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

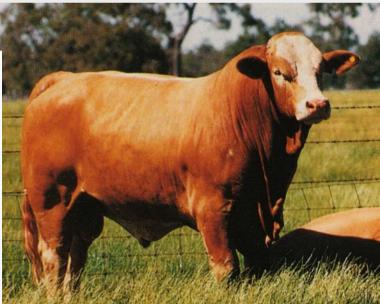
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Simbrah – The Best of Both Breeds



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
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Clay Centre Breed Research

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

The SimAngus Advantage

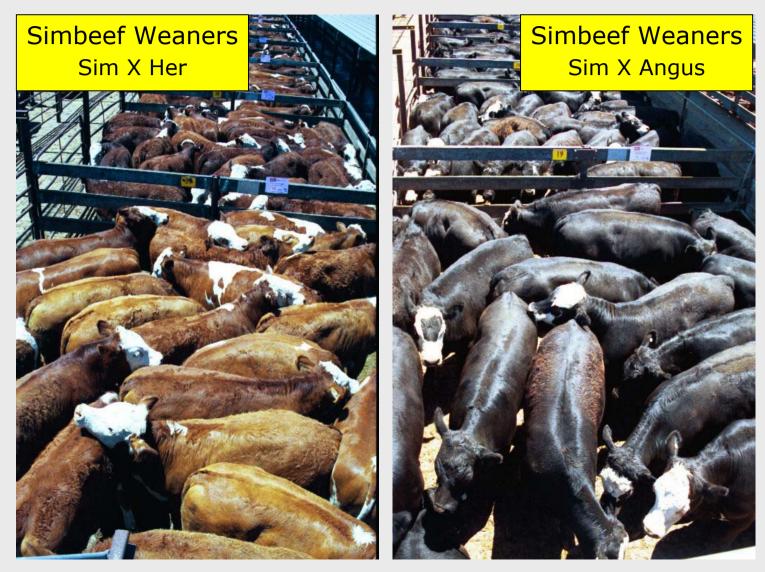
SimAngus Traits

- 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 \$\$\$



Simmental – Profit Boosters

To Produce Simbeef Weaners like these



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

