

THE HERDMASTER HERALD

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Thoughts from Loren:

Here at Berger's Herdmasters we, as many of you, have embraced the luxuries of technology in an effort to be more productive. Nothing has improved the efficiency of our operation like our four wheeler. Yes, there are a few jobs that only a good ranch horse can accomplish, but I'm sure even John Wayne would have enjoyed a ranch tour mounted on our high tech quarter horse. The reasons our four wheeler has been so useful are similar to why our Herdmaster bulls can be useful to improve the profitability of your cowherd. Let me explain.

It's Simple

A Four Wheeler: It's always saddled. Just push the start button and off you go. **Herdmasters** are a combination of Angus (Red or Black) and Simmental.

Herdmasters make crossbreeding simple by allowing you select the percent of Angus and Simmental that is right for your operation. You stabilize your cowherd at that percentage by continually breeding them to bulls that are at your desired combination of Angus and Simmental. Thus you manage your bull power as a single breed rather than managing numerous breeding pastures associated with complicated breed rotations.



A Dream On Son, ½ Simm x ½ Angus, BW 89 WW 764

performance bull on test got culled for disposition. Quiet cattle are enjoyable to handle and research shows that the end product value is \$60 more for quiet cattle compared to their nervous pen mates.

Versatility

A Four Wheeler: It can be used to move cows to the next pasture, fix fence, help my wife Peggy with the gardening chores or give the grandchildren a ride. **Herdmasters** are versatile as well. They come in either Red, or Black, ½, ¾, or 7/8 Angus, and we have designed both calving ease bulls for heifers, and growth bulls for the cow herd. You also choose the frame size. We have created smaller framed bulls for minimum input environments or moderate framed bulls that will fit any operation.

Efficiency

A Four Wheeler: Eats no hay, consumes very little gas and requires minimum repair. Breeding **Herdmaster** bulls to your cows creates a cowherd with greater efficiency due to hybrid vigor. The MARC research shows that hybrid vigor allows your cows to maintain their condition better, rebreed quicker, and produce more pounds of calf per cow exposed compared to straight Angus. In fact, the research confirms that crossbred cows stay in production on average 38% longer with a 25% increase in lifetime productivity. These benefits result in \$100 more profit per crossbred cow per year compared to straight-bred.

End Product Value

A Four Wheeler: I can look back at the end of the day and see a good day's work. At the end of the beef production process we find that the **Herdmaster** cross of Angus and Simmental are perfect complements in terms of offering CAB quality carcasses with less fat, improved yield grades, and more end product value for our customers and consumers.

Herdmaster bulls, technology that works!

Loren

Technology That Works!



Productivity

A Four Wheeler: Covers a lot of ground in a hurry. Tyrell, our herdsman, can cover several sections, have the cows checked and still have plenty of time to set railroad ties for our new corrals, all before lunch. Because of hybrid vigor, **Herdmasters** bulls can cover more cows than straight bred bulls and are aggressive breeders. This year a producer reported breeding 100 heifers to four yearling Herdmaster bulls. The ultrasound showed 95% pregnant with 85% bred on the first cycle.

Disposition

A Four Wheeler: It's easy to catch and will only buck under operator error. **Herdmasters** are really docile, as we have culled for disposition for generations and will not tolerate nervous cattle. Last year the top



A Chateau Son, ¾ Red Angus x ¼ Simm, BW 91 WW 734