

80% AAA - 20% AA 72% A1 Yield 24% A2 Yield

Lanigan, SK Steer Test 94 Head 90% A1 Yield 10% A2 Yield Av. In - 760 lbs Av. Out - 1338 lbs. 4 lbs. gain/day 5.91 lbs. feed/lbs. gain

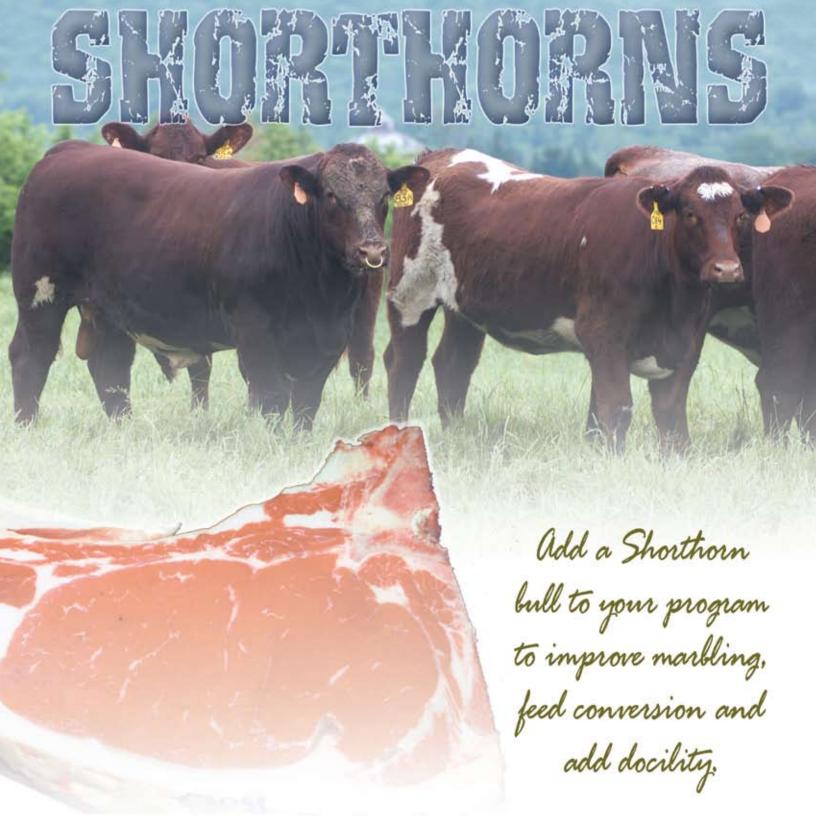
Saskatoon Fall 2001 9 Pens Feeder Heifers. Champion Pen were Shorthorn sired, Simmental cross heifers.

ARE YOUR CALVES THIS SPRING GOING TO BE SHORTHORN?

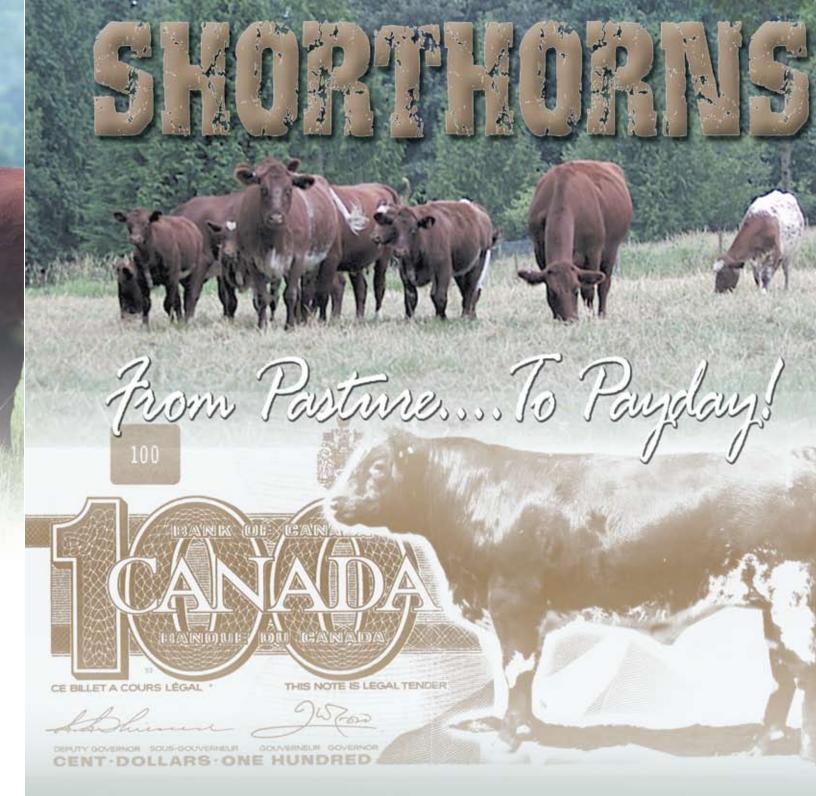
THEY SHOULD BE FOR ALL THE **RIGHT REASONS!**

- PROFIT
 MATERNAL TRAITS
- DOCILITY
- CALVING EASE
- Carcass Grades

Are Your Calves This Spring Going to be They Should For All The RIGHT Reasons! ERNAL TRAITS ALVING EASE DOCILITY CARCASS GRADES Contact a Shorthorn breeder in your area or call the Association for information.



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Add Shorthorn to your program to improve marbling, feed conversion and add docility.

Contact a Shorthorn breeder in your area or call the Association for information.

Add OWER to your Pasture... while adding to your Pocket! SHORTHORN Maternal Power... Enhance your herd with maternal traits such as milking ability, calving ease, docility and predictable genetics. Marketing

Marketing Power....

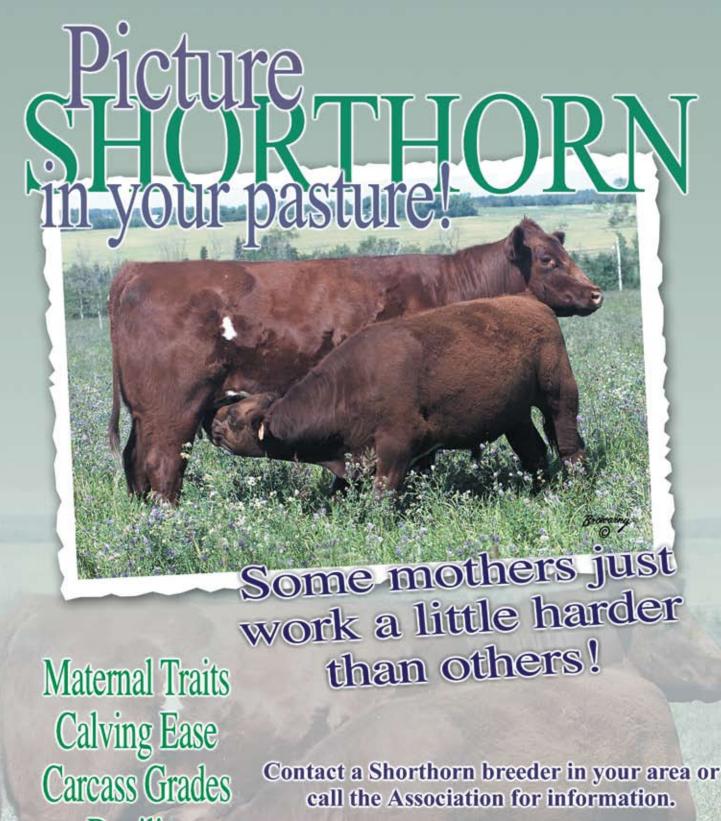
Feedlots are demanding Shorthorn cross cattle that will finish AAA and they're getting them. These carcasses not only grade well, but are commanding premiums.

Financial Power...

Increase your bottom line on pay day with a Shorthorn bull.

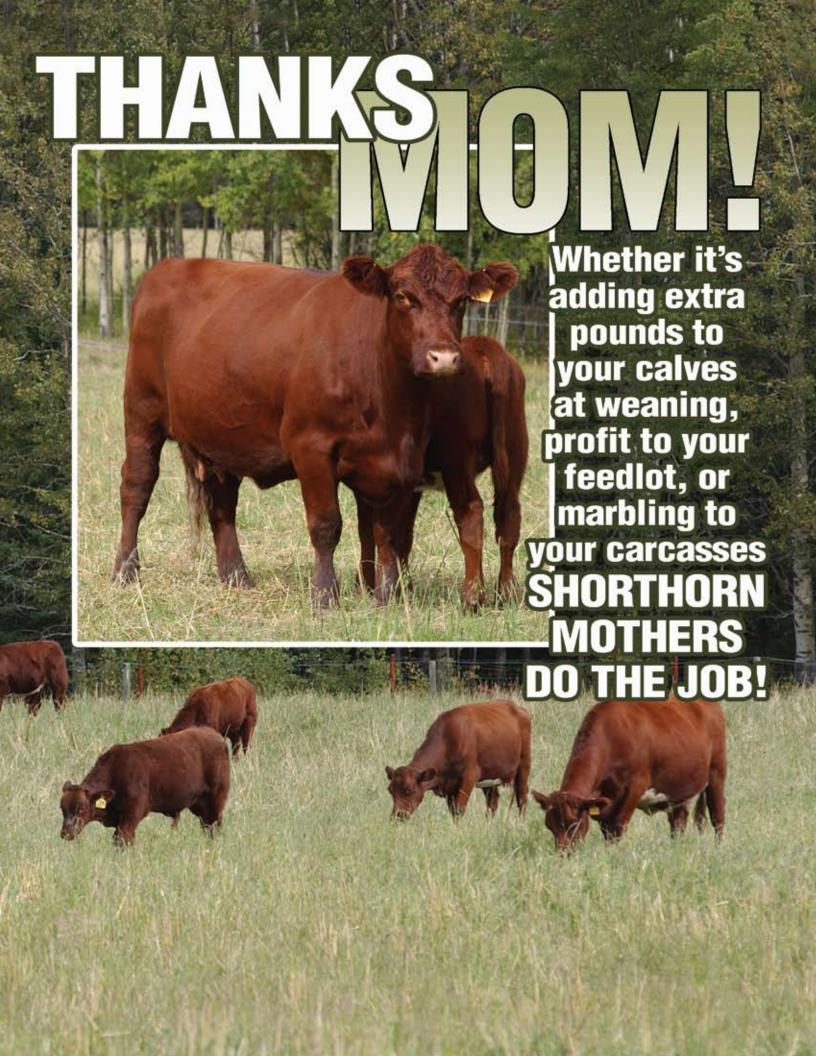
Use a Shorthorn Bull this Spring!

Contact a Shortorn breeder in your area or call the Association for more information



Docility

Profit

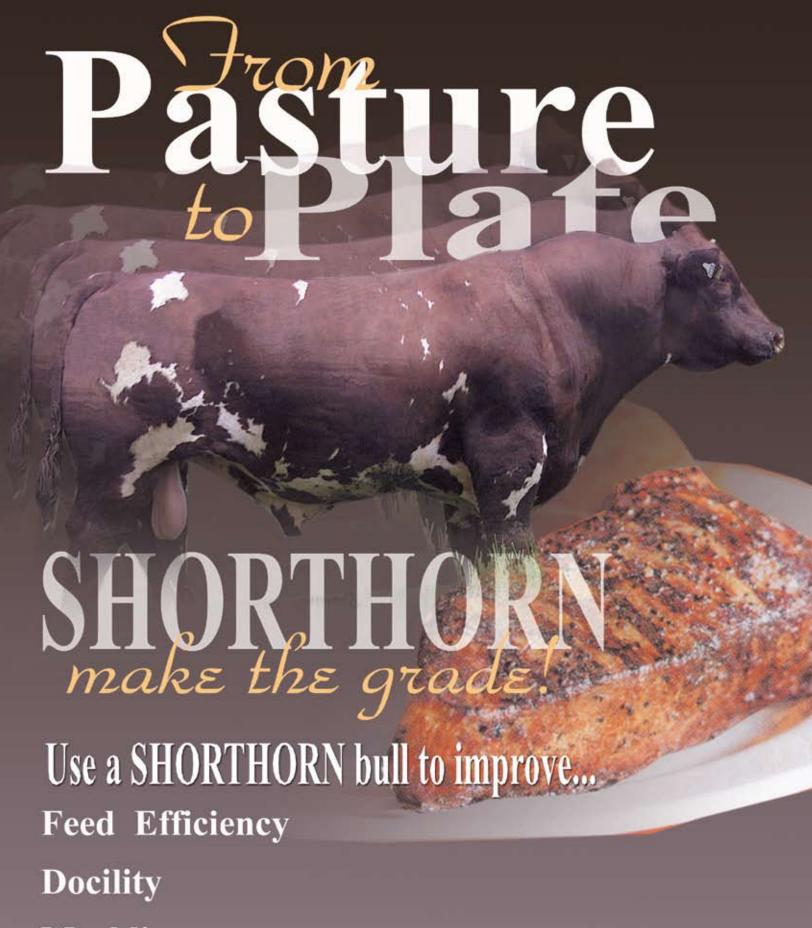








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Marbling Carcass Quality

SHORTHORNS



From Partines... To Panglans

Add Shorthorn to your program to improve marbling, feed conversion and add docility.

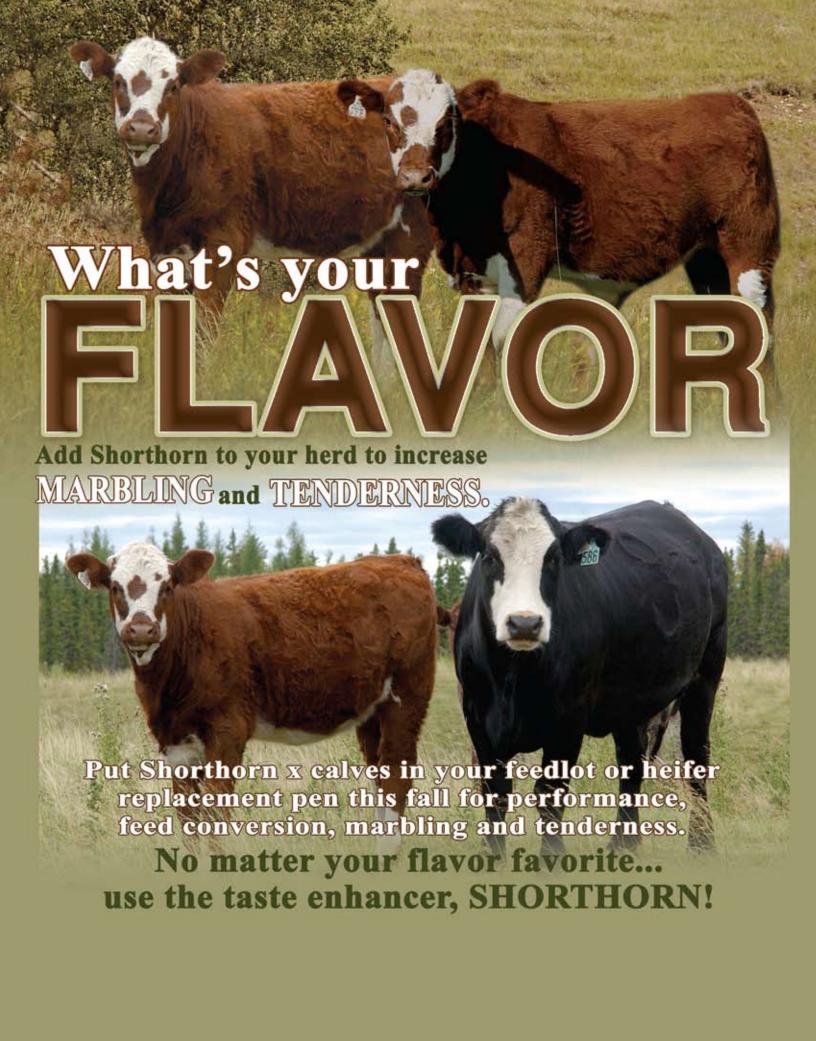
Contact a Shorthorn breeder in your area or call the Association for information.

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GOUVERNEUR

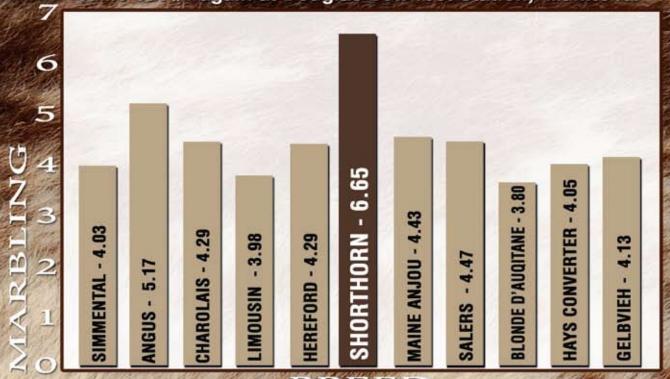


The REAL colour of MARBLING

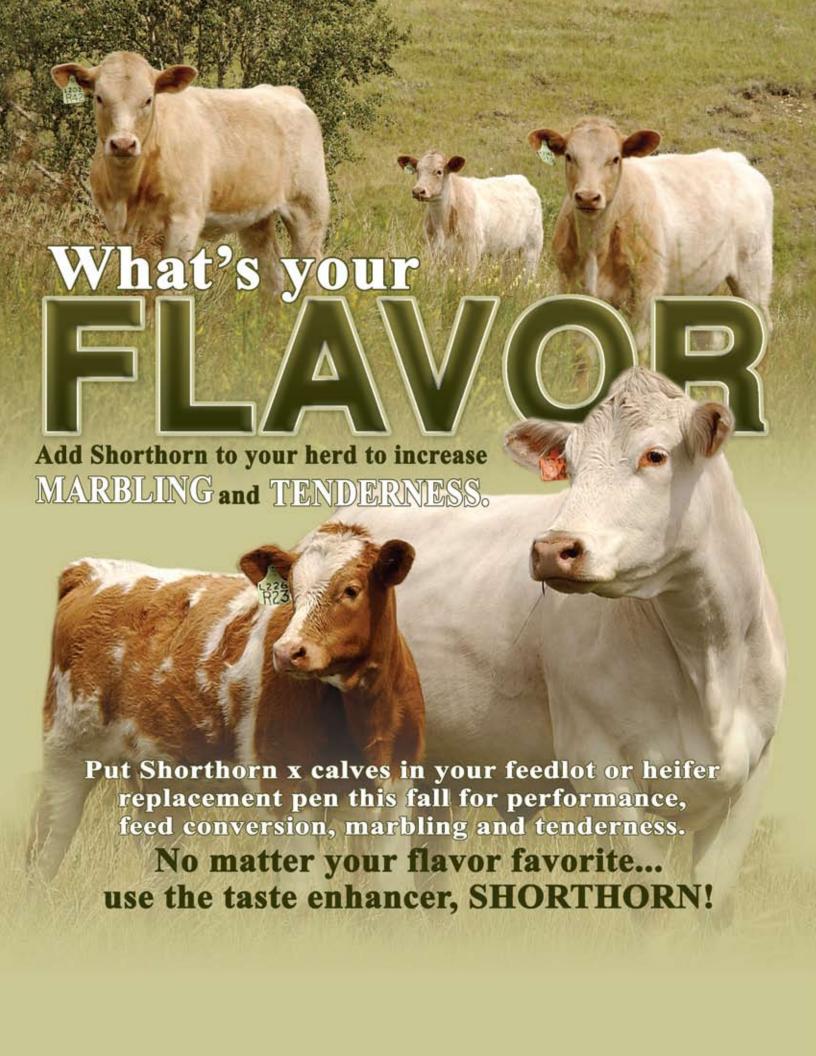
Feed conversion plus marbling equal profit

5 YEAR BREED MARBLING AVERAGE

In test after test Shorthorns excel other breeds for marbling and tenderness. We are proud that the Shorthorn breed came out #1 again at Douglas Bull Test Station, Manitoba.



For a list of upcoming SHORTHORN Bull Sales contact the Association or a breeder near you today



What breed consistently best for AAA

5 YEAR BREED MARBLING AVERAGE



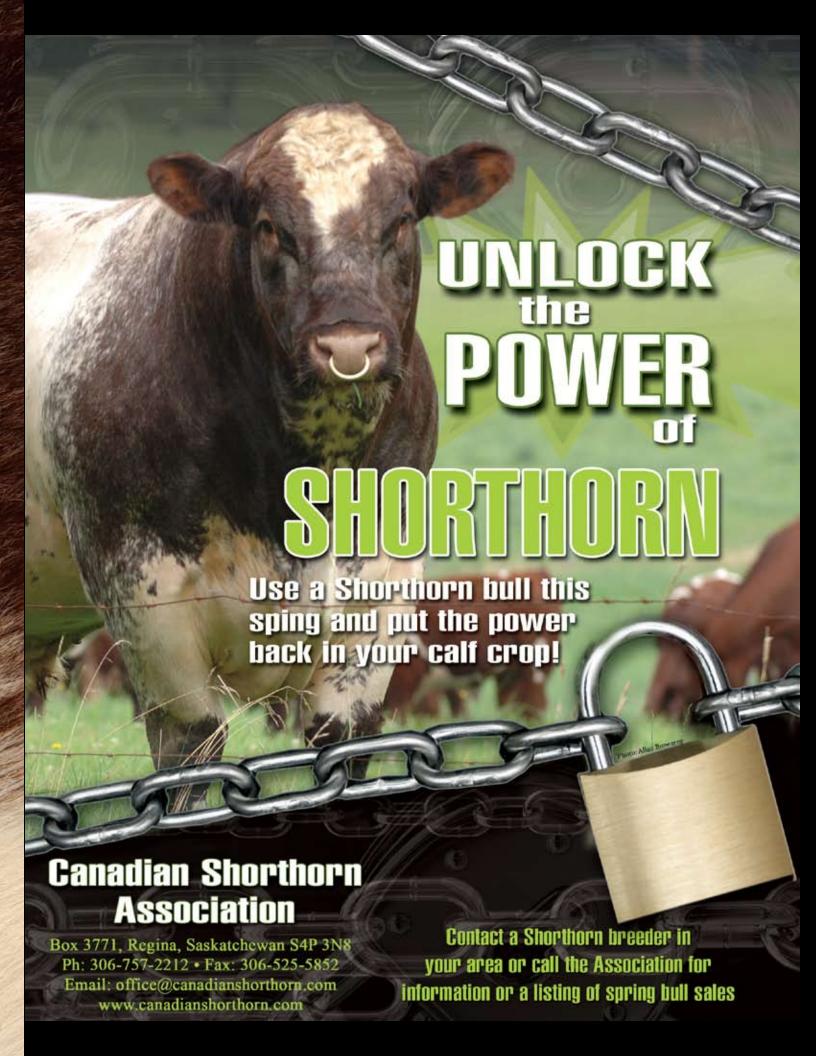
SURPRISED?

You shouldn't be. In test after test Shorthorns excel other breeds for marbling and tenderness. We are proud that the Shorthorn breed came out #1 again at Douglas Bull Test Station, Manitoba. Add some Shorthorn genetics to your herd this spring at one of the spring bull sales or contact your local Shorthorn breeder.

The REAL colour of MARBING

Feed conversion plus marbling equal profit.

For a list of upcoming SHORTHORN Bull Sales contact the Association or a breeder near you today!





Canadian SHORTHORN

Association

Feed Efficiency

Marbling Docility

Box 3771, Regina, Saskatchewan S4P 3N8 • Phone: 306-7572212 • Fax: 306-525-5852 Email: office@canadianshorthorn.com • www.canadianshorthorn.com

Hitting your head trying to decide what to breed your cows to next spring?

Save the headache and use...



Photo by Prowarny Photographi

Canadian Shorthorn ASsociation

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- Crossed on European breeds you can add marbling and tenderness while maintaining growth and milk.
- Crossed on British breeds you can add growth and tenderness while maintaining marbling.
 - Either way you will get super producing mother cows.
 Shorthorn the right cross for the heterosis you need.

It's the top line

BOTTOM LINE

Buy Shorthorn ealves this fall and improve you BOTTOM LINE

Canadian Shorthorn Association

Box 3771, Regina, Saskatchewan S4P 3N8 Ph: 306-757-2212 • Fax: 306-525-5852 Email: office@canadianshorthorn.com www.canadianshorthorn.com Contact a breeder or call the Association on production and fall calf sales.

For all those times you really don't need a rodeo!







Use a SHORTHORN Bull and increase marbling, carcass value, docility and feed efficiency of your feeder calves ...and welcome to the land of OPPORTUNITY!!

We don't just talk about Marbling and Feed Conversion....

WE PROVE IT!

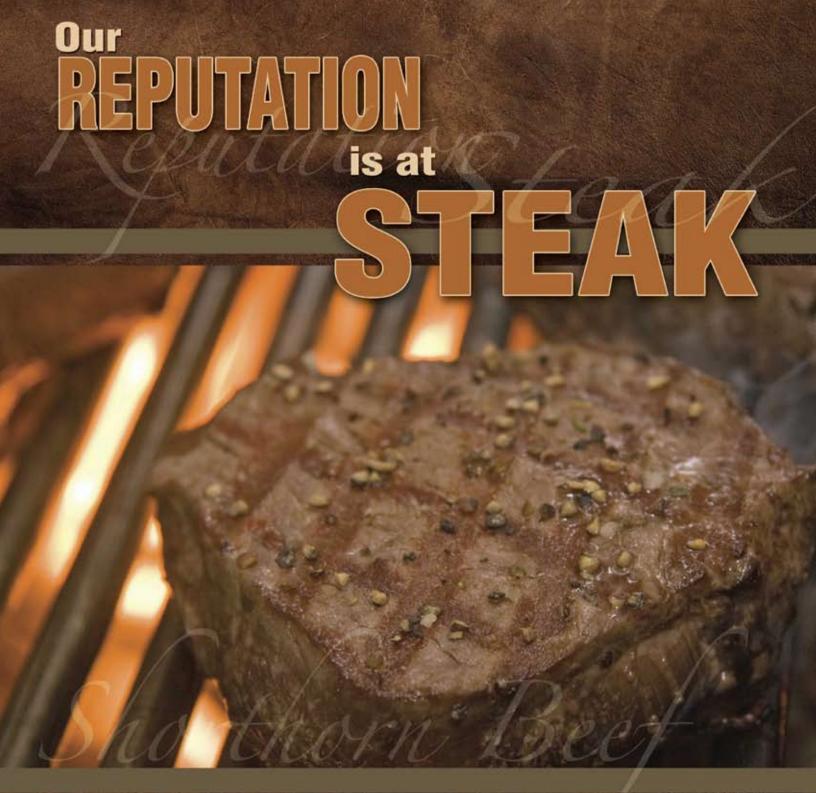
In a 5 year test the Shorthorn breed came out #1 again at Douglas Bull Test Staton for Marbling and Tenderness.

Don't take our word for it....

Put Shorthorn x calves in your feedlot or heifer replacement pen this fall and see the results for yourself.

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It may surprise you that the Shorthorn breed consistently marbles best for AAA. In test after test Shorthorns excel other breeds for marbling and tenderness.

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A man of... INTEGRITY



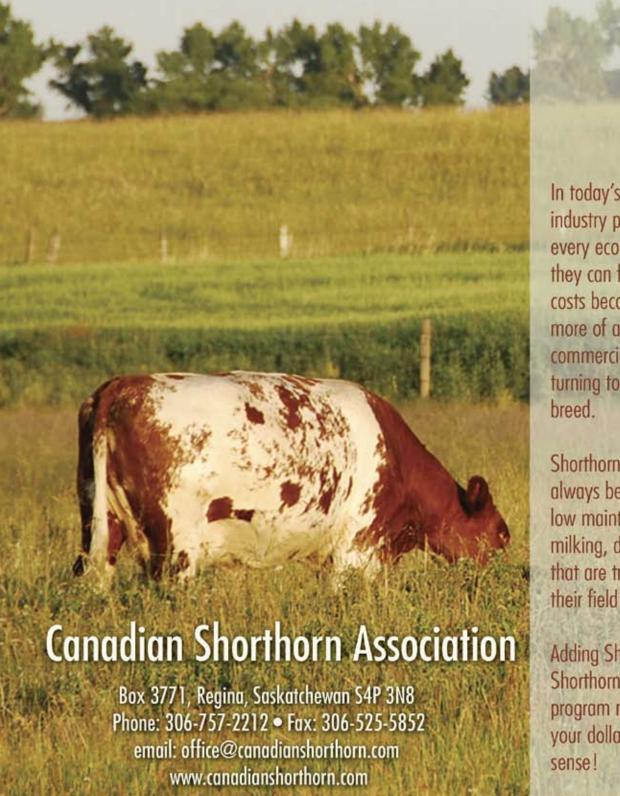
Using Shorthorn bulls in a commercial base has long been known as one of the most effective ways to add docility to your herd.

Docility has been found to be directly related to marbling and this would reflect in why Shorthorn cross steers have such good marbling. The Shorthorn breed has also been found to increase tenderness. Adding Shorthorn to your herd will give both maternal and carcass benefits.

As the oldest registered breed of cattle the Shorthorn is rapidly being rediscovered for its positive economic traits. For opportunities to obtain bulls, females or crossbred Shorthorns contact the Canadian Shorthorn Association or a Shorthorn breeder in your area.

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OUTSTANDING in her field



In today's Canadian cattle industry producer's need every economic advantage they can find. With input costs becoming more and more of a factor the commercial producers are turning to the Shorthorn breed.

Shorthorn females have always been known as low maintenance, good milking, docile mother cows that are truly outstanding in their field

Adding Shorthorn or Shorthorn Cross your program not only stretches your dollars...it just makes sense!