

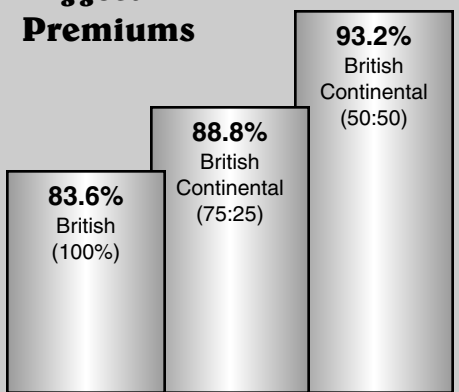


The Target is...

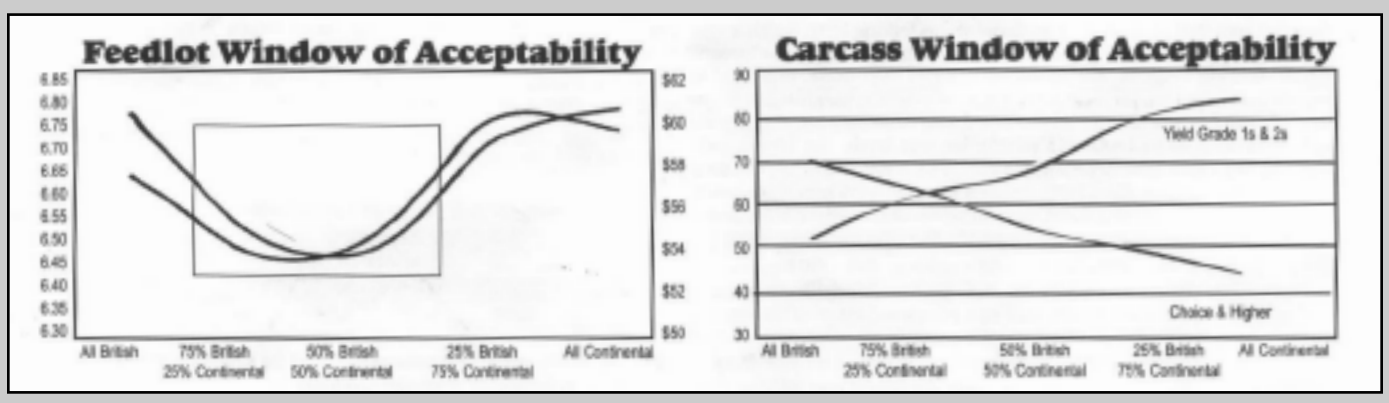
A crossbred cow that fits your environment, produces a crossbred replacement heifer for added value and an efficient crossbred steer with a high yielding, high quality carcass.

You can do this simply by using Flying H Genetics in a Planned Crossbreeding Program designed to "Hit The Target." This program uses breeds that compliment each other and genetic selection that eliminates the unacceptable!

Biggest Premiums



Trait	Advantage of Crossbred vs. Straightbred
Cow efficiency (cow ww/cow wt.)	8%
Cow longevity	38%
Cow lifetime productivity	25%
Cow weaning performance	5%
Cow yearling performance	4%
Total Ave. Annual Dollar Impact	\$116.88



Breeding Planner

A Simple 5 Step System To More Profits In The Cattle Business!

Step 1...Identify your cow's genetics – what types of cows do you have?

Type B (British/British cross) Angus, Red Angus, Hereford, Shorthorn or crosses of two or more of these breeds.

Type BC (British X Continental cross) Any Type B cow crossed with any continental like Gelbvieh, Charolais, Simmental, Limousin, etc.

Type BR (Brahman cross) Any Brahman influenced cows including Brangus, Braford, Santa Gertrudius, etc.

Type C (Continental/Continental cross) Any cows with high percentage Gelbvieh, Charolais, Simmental, Limousin, etc. either purebred or crossbred.

Step 2...Identify the type of crossbred genetics that best fits your situation.

Cowherd Endpoint – The amount of rainfall, cost of feed, labor availability, etc. determine the level of production your environment can sustain. Adjust the % Gelbvieh and Angus to adjust the level of milk production and growth to fit your needs. A 50% GV/50% AN is a good start, but in a low feed situation a 25% GV/75% AN may work best. Likewise, in a high rainfall, low feed cost, high production environment a 75% GV/25% AN may be the most profitable because of the higher level of production. Mature cow size can be controlled in all situations by selection pressure on frame size and birth weights. If heat tolerance is an issue, selecting red color and/or adding some Brahman genetics may be necessary.

Carcass Endpoint – The three main carcass targets are marbling, muscle and mainstream (combination of both). These targets are very important because putting your cattle into the wrong system will result in major discounts and losses when the right system will pay premiums and add profits.

Marbling – Mid Choice and higher (CAB) with high yield grades 3 or less.

Muscle – Select or higher yield grades 1 or 2.

Mainstream – Low choice or higher and yield grades 1 or 2.

All three systems and their associated grid pricing system reward the carcasses wanted and heavily discount carcasses that yield grade 4 or 5, are too light or too heavy grade standard, or are dark cutters.

Step 3...Match genetics to hit the target.

Current Cow Type	Carcass Target	Cowherd Target	Bull Type to Use
B	Marbling	B or BC	Angus or GelPLUS
	Mainstream	BC	Gelbvieh
BC	Marbling	BC	Angus, GelPLUS (<50%)
	Mainstream	BC	GelPLUS (<50%)
	Muscle	BC	Gelbvieh, GelPLUS (<50%)
BR	Mainstream	BR/BC	Angus, GelPLUS
	Muscle	BR/BC	Gelbvieh, GelPLUS
C	Muscle	C or BC	Gelbvieh, GelPLUS
	Mainstream	BC	Angus, GelPLUS

Heifers Identify cow type, select bull type needed, and pick heifer bulls from either the Gelbvieh, Angus or GelPLUS bulls identified as heifer bulls.

Step 4...Select level of quality, performance, color, etc from sire groups representing bull type needed knowing that all bulls have passed FHG 16 Quality Standards and are backed by Flying H Genetics reputation.

Step 5...Build consistency and profitability through a long term partnership utilizing Quality Guaranteed genetics from Flying H Genetics in this simple, planned, crossbreeding program. Adjust genetic selection as experience and target dictates and let FHG help you market your calves.