

# Increasing Worldwide BEEF Profits with **Simmental**



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# World Beef Demand

- Trend is for Growing Demand for Beef Worldwide
  - **Bulk Beef Markets**
  - **Table Beef Market**
  - **High Quality Restaurant Beef Market**
- Biggest Demand Growth will be from Developing Countries

# Simmental – Profitable & Adaptable



## The Profit Boosting Breed for

- Purebreeding or Crossbreeding
- In a Wide Range of Environments



# Increasing Beef Profits

## Less Productive Environments (eg Sub Tropical)

- Need to increase beef production to meet growing demand
- By increasing:
  - **Fertility**
  - **Growth Rate**
  - **Carcase Yield**
- **Simmental** Offer these advantages (plus the bonus of Maternal traits - milk) in crossbreeding programs
- While Maintaining Adaptability (Heat, Insects) with at least 50% bos Indicus content in the crossbred animal.
- Simmental XBDs → **10% to 20%** performance gain
- **Simbrah** – a popular choice

# Simbrah

- The Best of Both Breeds



## Simmental + Brahman

- Weight for Age
- Muscling
- Maternal – Milk & Fertility
- Adaptability
- Longevity



# Increasing Beef Profits

## In Temperate Environments

- Need to increase beef production per cow
- AND - Need to Target High Priced, High Quality Beef Markets
- By Crossbreeding British Breeds (eg. Angus, Hereford, etc) with **Simmental** increasing:
  - **Hybrid Vigour Gains (Fertility, Growth, Longevity)**
  - **Blending Best traits of each breed**
    - **Growth Rate**
    - **Carcase Yield**
    - **Meat Quality & Tenderness**
    - **Docility**
- **Simmental** Offer these advantages + bonus of **Maternal traits**
- **Polled** strains of **Simmental** are also available
- Simmental XBDs → **10% to 20%** performance gain
- Also - Polled, Solid Colour strains of Simmental are available

# Clay Centre Breed Research

	Within British Breeds <u>Angus</u>	Within European Breeds <u>Simmental</u>
Growth	1 <sup>st</sup>	1 <sup>st</sup>
% Puberty	1 <sup>st</sup>	1 <sup>st</sup>
% Pregnant	3 <sup>rd</sup>	2 <sup>nd</sup>
Calving Ease (Direct)	1 <sup>st</sup>	1 <sup>st</sup>
Calving Ease (Maternal)	1 <sup>st</sup>	1 <sup>st</sup>
Carcase Weight	1 <sup>st</sup>	1 <sup>st</sup>
Beef Yield	1 <sup>st</sup>	2 <sup>nd</sup>
Marbling	1 <sup>st</sup>	1 <sup>st</sup>
Tenderness	1 <sup>st</sup>	1 <sup>st</sup>

# The SimAngus Advantage

## SimAngus Traits

- Polled
- Solid Colour (Black, Red or Grey)
- High Fertility (Bulls & Females)
- More Weight for Age (10% to 25%)
- Excellent Maternal Traits

- More Muscle (+ 2 to 4% carc yield)
- Moderate Maturity (ideal Fat)
- Marbling Influence
- Moderate Cow Weight
- Quiet Temperament





# Simbeef – More Weight – More \$\$\$

Simbeef Weaners  
Sim X Her



Simbeef Weaners  
Sim X Angus



# Simmental – Profit Boosters

**To Produce  
Simbeef Weaners  
like these**



**Use a  
Simmental Bull  
like this**

# Simmental – Growth + Muscle + Maternal

## Simmental Bull Power

- High Fertility
- Weight for Age
- Muscling



## Simmental Maternal

- High Fertility
- MILK
- Docile

# Simmental – The World's Beef Breed

- **40 Million Simmentals Worldwide**
- **Strains to suit every Environment and Market**
- **Most countries have advanced Simmental Genetic Evaluations (website searches)**
- **So can source Sim-Genetics Worldwide with traits needed to suit commercially focussed beef breeding systems**

- **The Future is Bright for Beef Production**

**AND**

- **Brighter for those using the advantages of Simmental**

