



Cross into profit



Charolais

Boost your profits.



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*Recognised worldwide for their valuable contribution to beef industry profitability, progressive commercial cattle breeders across Australia have picked up the Charolais advantage. Charolais are one of the most important beef breeds in Australia today, famous for their ability to add profit to beef production.*

Charolais have easily adapted to all environments throughout the country, with the breed now considered one of the most reliable for cost-effective beef production. Charolais are renowned for their ability to grow fast, and produce consistent, high value carcasses. These attributes make Charolais cattle sought after across all facets of the beef industry, with producers, feedlotter and processors alike.

## **Increase your profitability.**

We all understand beef production is a business. Reducing overheads, reducing cost of production and increasing turnover all have a part to play in growing overall farm profitability. Successful commercial breeders remain focused on increasing the maximum amount of beef they can produce with available resources.

Charolais genetics can significantly increase total calf weight kilograms, and in so doing, increase profitability.

Charolais are renowned as a placid breed, docile and easy to manage, which is so important in producing high quality beef.

## **Unsurpassed hybrid vigour.**

The introduction of the Charolais breed to the Australian beef industry is a cross breeding success story. The most significant reason to crossbreed is to take advantage of the natural phenomenon known as Heterosis, or Hybrid Vigour. Commercial producers understand this key advantage, and the money it places in their pockets.

By incorporating Charolais genetics into your breeding program you can significantly benefit from the traits and characteristics this high performance breed can add to your herd and your bottom line.

No matter what your cow base, whether you're in temperate areas or the tropics, you are still able to take advantage of the profit focused attributes the Charolais breed has to offer. Thousands of commercial cattle producers can't be wrong.

**Boost your profits.**

[www.charolais.com.au](http://www.charolais.com.au)

# Cut above the rest.

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*Charolais have become a force to be reckoned with in the commercial market place. Charolais bulls have sold very well at public auctions around the country, demonstrating the importance and relevance of this great breed of cattle. This number is set to increase, with more commercial breeders seeing the advantages Charolais genetics have to offer.*

With demand outstripping supply, Charolais sired calves are continually commanding top prices in the saleyards. Many progressive commercial cattlemen using Charolais genetics are selling the progeny directly to feedlotter and processors, who understand the value of their growth and yield attributes.

## **Consistent carcasses time and again.**

The Charolais ability to sire consistent carcasses is well known, and proven time and time again. Many in the processing and retailing sectors regard the quality and consistency of Charolais as the breed's real advantage, marking them as a preferred article, always in demand. With the Charolais carcasses showing as much as a \$130 advantage, it's easy to see why.

Charolais genetics continue to positively influence profitability in all sectors of the beef supply chain, adding value across the board for stakeholders.

## **Meat quality consumers appreciate.**

Beef production is about producing a meal and keeping customers coming back for more. It's critical to present a product the end user wants – and enjoys. With a quality eating experience assessed by such factors as 'juiciness, tenderness and flavour' it's important that animals have the genetic propensity to provide meat quality. Charolais deliver these attributes, consistently offering meat tenderness, even fat distribution, and the ability to maintain required levels of marbling.



# 20,000 reasons to cross into Charolais sires

Research on Charolais, Angus and Hereford sires over Hereford and Hereford cross cows has conclusively shown that Charolais sired progeny produce heavier carcasses with significantly higher retail beef yields relative to the other two breeds.

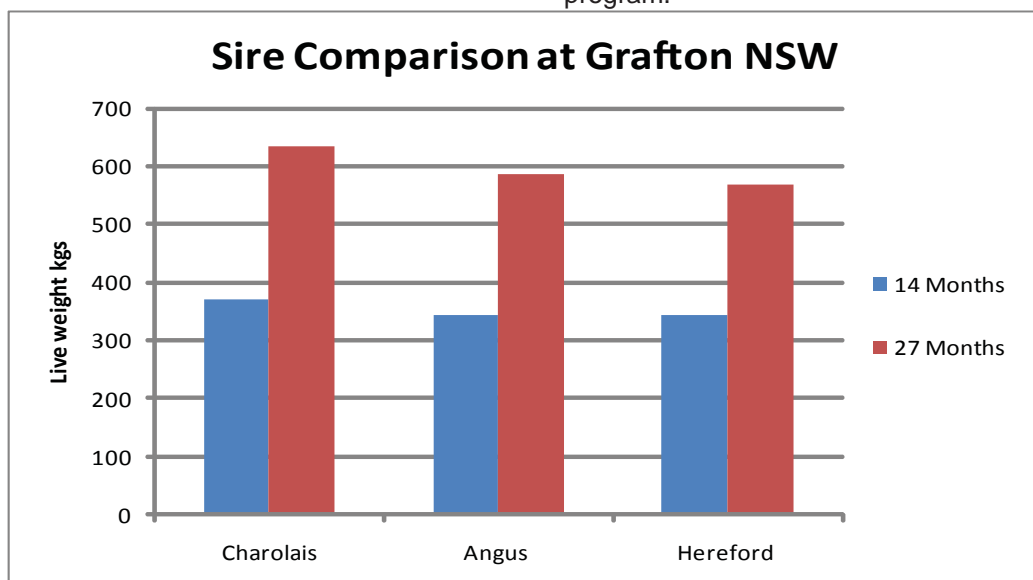
## Proven research.

The studies by NSW Department of Primary Industries were conducted on 482 progeny at Grafton in NSW. The results show that at 14 months the Charolais sired progeny were 25 kilograms live weight heavier than progeny sired by Angus or Hereford bulls. At 27 months the Charolais progeny were 635 kilograms live weight versus 585 kg for Angus and 569 kgs for Hereford. This advantage of 50 and 66 kilograms respectively is why it pays to use Charolais bulls.

## Carcase Yield.

Live weight gains transfer into higher retail beef yields. The carcass weight advantage to the Charolais progeny was 33.5 kgs over Angus and 44 kgs above Hereford progeny. The current market price for animals of this weight is approximately \$3.00 per kg carcass weight. The Charolais advantage is therefore \$100 higher than Angus and \$132 higher than Hereford.

When these carcass premiums are multiplied over 40 progeny per sire the annual Charolais benefit is \$4020 higher than Angus and \$5306 above Hereford. The total advantage to using Charolais sires over a five year working life is therefore \$20,100 greater than Angus and \$26,532 greater than Hereford. These are 20,000 good reasons to use Charolais sires in your cross breeding program.



References: H Hearnshaw, PF Arthur, D Johnston and PD Stephenson (1995) Australian Journal of Agricultural Research 46 (6) 1231 – 1244, PF Arthur, H Hearnshaw, D Johnston and PD Stephenson (1995) Australian Journal of Agricultural Research 46 (6) 1245 - 1258

20,000 reasons to cross into Charolais sires.

# Breeding for results.

*Commercial beef breeders are now taking advantage of hybrid vigour by switching to Charolais. Can your business afford to ignore the benefits of hybrid vigour? If you answered no, Charolais is your answer.*

## **Faster growth rates.**

Charolais are one of the fastest growing beef breeds in the world and are renowned for achieving desired weights - quickly. This superior growth allows growers, feedlotter and finishers to meet targets sooner, saving on feeding and production costs. The attributes Charolais offer put cash in your pocket.

## **Excellent finishing ability.**

Charolais cattle are well known for high levels of carcass compliance. Charolais will consistently produce high meat yield and trimness, carcasses that are on target, to specification, every time.

## **Fertile breeders.**

Big, active, performance recorded Charolais bulls are also known for their soundness and ability to get the job done, to get cows in calf and do it year in year out. Cattlemen across the country are taking out the guesswork, buying Charolais bulls designed to get results and make them money.

## **Crossbreeding flexibility.**

Charolais flexibility has proven itself all over Australia, where Charolais bulls continue to add value to herds of Brahman, Droughtmaster and Santa Gertrudis in the tropical North, and Angus, Hereford and Shorthorn in the temperate south. This adaptability has made Charolais the breed of choice for a diverse range of producers in a wide range of conditions.

## **Market suitability and identity.**

Charolais cattle are easily identified. There is no mistaking Charolais infusion, regardless of what they have been crossed with. Stakeholders in the supply chain well understand the range of attributes and benefits Charolais cattle offer and actively seek out animals that will perform for them – and add profit to their bottom line.

# Success Stories



**“The Charolais breed has a particularly high muscle or red meat content and when finished adequately, provides close to ideal bodies of beef, particularly when used in first or second-cross breeding programs”.**

- Rebecca Arnott  
Precision Operations

Rebecca developed an interest in branding as a means of moving from commodity production systems to product differentiation and won the New South Wales RIRDC Rural Women’s Award in 2004 when branded beef was just emerging. She worked with a Hunter Valley producer group marketing a grass-fed brand before joining the Australian Agricultural Company as 1824 brand manager from 2004-2008.



**“In our backgrounding enterprise, we like to have around 25% Charolais to ensure we achieve the good growth, gain and weight for age that we need to make our business profitable.”**

- Lauchlan Ward  
Dingo, Central Queensland

Lauchlan and Carlie Ward bought their property, located north of Dingo in Central Queensland, about five years ago, taking over the property’s breeding program. Making the change from a breeding enterprise to a backgrounding operation using Charolais-cross cattle is a decision that has maximised the number of kilograms produced per hectare.



**“The biggest advantage with the Charolais-Brahman cross is consistency in meat quality, fat coverage, tenderness, colour and waste,”**

- Herberton family meats, butcher Grant Turner.

Mr Turner owns Herberton Family Meats in Herberton, west of Cairns. Two years ago, Mr Turner was looking for a regular local supplier and turned to beef producers George and Dawn Bloomfield who breed Charolais-Brahman cross cattle.

Mr Turner said the Charolais cross provided distinct advantages to producers, butchers and customers. “Because the Charolais produces a quality article a lot earlier than other breeds there’s definite value for money for both the customer and producer,” he said.



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