

A Proposal for a Gelbvieh Heat Tolerant Hybrid



Historical Problems With Heat Tolerant Hybrids

- Disposition
- Fertility
- Carcass Consistency

Historical Advantages of Gelbvieh and Gelbvieh Influenced Cattle

- Disposition
- Fertility
- Carcass Consistency



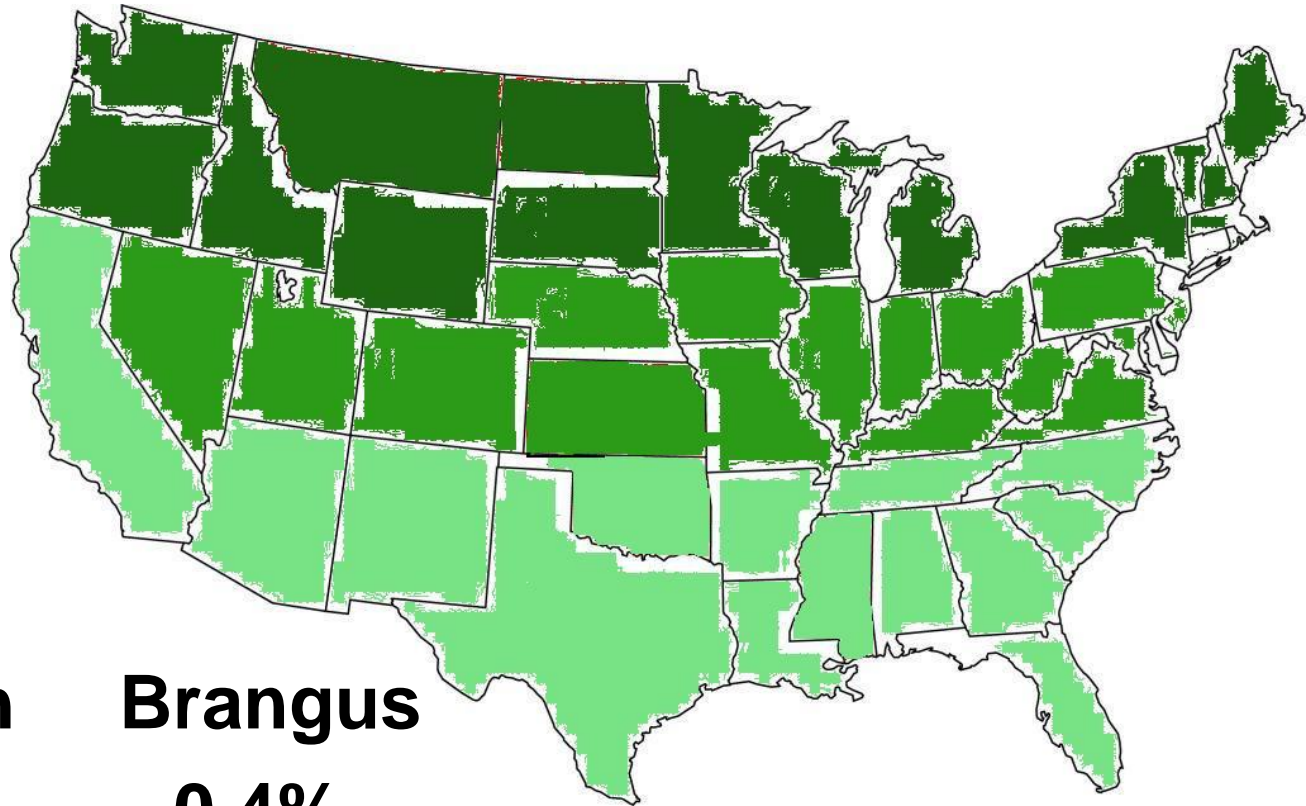
Carcass Quality

- There currently are 118 Purebreds, 64 Balancers and even 2 Full blood Listed in the AGA Sire Summary that are .1 or higher for marbling EPD that will meet or exceed the industry standards for carcass quality

Market Opportunity

- Opinions vary throughout the southern tier states on the “ideal” percentage of heat tolerant breed necessary for commercial cattle
- The overwhelming majority of producers agree that some percentage is necessary

Where the % of Breeders Are



Zone	Gelbvieh	Brangus
Dark	19.0%	0.4%
Medium	53.9%	4.6%
Light	27.1%	95.1%
Border	8.4%	76.0%

Why Are 845 Brangus Breeders There (compared to 115 Gelbvieh Breeders)?

That is where the market is for the American Breeds such as:

Brangus (22,000 annual registrations)

Beefmaster (19,000 annual registrations)

Braford (3,000 annual registrations)

Brahman (9,000 annual registrations)

Red Brangus (3,000 annual registrations)

Santagertrudis (6,000 annual registrations)

Senepol (2,500 annual registrations)

The Market Already Exists

There is currently an effort to incorporate the Gelbvieh breed into this region.

King Ranch – Santa Cruz (1/2 Santagertrudis, 1/4 Red Angus, 1/4 Gelbvieh)

Adams Ranch – (1/2 Braford, 1/4 Red Angus, 1/4 Gelbvieh)

McAllen Ranches – (1/2 Beefmaster, 1/2 Balancer)

Rollins Ranches – (Nelore, Gelbvieh, Beefmaster)

Why Does The Market Exist?

Breeders in the south want the continental influence for a boost in performance

Choose Gelbvieh for maternal influence and disposition

The train is leaving the station and we have a chance to be on it.

AGA Members in Arizona and Mississippi already produce Gelbvieh/Brangus cross cattle that are successfully marketed, just not registered.



Why Bother With Registrations?

Cash Flow – Registering these animals is a revenue opportunity for the AGA

Name Recognition – We can promote the breed if the public is aware

Data – Registered animals have the power of the association behind them



Additional Revenue

We have the opportunity to extend our recording services to the large ranches who are currently producing composites that include Gelbvieh

The Gelbvieh Heat Tolerant Hybrid

Advantages of Incorporating Gelbvieh into the Heat Tolerant Breeds

Improves Disposition

Improves Fertility

Improved Consistency for Carcass Traits

**Creates Market Opportunity in Southern
Region**

Uniqueness

The background image shows three brown cows standing in a grassy field. They are surrounded by several trees with dense green foliage. The scene is captured in a slightly desaturated, green-tinted style, giving it a natural and serene appearance.

There currently are no heat tolerant /
tropically adapted composite breeds that
incorporate a continental influence and
have the support of a breed association

Gelbvieh is not Just a Breed, it is Also a Business

This opportunity is about expanding into a major market share of the US beef industry

This opportunity is about expanding into the export market of Central and South America

This opportunity is about increasing memberships and registrations



AGA Being Proactive

A committee was formed following the April 2008 Board meeting

A slate of regulations and guidelines was presented for discussion at the August 2008 Board meeting

Committee Results

- The sire and dam must each be a registered animal and recognized or recorded with a breed association
- The animal must contain a minimum of 25% (1/4) Gelbvieh

Committee Results

- The animal will have a maximum of 50% (1/2) from a Tropically Adapted Breed or combination of tropically adapted breeds
- The animal will have a minimum of 6.25% (1/16) from a Tropically Adapted Breed or combination of tropically adapted breeds

Committee Results

- Actual breed percentages will be printed on the individual registration papers
- Tropically Adapted Breeds with open herd books such as Brangus and Red Brangus will have actual identification of % Brahman and % Angus/Red Angus printed on the individual registration papers rather than %Brangus

Committee Results

Heat Tolerant Breed Options

Beefmaster

Braford

Brahman

Brangus

Red Brangus

Senepol

Santa Gertrudis

Name The Beast

- Committee and Board agreed to capitalize on the success of the Balancer program

Balancer HT (heat tolerant)

Balancer Plus

Balancer Cooler

Goals for Today

- Present the information with the general membership
- Discuss the idea with the general membership
- Receive feedback from the general membership to the Board of Directors in the form of a motion if to pursue and include input on the name