

# The Crossbreeding Advantage

**“Crossbred  
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Dr. Larry Cundiff,  
Meat Animal Research Center

## Hybrid Vigor Advantages

Trait	Advantage of Crossbred vs. Straightbred
Cow efficiency (calf ww/cow wt.).....	8%
Cow longevity.....	38%
Cow lifetime productivity.....	25%
Calf weaning performance.....	5%
Calf yearling performance.....	4%
<b>Total Avg. Annual Dollar Impact .....</b>	<b>\$116.88</b>

■ ■ **People say** there is no such thing as a free lunch. In the cattle business, the closest thing to a free lunch is taking advantage of an organized crossbreeding system.

Many crossbreeding systems are complicated. It takes multiple pastures and a master's degree in genetics to understand most of the systems. SmartCross® is different—it's crossbreeding made easy. Regardless of your cowherd base, SmartCross® gets you to the profit center of the beef industry in one cross.

The benefits of crossbreeding have been proven many times over by University researchers and at the Meat Animal Research Center (MARC) in Clay Center, Neb. Crossbred females are 30 percent more productive over their lifetimes due to increased fertility, calf survivability, increased weaning weights and cow longevity. Fads come and go in the beef industry, but the real money to be made is always on the cow side of the business.



SmartCross® - Crossbreeding Made Easy