

## JOIN THE BEEF SUPPLY CHAIN



### Why a good breeder always culls

A successful year of breeding is not solely reliant on how many calves you have had on the ground. In order to build a strong bloodline, and consistency in your herd, you need to choose the best animals for your breeding program. The foundation and quality of your stud stock depends on your ability to carefully select these animals, which are the future of your bloodline and business plan.

**There will always be bulls that are not destined to be grand champions, and even some heifers that are not suitable for the type of stock you want associated with your stud.**

### What does the CLB program offer the stud breeder?

The Certified Lowline Beef Program is ideal for breeders who want to preserve the quality of their stud and bloodline. Animals that don't meet your breeding program standards can be converted into a valuable additional revenue stream to your enterprise.

Take advantage of the paddock to plate trend, and diversify your income while maintaining the quality in your stud stock.

*To elevate the value the Lowline brings to the meat industry and further promote the quality of your stock, producing your own line of quality Lowline beef will highlight the very trait for which the breed is known.*

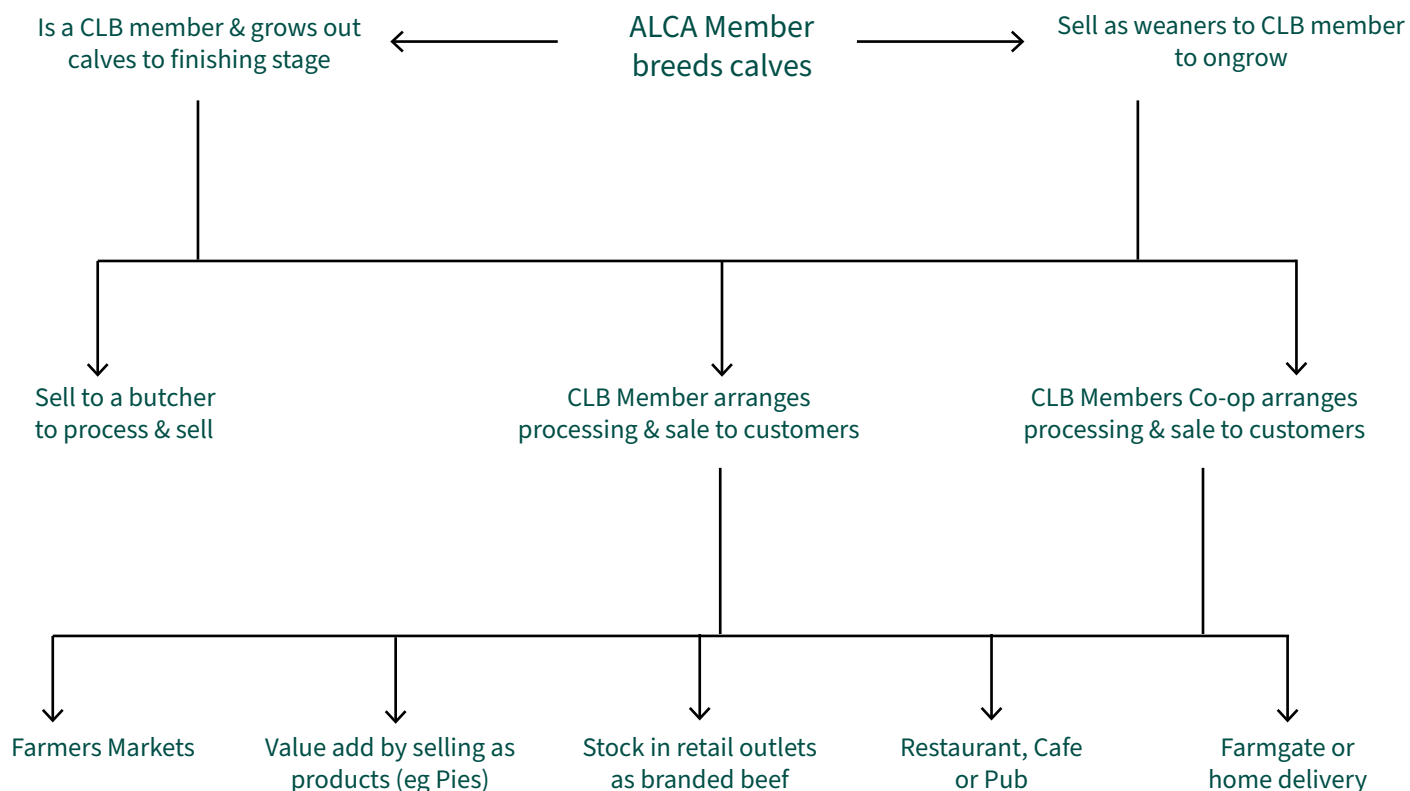


Awarded to Jeanette & Peter Stebbins, Ardrossan Lowlines

### How can I join the beef supply chain when I only have a small acreage?

For ALCA members running small numbers of Lowlines and breeding a few weaners per year, CLB is also a viable option for you! It provides the opportunity for you to either supply another CLB producer or join a cooperative. Lowlines are the ideal beef breed and fill this niche rather well. Below is an idea for how your CLB Flow Chart could look.

#### THE CLB FLOW CHART



### Where does the commercial producer fit in the CLB program?

For the commercial producer the registered Lowline bull is an invaluable addition to your beef or dairy enterprise. He adds calving ease, reduces frame size and improves the carcass traits of your herd all of which translate into increased profit margins. Becoming a Commercial and CLB Member is an ideal avenue for this type of producer to join the beef supply chain. Joining also provides the opportunity to gain increased market exposure along with DNA traceability of your beef. Today the consumer is increasingly demanding proof of provenance and the CLB program enables you to do this.

Below - Rancho Radiata Lowlines, David & Christina Clee, NZ

