

## What does efficiency look like in a cow-calf operation?

At the ranch level, efficiency is the value of beef produced per acre, less operating costs.

Efficiency should be evaluated per acre, not per calf. Your annual income is improved by increasing the net income from the ranch, not the gross value of individual animal performance.

### Efficiency looks like more money in the bank.

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Quality and efficiency never go out of style  
[AmericanAberdeen.com](http://AmericanAberdeen.com)



Could this be the most efficient range cow in America?



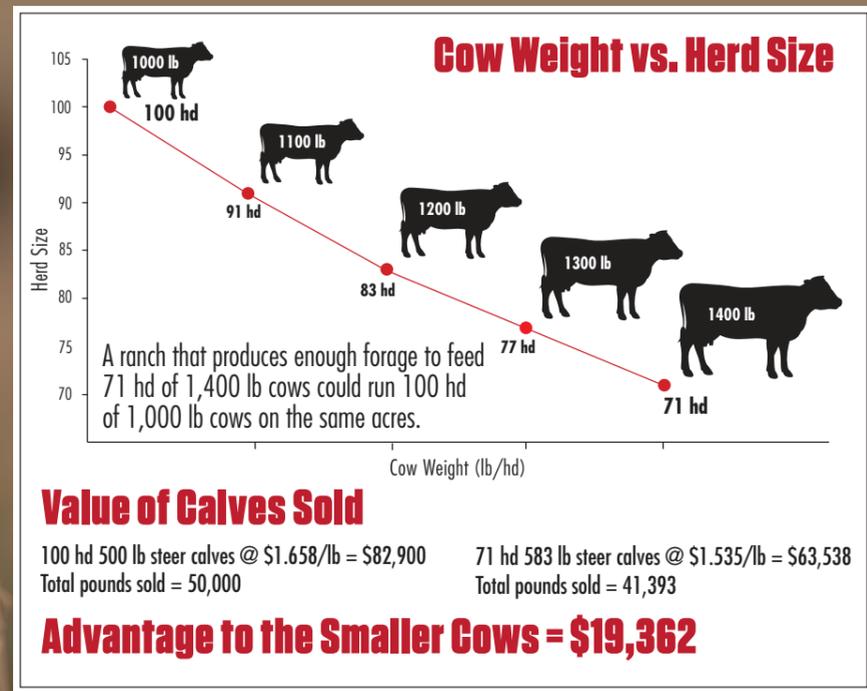
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Do the math...

# More cows on the same forage means more profit.

What are your biggest costs? Feed and labor?

Taking into account all of the variables Mother Nature throws at you, the key factor you can control is cow size. Getting cow size and stocking rate right has a huge impact on the bottom line. Smaller cows mean more cattle on the same forage base. Spreading your fixed costs over greater numbers and reducing variable costs per head improves net profit.



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The average Angus cow weighs 1,400 lb. If you want to make replacement heifers that will mature as 1,100 lb cows—without sacrificing muscle and shape—there's only one way to get there.



The American Aberdeen crossbreeding advantage:

- » Fix cow size in one generation
- » Reduce calving problems
- » Produce more ribeye per hundredweight
- » Increase marbling
- » Produce more gain per acre
- » Increase percentage of cow weight weaned

When evaluated on a per-acre unit of production, smaller cattle have a 10 percent advantage over larger cattle.

Are you ready for an American Aberdeen bull?



# Change is hard... Cashing bigger checks isn't.

If you're going to sell 50,000 lb of calves, which load do you want to sell?

**Load A = 111 450 lb steer calves @ \$1.43/lb = \$71,429**

**Load B = 77 650 lb steer calves @ \$1.17/lb = \$58,559**

**The 111 Aberdeen calves grossed an extra \$12,870 over the 77 heavier calves.**

Still want to sell big calves?

What if instead of chasing weaning weights, we focused on efficiency and net profits?



American Aberdeen Association Seedstock Programs

**Full Blood | Aberdeen Plus  
Moderator® | Moderator Plus®**

Call your local Aberdeen breeder, or visit AmericanAberdeen.com, to see how getting cow size and muscling right leads to great profitability on the ranch.

