

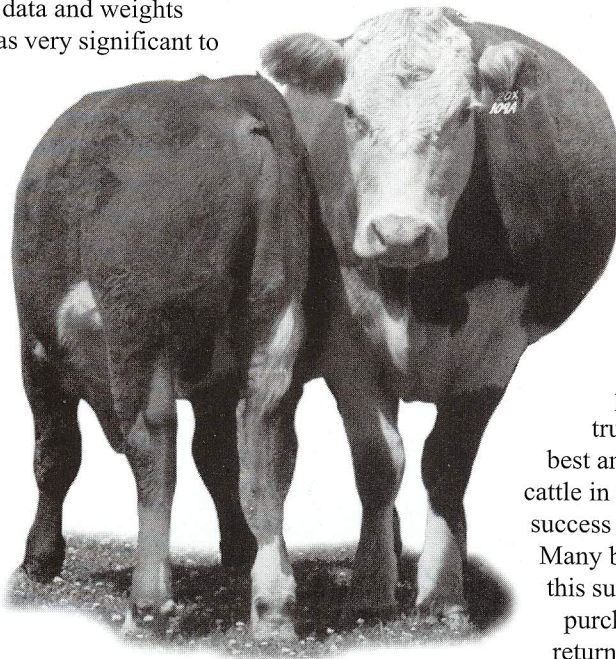
# The Best News We've Heard in Recent Times ... and it had to do with Carcass Data, Pounds, and Customer Success

One of the remarkable stories to come out of the Agribition Show came from the results of the carcass data and weights taken on the 1999 bull calves. We felt it was very significant to see that four out of the top five scores for ribeye area (R.E.A.'s) were by Remitall genetics, and three of the top five marbling scores were also by Remitall genetics. These results are dominating when you consider that many of the major sires and breeding programs are represented at a show like Agribition.

Looking at the performance end of the show in the eight classes of bull calves at Agribition, six times the highest gaining bull calf and in two other classes the second highest gaining bull calves, were all genetically influenced by Remitall bloodlines.

The Remitall herd has always selected in particular for extra performance and weight gain. This was done long before collecting carcass data was in vogue. Our philosophy was performance and carcass traits were closely linked together. After all, to get more weight you add more muscle; you add more muscle and you have more carcass. We felt it was basically as simple as that. Now, after years of steadfastly putting together better muscled, better gaining cattle, the carcass readings show our sires do perform better.

Your success this past year has been one of the most rewarding experiences for us here at Remitall. So many Hereford breeders across North America and around the world have done so well with cattle generated from Remitall genetics.



At some of the major shows this fall, like the American Royal in Kansas City, the Agribition in Regina, the Edmonton FarmFair, and the Brandon Ag-Ex were almost all exclusively dominated in the championships by breeders using Remitall genetics.

These are some outstanding results in amongst some of the best competition the breed has to offer. It is very inspiring to see that the dedication we have had to our in herd selection and breeding philosophy this past forty years has truly allowed us to develop one of the best and most consistent lines of breeding cattle in the industry today. Of course, with success comes an increase in market value. Many breeders have reaped the benefits of this success. They have turned the simple purchase of semen into a very profitable return from the resulting progeny. Profit, and enthusiasm for your product, is one of the best marketing strategies a program can have.

It generates a lot of interest from people outside the breed as well as from within.

You too can be a part of this success. It can be as easy as a semen purchase on one or more of the sires in this brochure.

At Remitall we have the program to move you to where the industry is heading, not where it's been.



## The Latimer Families



Jean and Louis



Annette, Zachary, Isaac, Bryan, Emily



Gary, Michael, Jacci, Jeff, Sara, Richard