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The October 2012-drop sire sold in the Duff Cattle Company's Power Plus bull sale at Hobart, Oklahoma, to JC Ranch, Gurdon, Arkansas.

He was one of 22 Aberdeen Plus bulls which averaged \$10,965.

Duff Trust Me 2525 is from the Duff family's Aberdeen Plus program, which uses Lowline sires to join to their heifers and eliminate the worry of calving difficulties.

"Three years ago, I finally decided there had to be a better solution ... so I began a search for the best low maintenance, easy-calving Angus genetics available to use on my virgin heifers," said Kirk Duff.

"After countless hours and many miles, we came across some quality Lowline Angus genetics that were able to complement our current Angus genetics."

Mr Duff said the results had been satisfying over the past three years.

At Power Plus, they had calved more than 200 heifers bred to Lowline Angus bulls.

They had also supplied hundreds of straws of semen as well as leasing Lowline Angus sires to long-time commercial customers.

"We no longer bring our heifers up close to the barn to calve them – they stay out on grass just like the cows during calving," he said.

"Birth complications have been minimal, as the birthweights have ranged from 50 to 69 pounds (23 to 31 kilograms).

"The two lines of Angus genetics are so distantly related, when mated together the result has added hybrid vigor."

Mr Duff described Trust Me 2525 in the sale catalogue as "without question, one of the best bulls ever produced at Duff Cattle Company".


The bull is a son of Fairwyn's Low Beau 204M, a son of Australian Lowline dam Glen Innes J306.

Low Beau's pedigree is full of Australian Lowline genetics, tracing back to Trangie and Glen Innes cattle.

Mr Duff said Trust Me had outperformed all bulls – including the purebred Angus – in his contemporary group.

The Duff family also runs a feedlot and markets their own beef under the Pure Beef label.

"We have harvested over 100 head of the Aberdeen Plus calves thus far; they have finished on 30 per cent less feed and in considerably less days while also achieving a high percentage of Choice and Prime.

"I believe that incorporating the two different Angus genetic lines has much to offer today's progressive cattleman who is in search of optimal efficiency and  sustainability."