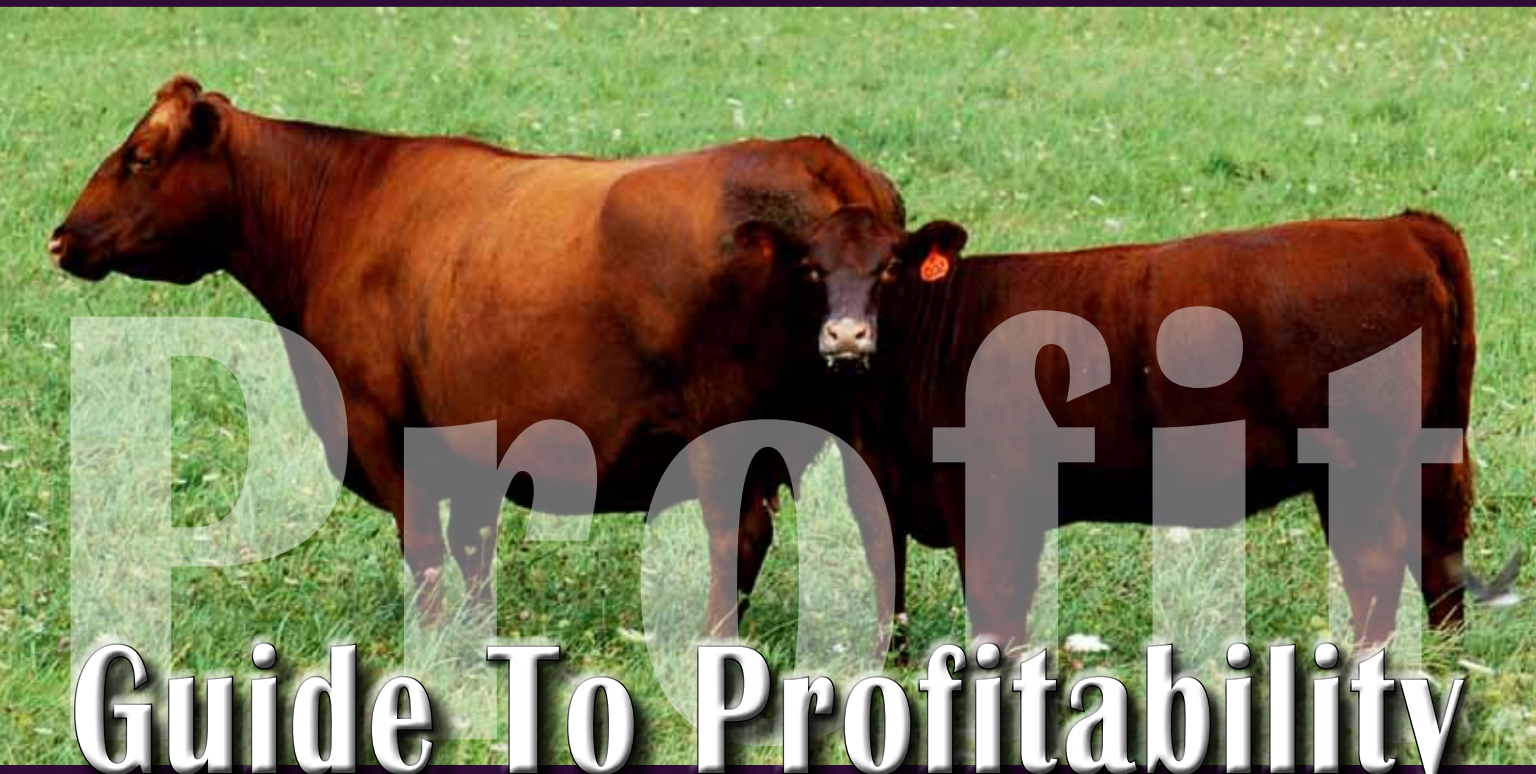


Profit Guide To Profitability

Only ONE breed offers all of this to your crossbreeding system

Mothering Ability • Fertility • Docility • Growth • Lower Yield Grades • Tenderness • High Marbling

British Maternal Heterosis ....Only Better!

The F1 British female truly dominates today's cow-calf sector. She maximizes heterosis, offers plenty of milk, plus strong fertility and rebreeding rates in a practical frame size that won't eat your wallet. Shorthorn offers additional bonuses to the British cow base. Relative to Hereford, Shorthorn genetics offer considerably more growth, milk, and quality grade. Compared to Red Angus, Shorthorns offer a distinct advantage in yield grade potential and post-wean gain. The Shorthorn Composite female is catching fire in the commercial sector as the carcass data "proof" continues to build.

British Breed Average EPDs – Adjusted to an Angus Base

Breed	BW	WW	YW	Milk	Marb	REA	Fat
Shorthorn	**8.7**	**36**	**72**	**25**	**-0.116**	**0.255**	**-0.164**
Hereford	7.0	43	55	-2	-0.3	0.06	-0.047
Red Angus	2.9	28	50	12	0	0	-0.051
Angus	2.1	45	82	21	0.345	0.18	0.013

Truth About Color

The truth is that average and low quality calves can bring more money simply because they are black. The question is how many deserve it and how long will it last? The fact is that a black hide does not represent quality or even designation of any one breed. Feeders and packers across the country are being over-run by low performing, straight-bred cattle and are actively seeking crossbred calves for improved gain and yield. It is also the truth that high quality calves of any color top the market. Just ask Dr. Jerry Crownover of Southwestern Missouri who has been marketing calves at the Southwest Regional Stockyards in Springfield, Missouri, for years. His black commercial calves weighed within five pounds of his Shorthorn calves, but the multi-colored Shorthorn calves sold for a $5 to $6/cwt premium over the blacks. The truth is color is never a replacement for quality. In today's value-based marketing and retained ownership environment, color matters very little. But, if you are still not convinced, try putting a solid red Shorthorn bull on a solid black commercial cow herd. The resulting calf crop will be nearly all solid black and have significant advantages in performance over the straight bred alternative

"Color discrimination is a fad without the facts to support it. Black bulls of all breeds bring $1,000 or more than a red or 'flower' bull with superior performance and EPD's. In our test we have seen an equal distribution of color when comparing it to profitability. It appears to me that cattlemen who have been buying these off-colored bulls have been laughing all the way to the bank. Not only do they purchase those bulls at a reduced price, they make more money with the progeny." - Dean Haddock, Commercial Cattle Improvement Program (CCIP)

Does Hide Color Matter?

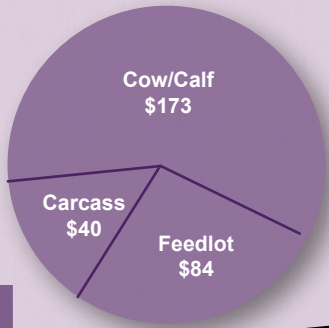
In a study of 18,575 carcasses, "…results suggest that the incentives to pay a premium for feeder cattle based on hide color diminish once the finished animal is in the carcass form." This research project at West Texas A&M University included steers and heifers with 12 different hide color combinations.

(Brown, T.R., and T.E. Lawrence. 2010. Influence of Phenotypic Hide Color and Sex Condition on Beef Carcass Grading Performance and Value. The Professional Animal Scientist 26:611-619)

Fertility...

...Maternal Excellence!

Iowa State University research has stressed that reproductive efficiency is 100 times more important to financial viability than carcass traits. Shorthorn bulls are aggressive breeders that will yield high conception rates with minimal maintenance. MARC data proved Shorthorn heifers to have the second highest percent reaching puberty at 360 days and the Shorthorn cross females posted the highest percent of calf crop weaned. This results in more saleable pounds at market time and more dollars in your pocket. In addition, the Shorthorn female is valued for her longevity and stayability. Shorthorn females are well known for their ability to produce to the age of 13+, while maintaining their maternal superiority and both udder and structural soundness.



PROFITABILITY . . .

An efficient cow herd is approximately TWICE as important as feedyard performance and FOUR times as important as carcass merit. Maternally superior females matched to their environment and hybrid vigor are two of the most important traits to a profitable cow herd. Using Shorthorn genetics will give you both while producing cattle with the ability to receive today's carcass premiums!


Shorthorn sired X Hereford

FEEDYARD... Performance

Dollars are made and lost every day in the feedlot. Efficient gain and a reduced number of days on feed mean real dollars in your pocket. Wouldn't it be nice to brag about your high percent Choice without hiding the percent Yield Grade 4's, how long they were fed and the poor gains and feed conversion? Shorthorn cattle are bred to feed efficiently and gain quickly - **THE DATA PROVES IT!**

- 566 head of purebred Shorthorn steers were fed in large, commercial feedyards in Kansas and Oklahoma. Combined, they averaged 4.03 pounds of gain per day and 5.22 pounds of dry matter fed per pound of gain!
- In 2010, one of the harshest winters on record, 278 purebred Shorthorns still graded 72%Choice with ZERO Yield Grade 4s at 15 months of age!
- In a joint Oklahoma State/Kansas State University Study, 217 Shorthorn steers posted an average daily gain of 3.67 pounds and a feed conversion rate of 5.58 pounds of feed per pound of gain!
- In the National Cattlemen's Beef Association's Carcass Merit Project, Shorthorn sired steers posted similar results. The Shorthorn steers had an average daily gain of 3.63 pounds with 5.81 pounds of feed per pound of gain. Better yet was their 32 cent feed cost per pound of gain and a 42.5 cent total cost per pound of gain.

In study after study, Shorthorn genetics prove their ability to efficiently gain pounds of muscle. More pounds at lower costs means more money in your pocket.

Docility Pays

The gentle disposition of the Shorthorn breed has real value in the beef industry. Research from thousands of feedlot cattle from across the US shows an average loss of $62/head for cattle with a disposition score of 3 or higher (scale 1-6). The average Shorthorn in the same feedlots averaged 1.8. Calmer cattle grade higher, gain faster, require fewer labor hours to process, and have a much lower incidence of dark cutters. One of the most successful junior programs is the American Junior Shorthorn Association. This is no accident; families enjoy the safety and gentle nature of Shorthorn cattle. In the words of pioneer Shorthorn breeder and author Alvin Sanders "A good Shorthorn is better company any day than some people."

...The DATA Proves It!

The USDA Meat Animal Research Center (MARC) is well known for conducting the largest unbiased, breed characterization of beef cattle in the world. Data from the Germplasm Evaluation proved SHORTHORN IS #1 for calving ease, average daily gain, marbling, percent Choice and Yield Grade.

CARCASS...

If you want to make money selling on the rail, consistently produce Choice, Yield Grade 2 carcasses, Shorthorn cattle can do just that! Beef industry experts are urging producers to improve quality and consistency of our product in order to increase beef's market share. But, sacrificing muscle for marbling and then marbling for muscle has resulted in undesirable and un-uniform product. Commercial cattlemen, feedyards and packers are realizing Shorthorns are the answer for improving yield grades without sacrificing quality grade. **THE DATA PROVES IT!**

AVERAGES OF THE ENTIRE SHORTHORN CARCASS DATABASE!

5,470 Head . . . 550 Producers . . . 100's of Feedyards . . . 30+ Years

Live Wt.	Carcass Wt.	Ribeye	Back Fat	Yield Grade	Quality Grade
1,231	772	12.9	.42	2.8	CH

HALF SHORTHORN - 67% CAB Merit

The Shorthorn sired steers in the NCBA Carcass Merit Project included 10 purebred Shorthorn steers and 25 Shorthorn sired steers from commercial cows. The 25 Shorthorn cross steers included 15 black hided calves. All the Shorthorn sired steers harvested valuable carcasses, grading 94% Choice and Prime. In addition, 10 of the 15 black-hided Shorthorn cross steers also received the coveted CAB (Certified Angus Beef) stamp. That is 67% of the black-hided Shorthorn sired steers reaching CAB. Nationally less than 20% of black-hided cattle hit the CAB target.

Meat Animal Research Center

Germplasm Evaluation - Cycle IV	Unassisted Calving %	ADG 200-400d lbs.	Marbling (age adj) mb.deg	USA Choice (age adj) %	USDA Yield Grade (marb adj)
SHORTHORN	**99.8**	**3.98**	**Small^{51}**	**78.0**	**2.1**
Hereford/Angus	95.3	3.72	Small^{34}	75.5	2.7
Charolais	90.8	3.89	Slight^{99}	53.5	3.1
Gelbvieh	97.3	-	Small^{01}	48.0	2.9
Piedmontese	94.6	3.34	Slight^{95}	46.0	3.4
Salers	97.3	3.78	Small^{01}	48.0	3.1

CROSSBREEDING . . .

The benefits of crossbreeding have been documented and reported time and time again. The advantages of breed complementarity and heterosis are real dollars in the pocket of commercial cattlemen. Breed complementarity is necessary to allow producers to take advantage of the differing strengths and weaknesses of each breed, since no one breed can excel at all economically important traits. Heterosis is the advantage of crossbred calves over the average of their parents. Heterosis is the closest thing cattlemen have to a "free lunch." The best aspect of heterosis is that it has the greatest effect on traits that are lowly heritable and difficult to improve through selection. Traits like percent calf crop weaned, pounds weaned per cow exposed, cow longevity, and cow lifetime productivity are vital to a commercial producer's bottomline. These are also the traits that are improved most by heterosis. A commercial producer running a straight-bred cow herd, of any breed, is forfeiting real dollars through lower weaning weights, decreased fertility and decreased cow longevity. Not to mention the fact that they are missing out on the advantages of breed complementarity.

GET 1,000 FREE CALVES

The collective advantages of heterosis over time can be quite staggering. A commercial producer running 200 cows and weaning 500 pound calves could increase his weaning weight per cow exposed by 25% through maximizing heterosis in his cow herd and calves. Over a 20 year period, this would be like getting 1,000 free calves.

HETEROSIS IMPROVES

• Fertility • Weaning Weight • Cow Longevity • Yearling Weight • Calf Survival • Average Daily Gain • Lifetime Cow Productivity by 25%

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