

POSITIONED FOR THE

# FUTURE

## CHANGES ARE COMING!



“We need to be breeding livestock using genomics and genetics higher in red meat yield. Energy to produce lean meat is ½ the cost of energy to produce fat. When we increase muscularity in cattle as a whole, we increase feed efficiency which is a huge sustainability opportunity as well”

-Dr. Dale Woerner, Professor of Animal Science at Texas Tech University

Never before has our motto “Where Muscle Still Matters” been more spot-on than now. Yield grade technology with 3D imaging and CT scanning will be available in the next 3 to 5 years. This will greatly improve our antiquated grading system of rewarding fat. Cattle with muscle dimension and shape will be more in demand and valuable. Since our inception 42 years ago, we have made carcass weight, yield, and muscling in our cattle a top priority making us positioned for the future!



TREF LIONHEART 516L



TREF MAGNUM 688M  
TOP 4% YW  
TOP 2% REA  
ADJ REA 20.02  
RATIO 113



TREF MARSHALL 608M  
TOP 1% YW  
TOP 1% REA  
ADJ REA 20.40  
RATIO 122

THESE 3 NEW BULLS WERE BRED  
IN OUR PROGRAM AND JOIN  
OUR PROGRESSIVE BULL  
BATTERY TO PRODUCE THE  
TYPE OF FEEDER CATTLE THAT  
WILL BE IN DEMAND!

JOIN US ON THE SECOND SATURDAY  
OF FEBRUARY EACH YEAR TO  
ACQUIRE GENETICS TO ALIGN  
YOUR PROGRAM FOR THE FUTURE.



WHERE MUSCLE  
STILL MATTERS



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