

At Remitall, there is a story to tell!

You have often heard the expression said, "what's the story behind that?" Well, the story we want to tell you about is the story of the Remitall program ... where our program is headed, why, and how it will benefit you.

The Remitall Polled Hereford story started over 40 years ago with the purchase of what was, at that time, two of Canada's leading Polled Hereford herds. They were the Four Square herd and the Creekford Valley herd. These two herds were made up of cattle that had size, were easy fleshing, and milked very well. In fact, the maternal side of Enforcer 107H is Four Square breeding. This great sire would influence the majority of today's pedigrees.

A third complete herd was added in 1974. This was the Coppertone herd. Its accomplishments were many, one of which brought the cow Coppertone Sara 58F onto the scene. She became a Canadian record seller, the 1975 Canadian Agribition and the 1976 Denver Grand Champion Female. She is still the Number 1 Gold Trophy Dam in the U.S. The Sara cow family continues to this day in the Remitall herd.

It's a story that also has to do with people, their commitment to the beef industry, and their cattle breeding philosophies. The people here at Remitall, as in most endeavours, are its guiding strength. There seems to be a natural talent in the Latimer families to raise livestock.

This knowledge of livestock has been groomed over many generations of people. In fact, that part of our history is easily traceable to several hundred years ago when the Latimers were in Kentucky producing some of the first mules in the United States; then eventually moving to Canada to be among some of the early pioneers and producers of purebred Shorthorn cattle.

Our goal in breeding seedstock cattle might best be summed up in one idea. This is to create cattle that can consistently reproduce their likeness. This creates an extra value in cattle. This value is real and it is lasting. Accomplish this and as the saying goes, "the world will beat a path to your door". There is nothing more frustrating in this business than to find for every two steps you take ahead, you take two back. We believe this one simple, yet elusive goal of producing cattle that can consistently reproduce their likeness is reason why our program, and many of its herdsires like Remitall Keynote 20X, Remitall Boomer 46B, Remitall Governor 236G, and others, are having

the success and influence that they are in the breed today. They have consistently been able to reproduce their likeness.

To produce these kind of individuals one need look no further than to the early history of how purebred breeds were originated, or even to nature itself. It is no secret, yet it is often ignored. The development of all purebred



breeds and the traits they are known for were developed using two simple processes: 1. Selection, and 2. Line breeding like to like. This breeding like to like required intense linebreeding of certain individuals. By doing this you are able to compound the same selected genetic traits. Consequently, this allows them to consistently reproduce their type.

Linebreeding itself is not a one time thing; it does not stop at the first sign of success. It is meant to be a continual process, one that gathers genetic prepotency with each generation turnover.

In nature, animals on their own will in similar fashion, do the same. They are largely territorial and will end up living, reproducing and dying in an area not really that large in proportion to their ability to travel. Even species that migrate, or ones that follow migratory species run in set herds or groups avoiding as little disturbance to these set groups as possible. The reason being, to survive they have to be able to reproduce their likeness. They have to be able to consistently reproduce individuals that are specifically adapted to the needs that are unique to them.

In our case, genetic guidance comes from our selection pressure. Like most breeders, we have a number of selection criteria. Basically, this selection of traits is all geared to supporting a sound functional animal that produces more quality beef. The advantage we have in linebreeding is when we have a trait headed in the right direction like udder quality for instance.

We don't stop and throw in a genetic curve, instead we have stayed on course linebreeding to the ancestors that produced this desired trait.

This, as we said earlier, creates value that is real and lasting. It creates lasting value because it will transmit itself into the future generations.

If you are looking to head in the same direction

we are, you are in a great position to take advantage of over forty years of this selection and generation turnover. The Remitall bred herdsires will all trace back to those first two herds we established Remitall with. That's important when you are truly looking for cattle that have been developed under the same selection criteria, then linebred to these traits for many generations.

Consider this as one, but a pretty good measuring stick, of a breeding program's strength. Set yourself a goal of winning the Premier Breeder award over the next ten years, like Remitall has at these major shows:

- 2002 Canadian National, Edmonton, AB - Premier Breeder, Premier Exhibitor
- 2002 Canadian Agribition - Premier Breeder, Premier Exhibitor
- 2002 U.S. Denver National Premier Breeder
- 2001 Canadian National, Brandon, MB - Premier Breeder, Premier Exhibitor
- 2000 Canadian National, Agribition - Premier Breeder, Premier Exhibitor
- 1999 Canadian Agribition - Premier Breeder, Premier Exhibitor
- 1998 Canadian National, Edmonton, AB - Premier Breeder, Premier Exhibitor
- 1997 Canadian National, Agribition - Premier Breeder, Premier Exhibitor
- 1996 Canadian National, Agribition - Premier Breeder
- 1995 Canadian National, Agribition - Premier Breeder, Premier Exhibitor
- 1994 Canadian Agribition - Premier Breeder, Premier Exhibitor

What kind of breeding program do you think you would have to have in place to accomplish this? Certainly it would have to be one that had quality, had consistency, and was steadily heading in the right direction. In fact, you can see the success many other breeders are enjoying as well ... breeders who have tapped into this genetic base. Look at the recent 2002 Canadian National Show in Edmonton, or the 2002 Canadian Agribition. There you will find that over 80% of the divisional and overall champions are heavily influenced by genetics from the Remitall breeding program.

The Remitall program has proven itself over and over again; having done so under the appraisal of many astute cattlemen.

Now is the time to put yourself in the forefront. All the genetics you need to accomplish this are in the herdsires before you.

Let us not forget how fortunate we are that the forefathers of the Hereford breed created such a great product to work with. They created a distinct animal that most importantly, made beef a wonderful dining experience. What we do now as breeders should be just fine tuning.

