual Bull Sale.

We know bulls aren't getting any cheaper, but neither is anything else these days. That's why we believe it's important to remind our customers just how much comes with the purchase of a Nichols bull.

***At Nichols Farms, one trait never tells the whole story.** We've spent decades investing in genetics, research, and technology to help commercial cattlemen produce more profitable cattle.*

Here's what comes with every Nichols bull:

- ***Feed Efficiency:** Over 10 generations of selection, backed by individual feed intake testing with C-Lock SmartFeed technology. Because feed isn't free, and neither is hauling manure.*
- ***Health and BRD Resistance:** Generations of selection for healthier*

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After a slow start due to heavy rains the combines are rolling, with all of the beans and most of the corn harvested. *photo by Kassidy Bremer*

Going Beyond the Basics:
Genetic Progress in Health and Efficiency

Audrey Tarochione, Nichols Farms Data Coordinator

For more than 10 years, Nichols Farms has been implementing innovative strategies to make genetic progress in traits that matter to commercial producers, particularly weaned calf health and feed efficiency.

Bovine respiratory disease (BRD) is one of the most frustrating diseases cattle producers face. It can be difficult to prevent, reduces calf performance and carcass value, and can leave lasting effects on animal health. It's not cheap either — BRD is estimated to cost the U.S. feedlot industry more than $1 billion annually. Despite its economic impact, the beef industry offers producers few tools for making genetic improvements in BRD health.

Nichols Farms developed an in-house genetic evaluation for BRD resilience and has been selecting for improved calf health since 2015. BRD is heavily influenced by envi-

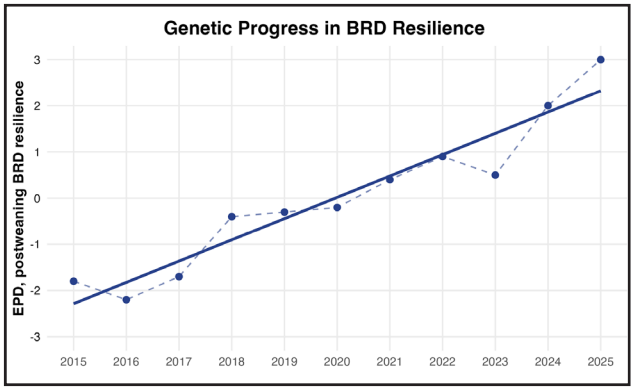


Figure 1. Average BRD EPD in NF Angus cattle by birth year. BRD EPD predicts differences in the probability (percentage points) that an animal's progeny will require treatment for BRD after weaning. A higher, more favorable EPD indicates a lower probability of treatment and healthier calves.

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ROSS' THOUGHTS

More THOUGHTS ...continued from page 1

cattle, supported by SenseHub health monitoring. Healthy calves are worth more than a good excuse for calling the veterinarian.

- ***Carcass Merit:*** *Selection for marbling, tenderness, ribeye area, and end-product value.*
- ***Fertility, Longevity, and Heterosis:*** *Genetics designed to produce productive replacement females and profitable calves.*
- ***Advanced Technology:*** *Genomic testing, SmartFeed, SmartScale, GreenFeed methane measurements, and university research partnerships.*
- ***Free Boarding and Delivery:*** *Buy your bull January 30th, and we'll feed and care for him until you're ready to pick him up or we deliver him, at no additional cost! That's one less mouth to feed this winter, and we won't even charge you for his room service.*
- ***Customer Commitment:*** *Decades of experience and a program that stands behind its cattle.*

All these extras are included in the price of your Nichols bull.

With today's cattle values, the right genetics can make a tremendous difference in your bottom line. We're not just selling bulls; we're helping you produce healthier, more efficient, and more valuable cattle.

So enjoy the fall, finish harvest safely, and let us worry about feeding your next bull.

Join us January 30th!

Nichols Farms
Superior Beef Genetics

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BRD *...continued from page 1*

ronment and management, meaning genetic improvement occurs at a slower rate than that of traits with higher heritability. Even with this challenge, genetic progress is being made! Figure 1 shows the genetic trend in BRD health for Nichols Farms Angus cattle, with a steady improvement in the genetic potential for calves to remain healthy after weaning.

Similar to BRD, feed efficiency is a challenging trait to measure and improve through genetic selection. However, feed accounts for over half of a producer's expenses, making feed efficiency a key opportunity to improve profitability. Cattle that require less feed to achieve the same level of growth put more dollars back in a producer's pocket.

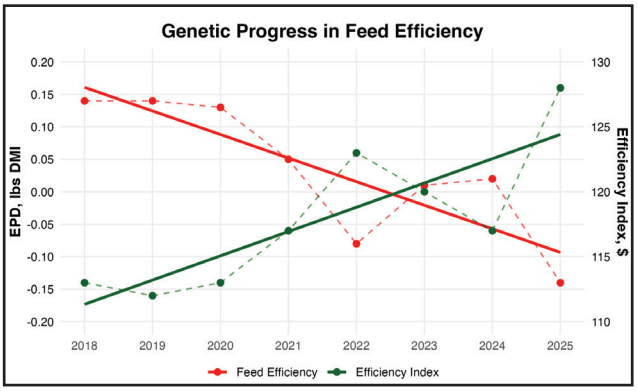


Figure 2. Left axis (red): Average feed intake EPD in NF Angus cattle by birth year. A lower EPD is desirable, indicating lower expected intake and improved feed efficiency. Right axis (green): Average Efficiency Index EPD in NF Angus cattle by birth year. The index accounts for feed efficiency and postweaning gain, weighted based on their economic importance, to predict differences in the profitability of an animal's progeny.

Using C-Lock SmartFeed bunks, Nichols Farms measures individual intake on weaned bulls to calculate feed efficiency. Since 2021, these phenotypes have been used to generate genetic predictions. Figure 2 shows a favorable genetic trend toward lower feed consumption among Nichols Farms Angus cattle. An economic selection index (Efficiency Index) combines feed intake with growth and production to identify cattle that balance performance with feed costs. Index predictions are trending upward, indicating genetic progress toward more profitable, feed-efficient cattle.

As always, Nichols Farms raises cattle with your operation's needs in mind. While we pursue genetic progress in emerging traits such as BRD resilience and feed efficiency, we never lose sight of the other economically relevant traits that drive your bottom line. Take advantage of balanced, well-rounded bulls designed to promote productivity, efficiency, and healthfulness in your herd!



Notes from Lillian

Years ago, I asked Lee, my late husband, what was his favorite time of year, saying I thought spring was my favorite. I remember clearly, he said "Oh no, Fall is the best time of year! We get to wean the calf crop, finish up storing the hay, corn stalk bales, silage and earlage for winter feeding, plus the blessing of harvesting our corn and bean crops." Well, I thought that over and said, "I'm changing my mind - Spring is wonderful, but Fall is the best!"

Thanksgiving is a special time of year when we thank the good Lord for our many blessings. We are blessed to live in a free country, blessed with our families, friends, employees and neighbors and with the really good cattle market we all enjoyed this past year.

Nichols Farms is privileged to be the provider of "Genetics for The Real World" for each of our customers. We thank you for your continued business, and your support of our goals as the Headquarters for Heterosis, providing bulls that will make our customers real money.



My youngest granddaughter (14 years old) plays club ice hockey in Des Moines, and she is enjoying the season, playing at the next level with a new group of teammates. She's 7th from the left in the back row.

LETTERS from you

Question we get asked: What would Dave have thought of Artificial Intelligence, AI?

Answer from Ross and Lillian: If AI had been around when Dave was, he would debate it and figure out a way to argue with it, and more importantly figure out how Nichols Farms could use it.

After a busy fall of harvesting, weaning, preg checking, and fieldwork, now is a great time to check your herd bulls and make sure they're ready for another year. If you're considering a change, record cattle prices make this a wonderful opportunity to invest in your herd's future with a Nichols bull!



Nichols Farms
Superior Beef Genetics

OPENING DAY
Private Treaty Bull Sale

SATURDAY · JANUARY 30, 2027
BRIDGEWATER, IOWA · 641-369-2829 · NICHOLSFARMS.BIZ

Not sure which Nichols sire line is right for you? Give us a call, and let's talk. It's never too early to start planning for your next breeding season.

Join us on January 30, 2027, for our annual Opening Day Private Treaty Bull Sale.

Cowboys You Can Count On



Anna Crabtree came on board as a herdsman at Nichols Farms in October. She hails from Liberal, Missouri, where her family has a registered cow/calf and commercial operation. She has a small herd of her own her brother manages for her. Her experience with registered stock makes her a natural for Team Nichols.

Anna is putting the final touches on coursework for graduation from Missouri State in December with a degree in Animal Science with a Ranch Management minor.

She loves cattle. "When my family gets together, that's what we talk about," says Anna, "no matter how hard my mother tries to get us to change the subject." Working with cattle is where she spends most of her time, along with online classes and tending to her blue heeler dog, Duke, and cat, Mavis.

Anna particularly enjoys calving season – seeing the calves breeding decisions produce, then watching them grow and mature. But she's finding no shortage of things to do this time of year, lending a hand wherever needed.

She says she sees Nichols Farms as the perfect blend of tradition and innovation. "Some things are just the way they're done. Other times the technology is so new I've never seen it before outside of maybe a university setting." She's anxious to learn more about the C-Lock system of measuring feed efficiency and methane.



Austin Tibbott has wanted to work at Nichols Farms for some time. He applied for an internship after finishing college at Northeast Iowa Community College, but the timing didn't work out.

He worked with his dad on their beef operation, interned at a feedlot, did a year on a harvest crew, managed a hog barn for a while and even worked for a rodeo company. All the while he kept in touch, following Nichols Farms on Facebook and reading the Nichols Newsletter.

Finally, the pieces came together. The Edgewood, Iowa, native started work as a Nichols herdsman on October 12.

"It's a chance to get back to my cow/calf roots, the thing I love most," says Austin. He also has a soft spot for the crop farming end of the business.

After working independently for several years, he's finding he appreciates the team approach. "This is a great work environment," he says. "Whatever needs done, everyone is always willing to help."

He's very much looking forward to learning more about beef genetics and their practical application. "There's a reason why Nichols is a leader in the industry. They know what works and how to use the information available."

Austin is making his home in Greenfield, and heads back to northern Iowa whenever he can to help out on the home place. When he's not working he is usually hunting or fishing, and liking Adair County's great pheasant hunting.

Nichols Genetics FOR SALE

50 Nichols Sired Heifers - AI to Nichols Stalwart L284 - start calving Feb. 25 - Greenfield, Iowa

50 Heifers Nichols and Non Nichols - bred to Nichols Calving Ease Angus Bulls - start calving March 15 - Greenfield, Iowa

80 Nichols Sired Heifers - bred to Nichols Calving Ease Angus Bulls - start calving March 1 - Tabor, Iowa

30 Fall Nichols Sired Cows and Calf pairs - Davis City, Iowa

Find us on: facebook

Shared by Michael Baker
Kellerton, Iowa
Spring heifers. Weaned 75 days, 18 years of solid Nichols breeding.

