



Why Shorthorn?

► **Shorthorns are the “UNIVERSAL IMPROVER”**

Shorthorns have contributed as the foundation breed for over 50 breeds of cattle.

► **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.

► **British Maternal Heterosis**

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.

► **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.

► **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!

► **Docility**

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."

► **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.

PROFICIENT IN PRACTICAL BEEF.