

SURE • CHAMP[®]

IN THE CLASSROOM

Nebraska Cattlemen's Classic Pre-Judging Workout: CHAROLAIS HEIFERS

SCENARIO:

Select these females as replacements in an elite Purebred Charolais operation in Central Texas. This operation has a business model which primarily focuses on merchandising elite show heifer prospects that are competitive on a national level. This operation typically hand selects a few top-end bull prospects that will be shown and promoted to attract investors for semen right syndication. All other bulls are marketed through an annual online sale to other commercial operators seeking bulls with a functional phenotype and balanced bio-economic indicators.

Mark that Card

