

# ADD POUNDS— ADD PROFIT—SUBTRACT HEADACHES! WITH PLANNED CROSSBREEDING

The beef industry is an ever-changing environment. Today, all sectors of the beef industry are facing the challenges of higher feed and input costs, volatile market prices, and producing a product U.S. and international consumers can trust. As we move into the breeding season, commercial beef producers should be thinking about making appropriate herd sire selections to be able to produce the next calf crop that will not only make for easy spring calving but also bring top market prices come fall.

"I would prefer to buy all Continental-British cross cattle. As I see cattle come in the feedlot, there is a big advantage to Gelbvieh cross cattle for their cutability and performance. Color doesn't make as much of a difference in the feedyard, its conversion and performance that drive price and Gelbvieh cross cattle are outstanding in that regard."

**Bill Sleight, manager of Hays Feeders, Hays, Kansas.**

"If you are looking for additional fertility and production from your cowherd, Sim x Angus or Sim x Red Angus females are the way to go. In over 48,000 comparisons from our heifer development program, we routinely observe an 8 to 10% increase in fertility from these hybrid-line females when compared to straightbreds. This combined, with superior milk and maternal traits, make these females hard to beat in any production system."

**Dr. Patsy Houghton, President/General Manager, Heartland Cattle Company, McCook, NE**

## JIM MILLER, MILLER RANCHES, SANTANA, KANSAS

The right combination of genetics for heterosis, heavier weaning weights, and quality momma cows is probably what every commercial cow-calf producer strives for and Jim Miller of Santana, Kansas is no different. Many years ago, he started off trying several breeds of cattle to mate his Hereford, black and black-baldy cows. After seeing how a pen of Gelbvieh-sired feeder cows out performed all the other pens in the feedlot he owned and managed, he was convinced to buy three Gelbvieh bulls. That was about 25 years ago and he hasn't looked back since.

At the age of 72, Jim has a commercial cow-calf operation which now consists of about 1,200 Gelbvieh and Red Angus cross cows on three ranches located in Ashland, Kansas; Clayton, New Mexico; and Elkins, New Mexico. The Cows are either 3/4 Red Angus bred to a Gelbvieh bull or 3/4 Gelbvieh bred to a Red Angus bull.

"We maintain a two-way cross of Gelbvieh and Red Angus and feel this is the premier cross in all livestock."

One of the reasons Jim has continued with Gelbvieh for so many years is the fertility of the Gelbvieh female. As any good commercial cow-calf producer knows, an

open cow doesn't turn a profit. The conception rates Jim gets with his Gelbvieh cross females are outstanding and are probably higher than any other breed of cattle. This year, the ranches in New Mexico were in a tough drought and still had conception rates of 97.4 percent at Clayton and 93.5 percent at Elkins. The conception rate of the herd at the Kansas ranch, with good grass, was 97.25 percent said Jim.

Buying and managing bulls is something Jim is very experienced at as he buys on average eight bulls each year.

"You have to buy a good bull if you want to improve your cows," Jim adds. "It is amazing the difference in weaning weights we have made by purchasing quality bulls. It's been money well spent as over 25 years of only buying the best Gelbvieh bulls we have been able to double our weaning weights compared to the weights of our calves 35 years ago."

For anyone who may still be questioning what a Gelbvieh bull can do in a commercial herd, Jim offers up a Challenge: "For commercial producers who have a straight Angus cow herd and consistently use straight Angus bulls, put a good black Gelbvieh bull on those cows this spring and you will get at least 50 pounds more of weaning weight on those calves."

Jim has been in the business long enough and has seen firsthand the added pounds and profit of Gelbvieh, not only in his herd but in his neighbors as well, that he is confident you will be more than impressed with Gelbvieh-sired Calves.

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# HERD MANAGEMENT MADE EASY!



## THE "PUREBRED"



## GELBIEH & SIMMENTAL

THE LOGICAL COMPLIMENTS TO ANGUS & RED ANGUS

- › IMPROVED FEED EFFICIENCY
- › SUPERIOR CARCASS GENETICS
- › SIGNIFICANTLY IMPROVED MATERNAL VALUE & FERTILITY
- › POWER UP YOUR COWS AND PUT THE MISSING POUNDS BACK INTO YOUR CALF CROP!

## THE "HYBRID"



## BALANCER & SIMANGUS THE CONVENIENT WAY TO CAPTURE BOTH HETEROSIS & VALUE

- › IDEAL BALANCE OF MATERNAL AND CARCASS TRAITS
- › THE DESIGNED CONTINENTAL X BRITISH COMPOSITE SOLUTION
- › THE MOST FLEXIBLE AND EASY TO USE CROSSBREEDING SYSTEM
- › THE LONGEVITY OF CROSSBRED COWS IS WELL DOCUMENTED

## SIMPLY ADD CROSSBRED VIGOR!

### STEP 1

Angus/Red Angus cows X Gelbvieh or Simmental Bulls = crossbred calves

**ADVANTAGES:** Added pounds and better replacement heifers from heterosis in the calves will add profits.

**STEP 2** Crossbred cows X Balancer or SimAngus Bulls = crossbred calves

**ADVANTAGES:** Added pounds, fewer open cows and more calves from improved fertility; cows will last longer and increased feed efficiency in both the cows and calves from heterosis will increase profits, from both the cows and the calves.

### AN OPTION TO ADD EVEN MORE CROSSBRED VIGOR:

Balancer sired cows X SimAngus Bulls = crossbred calves with 3 breed heterosis

SimAngus sired cows X Balancer Bulls = crossbred calves with 3 breed heterosis

**ADVANTAGES:** Added crossbred vigor, larger genetic selection and excellent calves for both feeding and breeding. And more profit by just rotating sires.