

The Direction Remittal has been Heading within the BEEF INDUSTRY!!

For a number of years we have recognized some serious inconsistencies creeping into the Polled Hereford breed. Most of these have been brought on by an unyielding single trait selection for growth alone. The Polled Hereford breed is not alone as all other breeds have done the same, even several breeds that were considered large to begin with. This process has caused too many problems with birth size, milking ability, fertility and easy cowherd maintenance. Every trait of which the commercial cattle producer has to have to make his herd profitable.

The statement, "The heifers you create today make the herd you live with tomorrow", is basically a simple one, but none will ring truer.

We found in our own herd, cows showing up that were too extreme in type and consequently lacked milk production, came in thin and quite often open. This quickly showed us not how great the cow herd had been cared for in the past, but how much better cows that are naturally thicker, deep ribbed, and have a little fat cover are able to make use of the feed that is given to them. When this task is not such a burden for a cow, the challenge to raise a live, healthy calf and rebreed each year becomes much less difficult.

Fertility and reproduction under adverse conditions is the most important breed characteristic in beef production!

We believe purebred cattle should still maintain size in the frame 6 to 8 range, with body type being the key to maintaining feed conversion. Even though this is slightly larger than market steer size, one of the purebred breeders responsibilities is to keep cattle size above a certain level. Left unchecked cattle have a natural tendency on an average to always regress. The battle to maintain performance and size is always constant.



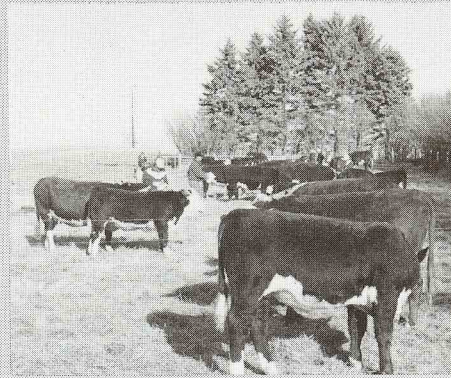


All the bulls in this brochure are bred by Remitall with a serious program in mind, dedicated to solving these needs. Some of the bulls lean slightly more to the performance side and some more slightly to the calving ease. But they all stand on common ground and are backed by mothers that milk and pedigrees you can live with and market on down the road.

Being a purebred breeder today is going to require a lot of thought, research and a little patience in each step you make.

The industry is constantly creating new changes, it is up to us to recognize these trends and move to stay ahead.

There is a saying, we find very appropriate when looking at our breeding program that goes like this, "the great thing in this world is not so much where we stand as in what direction we are moving. We must sail sometimes with the wind and sometimes against it, but we must sail and not drift nor lie at anchor."



The purebred breeder who fails to keep the level of performance in his registered herd above that of the commercial herd will find that the commercial man will look elsewhere or to another breed.

The showing has been a great tool for breeders to compare their product with one another on common ground and to expose Polled Herefords to the public. But we all as breeders have been guilty of widespread use of some show ring winners. Too many unseen important traits that cannot be judged in a show ring, such as birth size, milk, fertility, etc. are often overlooked for a ribbon. We must remember as breeders the disappointments we create for ourselves will also be passed on to our customers.

These days of tough competition, high expenses and slim profit margins, simply dictate the industry can't afford such practices any longer.

