

# Would You Give Away \$20,000?

## YOU MIGHT BE - WITHOUT EVEN KNOWING IT.

Current technology has allowed cattle producers to individually test cattle for residual feed intake (RFI). RFI measures the difference between an animal's actual feed intake in relation to the amount of feed the animal is expected to eat. Thus, RFI allows selection for animals that will reach the same production levels, yet do so by consuming up to 20% less feed. With pasture and feed costs accounting for nearly 70% of the cost of running cattle, it's easy to see how selecting for feed efficient genetics can save you close to \$140 per head from birth to harvest. If your average bull sires just 35 calves per year for four years, that's almost \$20,000 - on only one bull!

As production costs continue to spiral upward, we believe in offering our customers every opportunity to save money through enhanced genetics. Therefore, we're not just providing the standard EPD and ultrasound information, but we've incurred the added expense to provide you with actual RFI data on every bull in the sale.

The cattle cycle has changed and selection demands are shifting rapidly. Byrd Cattle Company is different than most purebred breeders. We breed cattle that are designed to excel in an environment with limited feed resources - leaving you efficient, moderately sized daughters that wean in excess of 50% of their body weight, while producing steers that will top the market, then gain, yield & grade with any in the industry. We realize all the data in the world won't tell you about things like attitude, udder quality, mothering ability, and the ability of a cow to wean a calf and breed back in a harsh environment - every year. At BCC, these intangibles have a direct effect on the most important number of all - THE BOTTOM LINE OF OUR CUSTOMERS.



*This stunning beauty sold below average in a past BCC sale. 75 females made like her sell September 3!*



B C C Emblazon 5430-7072

*Many paternal brothers to this "average" priced bull from our 2008 sale sell!*

**Featuring the  
COMPLETE DISPERSAL  
of the BCC fall calving,  
Registered herd.  
80 females sell, including  
some of our best donors!**

**If you're interested  
in improving the  
bottom line of your  
operation, join us  
Friday afternoon,  
September 3<sup>rd</sup>!**

**Join Us For the 10<sup>th</sup> Annual  
Byrd Cattle Company  
"Best of Both Worlds"  
Angus & Charolais Bull & Female Sale  
Friday, September 3 - 2 p.m.  
140 BULLS SELL, ALL WITH THE BCC BULL  
BUYER'S BONUS, PLUS 75 FEMALE LOTS  
The Famous BCC Dinner and Party to Follow!**

**Call (530) 527-9036 or e-mail  
byrdcattleco@hotmail.com  
to request a sale book!**



Brooke, Chris, Dan, Ty, Hayley and Gina Byrd



2002 CBCIA Seedstock Producer of the Year!

## BYRD CATTLE CO.

Dan, Chris & Brooke Byrd: (530) 527-9036

Ty, Gina, Hayley & Jayden Byrd: (530) 200-4054

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*The West's #1 Source for Low Birth,  
High Growth Bulls with Marbling and Muscle!*