



BULL BUYER TOOLKIT

FROM PASTURE TO PACKER:
LEVERAGE CHAROLAIS FOR
MORE POUNDS AND PROFIT

**AMERICAN-INTERNATIONAL
CHAROLAIS ASSOCIATION**

11700 NW Plaza Circle, Kansas City, MO 64153
816-464-5977 | info@charolaisusa.com
www.charolaisusa.com



PAYWEIGHT STARTS *HERE*

The power of payweight starts with a registered Charolais bull. Superior weaning weight matters in your operation, and every pound translates to profit. Rely on the Payweight Specialist to deliver more dollars per head per calf weaned.

To make a difference on your next calf crop, start with Charolais.

Impact of Heterosis on Pre-Weaning Calf Performance

5%

Based on breeding 25 cows annually, a Charolais bull entirely **pays for itself within two years** due to increased calf performance.

Can heterosis pay for your next herd bull? Absolutely.

For British-based cowherds, direct heterosis delivers real value:

- **+32 lbs weaning weight per calf**
- **25 calves = 800 lbs added payweight annually**

At \$4.25/cwt, that's \$3,400 more profit per bull per year—enough to cover the cost of your next herd sire in 2 calf crops, with no extra inputs required.



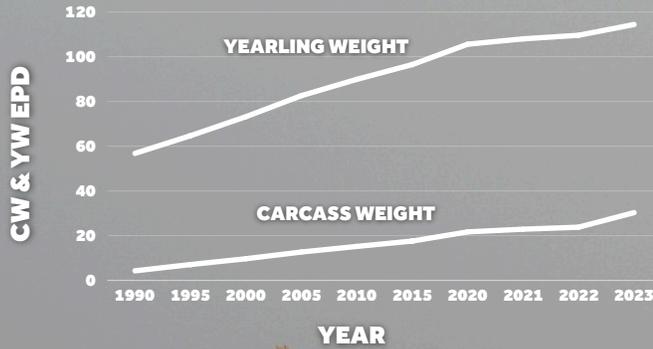
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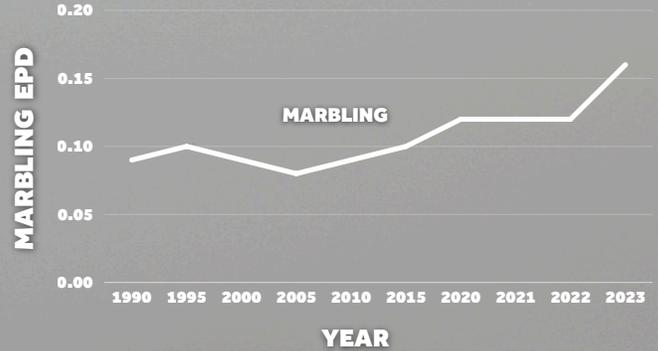
INCREASE YOUR PERFORMANCE WITHOUT SACRIFICING MARBLING

Charolais bulls optimize performance—delivering more red meat yield and greater efficiency, without compromising quality grade in today’s heavy finish-weight market.

CW & YW EPD TREND - AICA



MARB EPD TREND - AICA



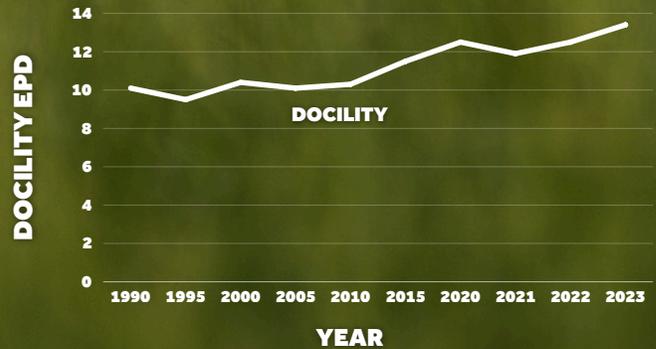
CALVING EASE & DOCILITY PROGRESS

Charolais bulls increase ranch-level profitability, while improving cattle handling and overall herd management.

BW EPD TREND - AICA



DOC EPD TREND - AICA



PROFITABILITY MADE SIMPLE: THE AICA TERMINAL SIRE INDEX

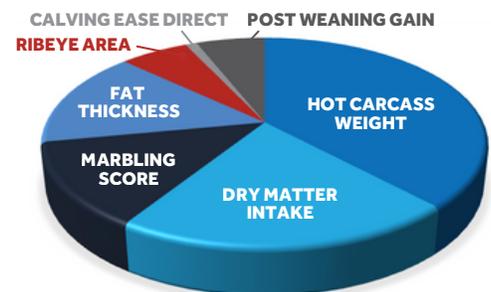
The AICA Terminal Sire Index (TSI) utilizes EPDs and genomic data from the American-International Charolais Association (AICA) database to assist in identifying the most profitable genetics for your operation.

Using advanced economic selection index theory and bio-economic modeling, the TSI generates dollar indexes for terminal progeny sired by bulls in the AICA database. These indexes rank sires based on their profit potential, allowing you to quickly make more informed decisions. For example, if Sire A has an index of \$191.66 and Sire B comes in at \$280.00, you can anticipate an average net return of \$88.34 more per offspring from Sire B. To consider that impact over 25 calves in 5 years, the increased profit potential would be expected to be more than \$11,000. TSI assumes that all offspring are marketed based on carcass value, while replacement females are either purchased or raised separately.

WHY USE TSI WHEN SELECTING BULLS?

- Allows you to make genetic progress across multiple EPD traits by selecting for one simple number
- Creates a comparison of the profit potential when comparing two or more bulls
- Factors in growth, performance, feed efficiency, carcass weight, quality grade, fat, and yield grade to ensure high profitability feeder cattle
- Based upon the AICA genetic database and proven USDA data to ensure accurate economic results
- Increases value potential of calves marketed through the CharAdvantage genetic verification feeder calf program
- Particularly beneficial when retaining ownership of cattle through the feedlot phase and harvest

AICA TSI Relative Trait Emphasis



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LOOKING TO ADD MORE VALUE TO YOUR CHAROLAIS-SIRED FEEDER CATTLE?



Charolais Advantage

CharAdvantage is an IMI global age, source and genetic certification program which helps deliver premiums in your feeder calf marketing. By documenting this information, participants can attract buyers seeking feeder cattle with a known background that can qualify for added marketing opportunities and programs.



Adding value through:

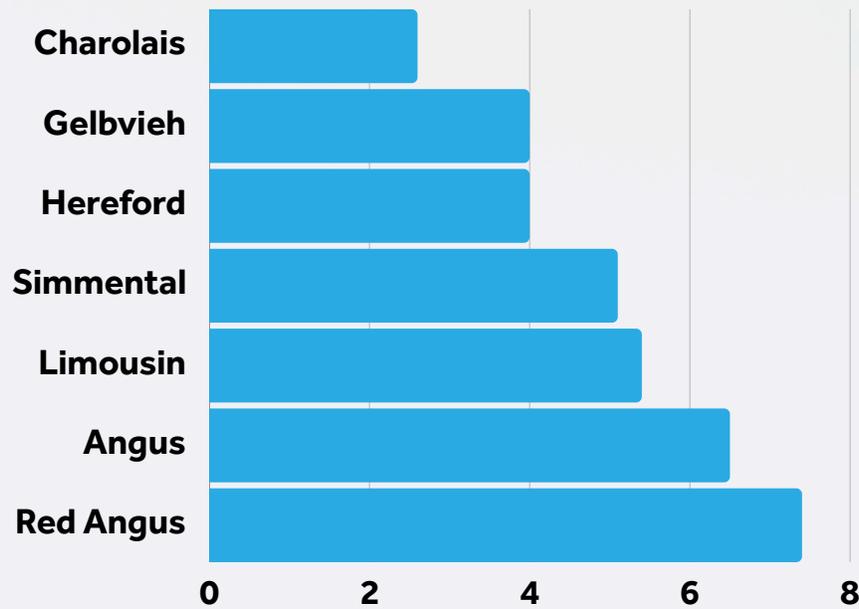
- Documentation of health protocols & BQA certification
- Exposure of Charolais influenced genetics to a large list of potential buyers
- Age & Source Verification
- NHTC, VNB and Beef Care Certification
- Genetic Benchmarking through registered Sires or Dams

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Leading the way in improving heart health in the feedlot.

BOVINE CONGESTIVE HEART FAILURE RISK INDICATORS



Risk Indicators By Breed of AI Sires across 3 Major Semen Companies.

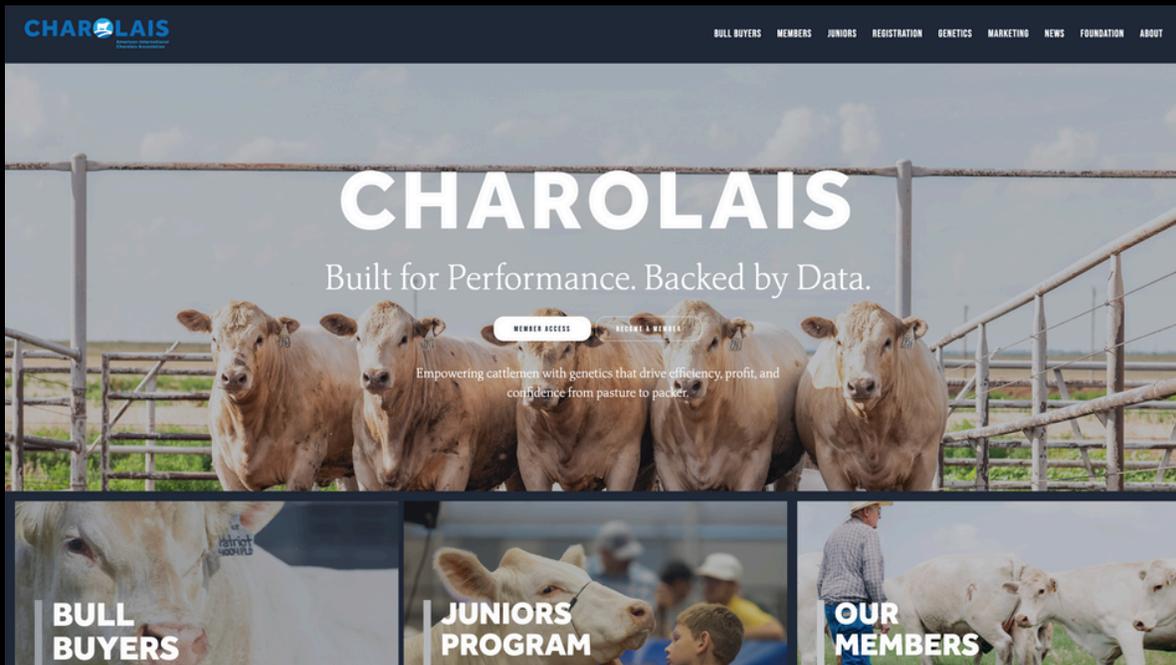
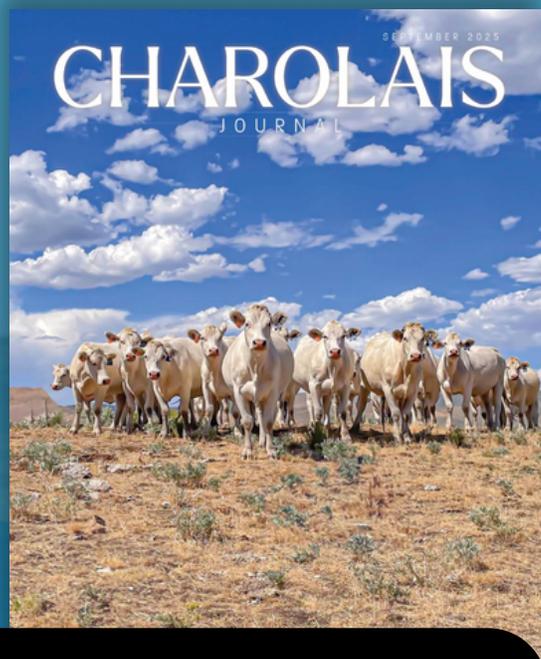
Bovine Congestive Heart Failure (BCHF) is an untreatable, fatal condition resulting in significant feedlot financial impacts. Charolais genetics stand out in today's beef industry for lowering heart health risk factors.



FIND BREEDERS & SALES

Buy with Confidence

The next **Charolais Journal** features a new Commercial Focus Issue—your go-to for planning bull purchases. Identify upcoming bull sales in print, then log in to the website to use **Find a Breeder** and browse the Events Calendar for sale dates and details. Save favorites and connect with programs that fit your herd goals.



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