

Would You Give Away \$20,000?

You might be – without even knowing it. New 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 feed costs skyrocket, 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'll have actual RFI data on the BCC bulls – and we're DNA testing them for Tenderness and Feed Efficiency as well. The data is extremely promising, as BCC has produced one of the elite RFI bulls ever tested, and the frequency of gene markers for tenderness and feed efficiency in the BCC herd is astonishing when compared to the Angus population.

The cattle cycle is changing and selection demands are shifting rapidly. Few purebred breeders are prepared to offer genetics that will be profitable in the future. Byrd Cattle Company is different than most purebred breeders. We breed, raise and sell 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 and 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.

If you're interested in improving the bottom line of your operation, join us Friday, September 5th!

Plan to attend our "cattlemen's seminar" before the sale and learn about RFI, DNA testing and marketing opportunities from the most influential people in the industry today!



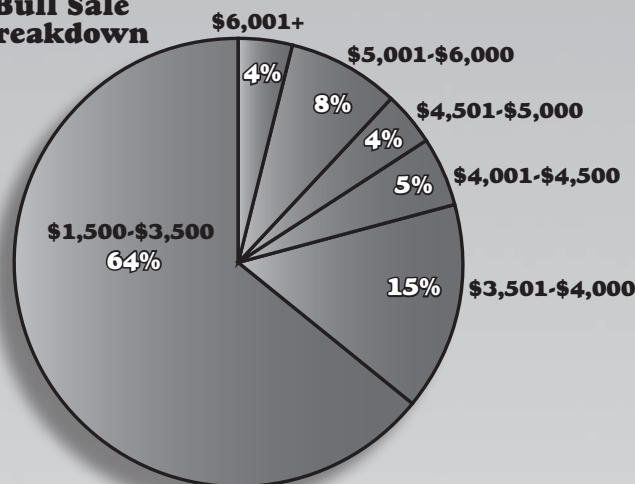
The first bulls in the West to be both RFI and DNA tested!

B C C EMBLAZON 5430-7072
 Watch '7072' compete in the California State Fair Performance Bull Show in Sacramento August 27th, then buy him at BCC September 5th!

The 8th Annual Byrd Cattle Company "Best of Both Worlds" Angus and Charolais Bull and Female Sale
Friday, September 5 • 3 p.m.

125 BULLS SELL, ALL WITH THE BCC BULL BUYER'S BONUS, PLUS 75 ELITE FEMALES
 The Famous BCC Dinner and Party to Follow!

2007 BCC Bull Sale Breakdown



2002 CBCIA
 Seedstock
 Producer of
 the Year!



BYRD CATTLE COMPANY

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