

# **CATTLE PRODUCTION FIELD** **DAY**

**Thursday May 14<sup>th</sup>, 9.00am at Caramut**  
At Barwidgee

**Is there a more profitable way to produce beef in Australia?**

In the past the message has been to cross breed, but the programs have been hard to manage, difficult to understand and lacking in field data and research. The Fat Lamb industry has shown the way. Cropping is now using hybrid varieties. In today's cattle industry the answer to increased lifetime production and increased profit is to 'cross breed' using a simple management and production system, based on 25 years research.

**Barwidgee Pastoral Company in conjunction with ABS Australia  
and Independent Breeding and Marketing Service.**

Presents

**Marty Ropp**

**Director of Field Services, American Simmental Association, Bozeman, USA**

***"How to increase cattle lifetime production by 25% with  
little cost!!"***

## **PROGRAM**

9.00am	Inspection of cattle
9.30am	Welcome and Australian Testimonials
9.40am	Speaker: Marty Ropp – The Advantages of Crossbreeding
10.30am	Morning Tea
11.00am	Speaker: Marty Ropp - The US Simmental Carcase and Sire Evaluation Programs.
12 noon	Question Time followed by complimentary lunch during which Marty will be available for informal discussions.

## **CONTACTS**

**Barwidgee:** David & Wendy Kelly 03 55998329 **Caramut : IBMS** Dick Whale 0427 697968  
**ABS Australia:** Bill Cornell 0428 293498

### **Marty Ropp Profile**

Marty is the Director of Field Services for the American Simmental Association located in Bozeman Montana, USA. In addition to managing commercial and seed stock marketing and staff services of the association, he also coordinates the long running American Simmental Association Young Sire Evaluation Program. Marty has a B.Sc. Kansas State University and M.Sc. University of Missouri. Marty coached the Livestock and Meat Animal Evaluation teams of the University of Missouri during his teaching tenure there. He held positions as University Extension (Regional Livestock Specialist), for the University of Missouri and then Michigan State University, before coming to the American Simmental Association in 1998.

## *Brief Facts on the Carcass PT program*

The American Simmental Association Young Sire Evaluation Program is entering its 13<sup>th</sup> year and will exceed 43,000 commercial females mated by the end of the 2009 breeding season.

So far over 400 Simmental and Simbrah sires have been evaluated through this program along with well over 100 sires of other breeds. The bulk of the other breed sires would include many of the most highly used Angus and Red Angus sires along with Charolais, Gelbvieh, Maine Anjou, Shorthorn and Braunvieh bulls. These cattle represent groups fed in 31 different feed yards in 15 states and harvested in almost every major packing plant in the U. S.

The program to date has collected sire identified complete carcass data on just over 10000 animals with another 2000 calves born, weaned or on feed. In addition the evaluation program has expanded to include intake and feed conversion data on more than 100 sire groups, (nearly 2000 Simmental, SimAngus and Angus sired steers) through a cooperative program with the University of Illinois and Montana State University.

Results to date support what research has always shown, crossbreeding works!

50% Continental x 50% British cattle consistently provides the highest value combination of quality and cutability. Simmental sired calves out of British cows routinely provide a 4% increase in total retail product over their straight-bred counterparts because of superior yield and additional growth. In addition to the large advantage in retail yield, significant efficiencies both in the feed yard and cowherd for crossbred individuals makes planned crossbreeding a prerequisite for profitable commercial livestock producers around the world.

**DON'T MISS THIS OPPORTUNITY TO INCREASE YOUR  
BOTTOM LINE !!**