

## Join the Beef Supply Chain

Hope you have had a successful year and have many calves on the ground. Have you noticed how many are bulls? Not all of them are destined to be grand champion stud bulls. Even some of your heifers are perhaps not quite what you would like to have associated with your stud breeding program and bear your stud name. This is what breeding is all about – selecting and retaining your best animals and using them to breed forward. You want to choose the best and only the best for your herd and to represent your stud.

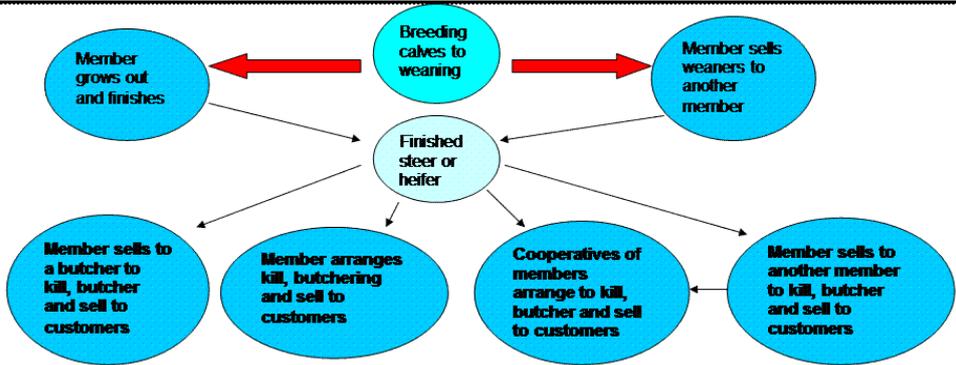
For the rest, consider joining the Certified Lowline Beef chain. Every ALCA member can be involved at some point. Check out the graphics below to see the possibilities! We all need to be innovative and think outside the box and since you are already involved with Lowlines you have demonstrated that you have these qualities – otherwise you would have chosen another breed. Let's make the most of what we have – traceability, great beef, unique genetics, quality markets, sustainability, efficiency. Maintain the quality of the stud animals you produce while getting a good return from those that don't meet your high standards. It may take a little effort, but producing the best always does.

To become involved use the ALCA Saleyards to advertise either what you do not want to retain or are looking for depending on what situation you are in. There is a classified space for you – and it's FREE, so give it a go! Really, what do you have to lose? Secondly, look around your relatively local ALCA members – is there someone producing beef you can help supply? Contact them and have a chat. Even if you only have the occasional steer or heifer, this will be a better market and provide a better return than sending them to the saleyards. Or if there isn't someone doing it now, perhaps you can work cooperatively with other members? Read the article "Growing / Finishing for Meat" on the ALCA website about Ardrossan's 22 years of experience selling beef. Adopt some of the great ideas provided from years of experience. We have several members willing to provide advice and helpful hints on how to do this – all you need do is ask! Just drop a line to ALCA and they will redirect your enquiry to the appropriate members.

The ALCA website is available to all members and for viewing by the public. It can promote your animals to other beef breed producers or dairy farmers who buy your stud bulls and then provide an outlet for their cross-bred stock. Becoming a commercial member of ALCA will give them access to this advertising tool.

Remember Lowlines are a beef breed – they are bred for meat, not milk. And it is in all of our interest's to do just that – produce the best quality beef that we can. This promotes our breed, and gives you recognition as a seed-stock producer. To produce quality Lowline beef gives added value to both your stud bulls and registered females.

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**BEEF CAN THEN BE SOLD BY ANY OF THE OPTIONS LISTED BELOW  
- OR ANY OTHER MARKETS THAT YOU CAN IDENTIFY!**

**Sell through farmer's markets**

**Sell direct to customers**

**Sell to a restaurant , pub or bistro**