

Circle 8 Co-op stud committed to building superior cattle

Facing challenges head on

THE philosophy at Circle 8 Co-op Stud, Tarcutta is to build cattle that are physically appealing, practical and functional in their form, that achieve a high rate of fertility and carcass merit economically for the commercial producer.

Jeremy Seaton Cooper from Circle 8 recognises that the challenge for the modern cattleman is to produce cattle that are fertile, easily born, quick to grow to market specification, moderate framed and when slaughtered, produce high yielding, trim tender well-marbled carcasses (under 20 months).

This, all within a production system where global warming, diminishing land area with out of control land values and sliding commodity prices coupled with ever increasing cost of production, will place added pressure.

According to Mr Cooper, the stud's crossbreeding program is a progressive tool used to achieve these goals, and many progressive, profit-driven commercial cattleman use crossbreeding to enhance their success.

Marty Ropp, American Simmental Association (ASA) director of field services says there are several important facts about breeds and the beef business that are significant in an operation such as Circle 8's.

Firstly, maximum commercial profitability requires heterosis (hybrid vigour), which results in 25 per cent more lifetime production and 1.5 years greater longevity per commercial female than their purebred counterparts.

Mr Ropp says this has been confirmed by almost every crossbreeding research trial reported for the past 40 years.

Secondly, continental and British crossbred cattle make more money year in and year out for cow/calf operations, cattle feeders and packers than any other breed combinations.

Mr Ropp states Angus, Red Angus and Hereford, in that order, are the British breeds of choice in the US and are an important and necessary part of the American beef business.

He said Black Simmental is the highest ranking Continental beef breed in the US for direct calving ease, maternal calving ease, puberty, weaning weight, post weaning gain, tenderness and most measures of feed efficiency.

With these points in mind, Mr Ropp says Black Simmental's are the logical choice for completing the crossbreeding component in a beef enterprise.

"After years of advanced genetic evaluation, a commitment to research and consistent breed improvement, Black Simmental and SimGenetics are poised to fill that position as the most logical and profitable choice for Continental genetics.

"No other Continental option offers the combination of growth, carcass value, calving ease, maternal and efficiency traits that Simmental does," Mr Ropp said.

"Some provide comparable terminal value, others bring some maternal traits

to the table, but SimGenetics combine both. In fact, they rank first or second in almost every economically important trait category listed in the latest MARC data.

"This is no accident. The ASA's Carcass Merit Program, Calving Ease project, tenderness testing and new feed efficiency research programs are all member-funded and provide significant opportunity to evaluate and prove the next generation of superior genetics.

"When you combine this with the largest database among all Continental breeds and the most proven multi-breed genetic evaluation in the entire US beef industry, Black Simmental breeders have all the tools necessary to make positive, consistent change faster than our competitors.

"So whether you choose Black Simmental to complement British breed commercial females or a SimGenetics option to preserve the balance of Black Simmental and British genetics while retaining heterosis in your herd, you can be confident you are using all of the facts available to make the most logical choice possible."

Visit Circle 8 Co-op Stud at Tarcutta on day four of Beef Week, February 1, and talk to Jeremy Cooper about how he can help you meet the challenges of modern day cattle production and market specifications, using Black Simmental, Angus and Angus Hybrid seedstock, backed by the Circle 8 'customer focused, consumer aware, industry driven' guarantee.



PREPARING for their Beef Week field day on February 1 are Jeremy, Lily May and Annabelle May Seaton Cooper from Circle 8.



Recently purchased from Ankony Farm, Georgia, USA, for \$60,000 Australian.

**CO-OP
Black
Simmentals
and**



BEEF WEEK - February 1st 2007

SALE POSTPONED, all Black Simmental and Angus Bulls for private treaty, reasonably priced. Developed on silage.

First progeny of 905L on display, and also first Angus Hybrid progeny on display.

**Jeremy Leslie Seaton Cooper 0427 549 261
www.cooperbeefcattle.com.au**

Directions: 3km South of Tarcutta on Hume Highway, left into Comatawa Road, 500m on left.