

Dear Producer:

The future is bright! The opportunities for progressive producers to make good money on a consistent basis are better than ever before. However, the gap is widening, as we move away from a commodity-based system. Those producers with the proper genetics that will fit the market specs and produce a high-quality, consistent product efficiently, will be able to experience sustained high returns like no time in the history of the beef industry. Those with average or below average genetics and those without a planned crossbreeding program, or those without a focused marketing plan, will find themselves struggling in the best of times ... and in the tough times, they may find that they are losing the struggle. Now is the time to begin to plan for this rapidly evolving future.

Today's Maine-Anjou bull provides producers with the versatility to design the program that best adapts to their operation and supplies producers with the most dramatic combination of growth, muscle. Quality and yield grades, efficiency of gain and outstanding maternal values. When full blood bulls, or Maine-Anjou bulls consisting of 3/4 to purebred or MaineTainer bulls that consist of 1/4 to 5/8 Maine-Anjou are used in a crossbreeding program, the added heterosis has many advantages from increased weaning weights, calf livability and vigor plus maternal heterosis where you can realize gains from crossbreeding of 17% more calves, 25% more weaning weight, and approximately a 38% increase in the lifetime production of the cow.

Commercial cattlemen that have been using modern day Maine-Anjou genetics have been extremely satisfied with the results. Calving problems have been minimal, weaning weights have increased, carcass traits have been improved, plus the docility of the breed adds value to cattle going on feed or working with females at calving time.

By investing Maine-Anjou genetics, the added value to your operation will not only enhance the quality of your herd but most importantly increase the profitability of your operation.

I firmly believe that Maine-Anjou genetics can play a key role in helping you achieve your goals and position your operation for success in the future. Please feel free to contact me if I can be of further assistance at (515) 201-3281. Thank you for your interest in the Maine-Anjou breed.

Sincerely,

David Steen

AMAA Commercial Marketing Director

Summary of Six Years of AMAA National Maine-Anjou Feeding Trials

Total 1041 Head 894 Steers --- 147 Heifers

To recap, let's take a look at some of the numbers that played an effective role in the outcome of these trials.

The average delivery weight for the steers was 629.66 pounds and the heifers averaged 599.97 pounds. The steers had a delivery weight range from **360 - 928** pounds, a difference of 568 pounds. The heifers ranged from **420 - 762** pounds, a difference of **340** pounds.

The steers had an average market weight of **1271.13** pounds and a market weight range from 870 - 1630. The heifers had an average market weight of **1156.86** pounds and a market weight range from 941 — 1405 pounds. Without the 3% shrink the steers weighed 1309 and the heifers weighed 1192.

The steers had an average fat cover of **.40** inch with a range of .08 - 1.10 inch. The heifers had an average fat cover of **.489 inch** and a fat cover range from .19 - .96 inch.

The steers had an average **yield grade of 2.762** with **58.6%** yield grades 1s and 2s with only 2.3% YG 4s and the heifers produced an average **yield grade of 2.949** with **49.7%** yield grades 1 and 2 and 2.04% YG 4s.

The steers graded 53.9% Prime and Choice. The heifers graded 64.6% Prime and **Choice**. Average age at harvest was 14 months with a range of 12 - 17 months.

Steers - average daily gain **3.043** pounds with a **D.M. feed conversion of 6.268: 1** and heifers - average daily gain of **2.96** pounds and a **D.M. feed conversion of 6.251 : 1**. *Outstanding Feed Efficiency!*

The steers earned an average carcass premium per head of **\$17.16**. The heifers earned an average carcass premium per head of **\$19.83**. Total Premium earned for both steers and heifers was **\$18,256.05**.

Closeout profit for the steers was **\$51.11** and the heifers showed a profit of **\$83.58** per head. After combining the data on 1041 head of steers and heifers, these Maine-Anjou influenced cattle showed an average per head profit of **\$55.70** for a grand total profit of **\$57,978.60**.

The results are remarkable when you consider the wide range of diverse genetics that were delivered to these trials. To the consignors, your commitment to feeding and harvesting data on your genetics is at the forefront of today's beef industry. Knowledge is learned and often changes need to be made if producers want to improve their bottom line.

The AMAA National Maine-Anjou Sire Evaluation

To date we have tested thirty Maine-Anjou herd sires in the National Sire Evaluation Program. The offspring of these sires are fed to market weight, harvested and the carcass data is collected to develop breed carcass EPDs for Carcass Weight, Percent of Retail Cuts, Marbling, Fat Thickness, and Ribeye Area. As of January 2009 eight hundred and forty Maine-Anjou bulls have now earned Carcass EPDs.

Average carcass results of the 545 head at cattle representing the National Sire Test Bulls are as follows:

Choice or Higher	71.2%
Average Yield Grade	2.95
Average REA	13.14 sq. inch
Average Live Weight	1.241 lbs.
Average Hot Carcass Wt.	787 lbs.

LaMar Roche, Commercial Rancher/Consultant - Parma, ID

“The one Nevada ranch is over a million acres; we need a bull that will travel. The Maine ‘s out travel our Angus bulls and we get a couple more year’s service.”

“We A.I. our heifers to purebred Maine-Anjou bulls and had 97% unassisted birth, which to be honest was an unexpected surprise, especially with the eye appeal and the performance the calves have exhibited.”

“I enjoy the disposition, they handle and they’ll go to feed. They’re not at the back of the pen; they’re at the feed bunk eating.”

“A set of heifers we fed had a daily gain of 3.84, conversion of 5.4 and graded 84% choice or prime.”

“One of the ranches I consult for was using eared bulls making it difficult to market the calves. We put percentage Maine bulls on the cows and increased the weaning weight plus the added libido increased our pregnancy rate along with a premium for the calves when sold.”

Tom Kearns, Commercial Rancher, Kearns Cattle Co. -Rushville, NE

“Cattlemen, it is my opinion that we have reached a peak in feeder cattle prices and in order to survive the future we are going to have to fine tune our marketing strategies and our genetics. I believe that the Maine-Anjou breed has the most to offer. We have been using Maine-Anjou cattle in our program for the last 8 to 10 years and have seen many improvements. Birth weights were once a problem, not any more. We actually breed heifers to purebred Maine bulls with no problem. The quarter to half blood females are making tremendous cows that can survive in range conditions. Our weaning weights have increased significantly. The bulls cover more cows and we range in big pastures. The bulls have been readily accepted by cattlemen in our annual April bull sale.”

“On the carcass side of the equation, red meat yield is going to become more and more important. We have retained ownership in our own fat cattle and they will consistently yield 64% or better and grade 75% of better choice.”

Van Peters, Order Buyer/Commercial Rancher - Lehigh, KS

“You asked me to say a few things about the Maine’s and why we used them in our operation. I guess over the years our goals and standards have changed or evolved but the Maine influence cattle have always seemed to fit. We started out using Maine bulls to try to raise a few club calves for our son to show. This turned into a part of our business, selling 30-40 hd. of show calves every year. But, we also found that our Maine cross cows were some of our best cows, performance-wise and especially, disposition-wise. Then, when we started feeding our calves out, we saw the real value in the Maine cross cattle. To make things simple, the last steers we harvested on Tyson’s grid brought back \$55.82 in premiums over the cash market. The steers were 14 months old, 1235 live weight, 64.4 yield, 70% choice and 90% yield grades 1’s and 2’s. That’s all I need to see, especially with the cost of per pound gain in the low 40’s.”

“My other business, order buying, I think is a good fit to our ranching operation. Growing and feeding our own cattle has really helped me see what kind of cattle would work best for my customers. I wish there were more Maine cross calves available in my area but I do try to buy as many as I can. If I see a good set of Maine calves and I don’t buy them, it’s probably because they were way too high! A bad problem for the cowman to have!”

Mike Holden, Feedlot/Commercial Producer -Scranton, IA

“I introduced Maine-Anjou into my herd six years ago. I had a primarily Angus based herd and I have collected carcass data for close to 15 years on the calves. The quality grade was built up to 90+% choice and prime with 75% yield grade 3’s. Through the incorporation of Maine-Anjou I have been able to increase to 75% my yield grade 1’s and 2’s while maintaining the quality grade at 90+% choice/prime. Back fat measurements have dropped from .65 inches to .35 inches with an increase in rib eye area of 10%. I have also accomplished increasing both weaning weights and market weights by 100 pounds while experiencing virtually no increase in birth weight. The Maine-Anjou influence has not only enhanced the quality of my herd but most importantly it has increased my profitability!”

Rick Carbon, President Summit Food Group, Inc. - Plattsburg, MO

“A few years ago we became involved with the Maine-Anjou breed through the harvest of their feeding trial cattle. I was impressed with the disposition and feed efficiency of the cattle. The close-outs were outstanding. Over 95% of the cattle qualified for the branded beef program. The average that spring for all cattle was 78% choice. Even though the cattle came from several producers, it was one of the most consistent lots we harvested all spring. The Maine-Anjou cattle work well for 20 month and younger export programs as well as niche branded beef programs.”

“Since then we have incorporated them into our cow/calf program and have also been impressed by their calving ease and maternal characteristics. This is a breed which can add value to all segments of the beef industry from the cow/calf producer to the finishing phase, to the packer.”