

A Future-ready Herd Today.



Beefbooster's program is the only system in Canada that can provide information you can use to meet whatever the future brings.



Ready for Anything



For over 30 years, Beefbooster has taken the road less-traveled, developing bulls designed to help you produce calves that match your needs – for replacements or for the feedlot.

The cornerstones of the Beefbooster strains are the cow's ability to deliver and look after a calf on her own, a good udder, good feet

“Getting into a bigger operation like ours, you need something exceptionally trouble free that also pays off in economics. That’s Beefbooster” Peter Gross

and legs and a disposition that allows anyone to work with her. High fertility means most cows calving within a three-week period.

Beefbooster has always been at the forefront of research and development to bring economic advantages to stockmen with minimum effort on your part. Everything, from cow herd maintenance to calving season and choosing a bull is easier, less stressful with Beefbooster. The company even does the paperwork to age-verify your calves.

With Beefbooster cutting down your workload and lowering your risk, you can choose the best options for your cattle business no matter what curveballs come at the industry next.

Higher Selection Standards

Beefbooster seedstock are subjected to a very high level of scrutiny. Beefbooster selects all bulls using a selection index that ranks animals by their estimated breeding values for a range of economically important traits, including performance over their first winter. Those that make the first cut are grown out. Before the annual sale, the top-ranking bulls are assessed by a veterinarian for breeding soundness, feet and legs and disposition.

The sale is a low-stress affair with none of the hoop-la or tension of an auction. There is no bargaining or bidding. The top-ranking bulls in the selection index are divided into three tiers with one price for each tier. Buyers can select bulls from the tier that suits their budget without risk of overspending on one animal and know that their bull selection is backed by the best available review of each bull's true value.

Beefbooster ranchers believe that selecting for low-maintenance cattle has made their

herds use feed more efficiently than most. That's a huge advantage.

- High feed efficiency means an animal gains weight with less feed – a benefit that returns four times as much as a better ADG to your bottom line. And, at the end of the day, the yield is higher because guts and internal organs weigh less.
- High feed efficiency can also take 10% off cow herd costs without affecting weaning weights – a benefit that goes directly to your bottom line.
- High feed efficiency cattle produce less manure, less methane and other waste – big benefits for the environment.
- High feed efficiency means you can produce cattle using less feed, so your returns are better – no matter where feed markets go.

Beefbooster is using new technology to help ranchers identify cattle that are more efficient in their feed use.



Simplified Herd Management



“When the new “normal” is established Beefbooster will be there” John Buckley

Beefbooster breeders are committed to the traits that make an ideal cow – the ability to calve without assistance and to raise a calf on her own, along with a good disposition and sound feet and legs to carry her through a long productive life.

“The longer you work with these cattle, the more you enjoy not having to do things like helping a calf to suck and having that hour and a half to do something else,” says Cochrane Tx (terminal cross) breeder, John Buckley. **“When you don’t have time to help a calf nurse, it becomes quite easy to cull a cow with a questionable udder.”**

M3 (heifer bull) breeder, Peter Lawrence, agrees. “It was work to get a calf on to one

of those swing bags,” he says. “It’s nice to be rid of them and not worry about bad bags or bad feet.”

Buckley has tripled the size of his cow herd with two people instead of three working with his herd of self-sufficient Beefbooster cattle. Having cows that “work for us, instead of us working for them,” allows him more time to manage his grass.

Jerry Holtman agrees. He’s “close to retirement age” but manages a 400-cow commercial herd on short-grass prairie near Taber alone, thanks to the ability of his herd to manage themselves. **In a group of 68 of his heifers bred Beefbooster, 67 delivered calves without any help at all.**

At Pine Lake, Peter Lawrence raises his 300-cow Beefbooster herd in a different environment, but can only remember helping deliver perhaps 10 calves in the last 5 years.

The drought experienced by much of Alberta in 2009 has left many cattlemen disheartened. At Beefbooster ranches, the picture is different. These stockmen are upbeat and relatively unconcerned about the challenges facing the cattle industry. They’re confident they can manage around the issues.

Lawrence has had to plan on feeding his cows for 100 or 120 days, rather than the 60 days he’s fed in previous years. The drought forced him to graze his pastures harder than usual and he wasn’t able to stockpile grazing

for late fall. He’ll bale graze on straw and baled canola, adding some screenings pellets if the cows need more energy. Because his cows take care of themselves, Lawrence and his wife enjoy the winter with their sons as they pursue their passion for hockey.

Beefbooster cattlemen have increased cattle numbers and raised the productivity of their grass rather than pushing cow productivity to its limits. With each cow pulling her weight and grass ahead of them, Beefbooster herds deliver uniform packages of calves for the next stage of beef production, and steady returns for the cattlemen.

Find out what other cattle producers are doing at www.cattlemenconnect.com

Understanding Your Herd Inside and Out



Now, Beefbooster is taking another bold step, developing ways you can maximize the returns from your cattle, no matter what the shifting demands of the markets. Beefbooster is using DNA testing to find whether or not an animal carries particular genes and how strongly they are expressed. These markers allow them to estimate breeding values much more accurately than ever before.

Beefbooster is working on developing marker assisted EBVs for average daily gain, heifer pregnancy rate, calving ease, docility, longevity, feed intake and efficiency, as well as carcass qualities. The BVD virus can also be identified, so PI (persistently infected) animals that appear healthy but shed the virus to infect other animals in the herd can be culled.

“Beefbooster has the records and system in place to be an integral part of programs designed that capitalize on continued vertical integration of the Canadian beef industry” Neal Gilchrist

“The bottom line is that Beefboosters are above average cattle,” says Milt Scott, Thorlakson Feedyards. “They gain very efficiently and have adequate marbling”

Knowing that an animal definitely carries or doesn't carry a particular trait means much greater predictability of qualities in their offspring as well as breeding programs that can progress faster towards their goals. Bull buyers can be assured that an animal's offspring will have desired traits. If there's a demand for a particular type of animal,

Beefbooster will be able to move quickly into that market to meet the need.

Genetic markers can help you predict your animal's performance in the next phase of beef production. That's a huge advantage as you deal with new demands from the markets.

*“We like them for a whole lot of little things”
Peter Lawrence*

A photograph showing the silhouettes of two cows standing in a field at sunset. The sky is a warm, orange glow, and the grass is dark green. The cow on the left is larger and facing left, while the one on the right is smaller and facing right.

Strength is in the numbers.

Since its inception, Beefbooster has sold 350 bulls a year, producing over 1.7 million calves in Western Canada.

“We’ve doubled what we can do with our manpower”

John Buckley

“In Beefboosters, we’ve developed much more efficient cows that can winter themselves on native range, that take less feed through the winter and our calf crop has improved. The carcass quality is good, too.

Beefbooster has made our cattle better and more economical”

Jack Vandervalk



Don't wait to make your herd more efficient

Call now to learn more about Beefbooster's Early Booking Program

1-800-668-1529



To learn more, go to www.beefbooster.com.