

## Join the Beef Supply Chain

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.

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. Lowline cattle, are after all, a beef breed.

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 this breed is known for.

For ALCA members who run small numbers of Lowlines and only breed a few wearers 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. There are many members already in the beef supply chain who function this way. Remember, Lowlines are the ideal beef breed and fill this niche rather well.

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 programme enables you to do this.

The ALCA website is available to all members and for viewing by the public. Combined with ALCA's strong social media presence, the website creates a powerful online advertising tool and breed presence in the market place. ALCA encourages you to make use of these platforms. Whether it's the Saleyards section or the pages of testimonials or simply breed or Association specific information, it's all there for you to use or direct your clients to. All members are able to advertise for free in the Saleyards section and there is an up to date list of CLB producers on the website. We also offer the option for CLB producers to have further information regarding themselves or their product listed on the website - accessed under the [Lowline Beef Outlets](#) heading.

In addition to this our CLB producers have access to the trademarked logo and other advertising material. There are also many members who are willing to have a chat, answer questions and if necessary offer some guidance.

Remember, Lowlines are renowned as a beef breed. To produce quality Lowline beef gives added value to both your stud bulls and registered females.

If you have any further questions regarding CLB or any other membership questions then please don't hesitate to [contact ALCA office](#).

# Join the beef supply chain

BECOME A CLB PRODUCER

