

Angus Look Alikes

Customer focused, Consumer aware and Industry driven

GETTING paid for weight and yield is the bottom line and what every producer aims to improve in their herd to produce that extra kilogram, to increase profit and return.

The Circle 8 Angus and CO-OP black Simmental program is aimed around being "Customer Focused, Consumer Aware and Industry Driven", which relates back to the bottom line of producing a good sound cow herd, that has the potential to produce high quality end product that has been demanded by a consumer, whilst still returning a profit for the producer at the same time.

The Circle 8 Angus herd – which was established in 1992 – has been bred to be physically appealing, practical and functional in their form to achieve a high rate of fertility and carcass merit economically for the commercial producer.

While the newly established Co-op black Simmentals program was founded on the same principals, with the mindset of giving customers the opportunity to take advantage of the added pay weight and carcass yield, "Hybrid Vigour" ad's to commodity cattle, in a simple non confusing crossbreeding system, without sacrificing marbling.

Mr Cooper said, the challenge of the modern cattleman is to produce cattle that are fertile, easily born, quick to grow to market specifications, moderate framed and when slaughtered produce high yielding, trim, tender, well marbled carcass's.

He went on to say at some point, someone, somewhere will eat the cattle that you produce. The better that sensation is, the more repeat business you will get. This is why the word Angus is associated with fine quality beef and world class eating sensations.

Menus in quality restaurants both in the US, Australia and Japan will include the word Angus somewhere, simply because the consumer can relate to this as a high quality product.

Mr Cooper believes those who will succeed in this challenge will be those who identify with what market specifications, their environment and management skills will allow them to operate their production system at optimum levels.

These people will use "balanced" selection criteria, which will include a combination of EBV's, genetic evaluation and structural assessment, and will not include the pursuit of extremes for anyone of the above.

"It is our belief that all commercial herds should use the benefit of Hybrid Vigour to add kilo's to pay weight, increase puberty in heifers, longevity to cows and yield to carcass.

So why Black Simmentals you ask? Heterosis – an increase in performance of hybrids over that of purebreds.

Therefore crossing a breed like Angus with high marbling potential and marketing prowess with a Black Simmental - offering better maternal production, growth, yield without affecting marbling content, gives you a product that is user friendly right through the production cycle – Paddock to Plate.

The steers are black polled, grow quicker, yield more than purebreds and don't sacrifice marbling like other European breeds can, while the females reach puberty earlier and stay in the herd longer and with maternal heterosis to wear heavier calves.

An initiative by American Simmental Association called Focus 2000 in the early 1990's attended by 700 purebred breeders and industry experts was set up to address the decline in demand of Simmental genetics.

The Focus 2000 seminar established Birth weight, mature size, colour and horns as major problems which needed to be addressed. Therefore these US Simmentals were redefined and are on the other end of the scale to yesterday's typical Simmental in relation to frame score, today's cattle are solid coloured, polled, have calving ease and high carcass merit built in their genotype.

A study of 1077 Angus, 2177 Sim/Angus and 1253 high% Simmentals came out with the Sim x Angus hybrids only 4% behind the Angus cattle for Marble score 2.1 or better at 75%, while matching the high percentage Simmentals in carcass weight and offering an extra 11kg over the staright Angus.

The proof was in the pudding with the Sim Angus Hybrids measuring 86.5 square cm for EMA, 6cm bigger than the Angus and only 0.6cm behind the Simmentals, therefore producing a carcass with similar characteristics of the Angus, with a bigger Eye Mucle and caracse weight (dressed).

In Laymen's terms, from a carcass standpoint you take the very best trait of the Angus, most noticeable, marbling and the Simmental carcass weight and yield and you acquire the added benefit of Hybrid Vigour (extra growth in your calves) for FREE!!!



Angus Hybrids

The future for us, could quiet possibly be in a Hybrid cow, with a high proportion of commercial operations targeting the Jap B3 market, as their market of choice, these Angus Hybrids will allow you to still meet these specifications, but in a more efficient format.

These calves will grow quicker (through hybrid vigour), they will yield at higher percentages and won't sacrifice IMF % (marbling). They are easy for us to create alongside our Angus program.

These bulls will be used over fl cows to stabilize 50% continental or used to create 75% Angus 25% Simmental commodity cattle that are capable of retaining 67% heterosis.

The hybrid system revolves around flushing the High Carcass Merit Angus cows to HCM Simmental bulls to produce the higher percentage Angus Hybrids, who's role will be to:

- 1) Maintain 50% continental in herds using Simmentals.
- 2) Add HybRid Vigour to Angus bred herds that wish to target the Jap B3 market, but require added yield and pay weight to commodity cattle without sacrificing IMF (marbling).
- 3) Give flexibility to commercial Angus herds, to utilize heterosis without changing the Angus look.

We will be using bulls such as CNS Dream On, who is the No.1 Simmental bull for registrations in the US and RDDS Future Prototype, who is 50/50 Sim/Angus, by Lucky Dice (benchmark of the Simmental breed) to breed our 75% Angus Hybrids.



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

**CO-OP
Black
Simmentals
and**



BULLS, FEMALES, EMBRYOS

Sale Date: Monday, March 13, 2006

50 ANGUS & SIMMENTAL LOTS at 6.00pm

Jeremy Leslie Seaton Cooper 0427 549 261

www.cooperbeefcattle.com.au