

# Do The Math!

Efficiency proven genetics offer you up to **20%** more savings on the cow herd... and **20%** more savings in the feedlot. It doesn't cost you any more than making sure you're using the right bulls and the right program.

A collaborative experiment conducted by Dr. Gene Felton at West Virginia University and the University of Missouri compared progeny of a negative RFI bull (efficient) with a positive RFI bull. The calves out of the negative RFI bull consumed almost **\$70 less feed per head** from 950 to 1,350 lbs. For example, if the negative RFI bull was used for a three-year period to cover 40 cows a year, it would cost **\$8,400 less in feed costs** for those cattle than if an inefficient bull was used. There are few technologies available to cattlemen that can impact profitability as much as RFI testing. – Cattle Today.

## Maternal

Research from Canada, Australia, Texas A&M, University of Florida, Montana State University – Dr. John Patterson, University of Missouri, University of Illinois... have all shown **efficiency gains of 10-20%** in females tested to be negative RFI or sired by negative RFI bulls with no impact on weaning weight, fertility or yearling weight.

*"By stacking generations selected for RFI improvement, greater than 20% in production efficiency can be achieved."* – Dr. Monty Kerley

That's an over **\$100/head** savings in pasture & wintering costs!

## Stocker-Grass

A 20% savings in wintering and pasture costs can easily yield another **\$50-70/head**.

## Feedlot

We continue to progeny test our efficiency herd sires. In the Spring of 2019 we tested and finished 188 steers, all from one herd, at Simplot Feeders in Grandview, Idaho. The steers were weighed on feed intake test at 900 lbs. and were sired by 3 of our efficiency sires and 12 other Angus and Simmental sires.

The top two sires groups were our efficiency sires – AV Capitalist and BP Comrade, whose progeny converted at 5.11 lbs. and 5.23 lbs. respectfully. The 12 other sires converted at 6.10 lbs – costing 18% more in feed costs.

## Also Selling...

Sons and grandsons of...

20 Sons Sell!

**CCA Uno 049** CED +7 BW +1.3 WW +55 YW +99 M+34 MRB+.30 REA+.49

Top 10% Angus for scrotal, docility, combined foot score, top 15% for \$W.

Daughters are excellent with a lot of longevity.

**JVC Cavalry** CED+10 BW+0.2 WW+84 YW+148 M+18 MRB+.33 REA+.59

Top 2% Angus for weaning & yearling, top 15% for \$W

KG Solution 0018

SAV Resource

Coleman Charlo

Barstow Cash

Soo Line Motive

Marda Swagger

Thunder Motivation

HARB Bruiser G57 JH

## Beef Country Genetics Offer...

Quiet Dispositions • Complete Performance • Structurally Sound

Strong Maternal Emphasis • Ultrasounded • Affordable

Free Delivery up to 400 miles • BVD-PI Tested • Breed-leading Efficiency Sires

Genomic Tested • Wintering arrangements for bulls



Sale broadcast on: [www.frontierlivesale.com](http://www.frontierlivesale.com)

# BEEF COUNTRY Genetics Sale

## Dec. 2, 2020

Midland Bull Test, Columbus, Montana

**130 Fall & 18-month-old Angus Bulls**

**All individually efficiency tested**

**40 Registered Bred Heifers**

### Granger Great Falls 053



15 Sons Selling!

CED +0 BW +2.2 WW 68 YW 119 M 29 MRB +.39 REA +.53

Top 1% Angus for RFI, top 4% for Scrotal, top 15% for \$W.

Daughters are good footed with lots of rib & great udders & teats.

### McD Effective 789



Sons Selling!

CED +10 BW +0.8 WW 73 YW 131 M 25 MRB +1.0 REA +.61

Top 1% Angus for RFI, top 10% for weaning, yearling, marbling, top 15% for \$W. A high heifer pregnancy bull.

His sire's daughters are excellent-footed, highly fertile with great teats & udders.

Catalogs & videos: [www.mcdonnellangus.com](http://www.mcdonnellangus.com)

## MCDONNELL ANGUS

Leo & Sam McDonnell  
Columbus, MT • 406-780-0176

## MJB ANGUS

Matt Brown  
Lodge Grass, MT • 406-679-1796

## FROSTY CREEK ANGUS

Terry & Lavone Frost  
Roundup, MT • 406-323-3415