

Would You Give Away \$20,000?

At Byrd Cattle Company we're not just in the cattle business, we're in the customer service business too. Therefore, when you invest in BCC genetics you're buying more than a bull; you're buying a piece of our program – and the added value and buyer confidence we have worked hard to establish for over 30 years.

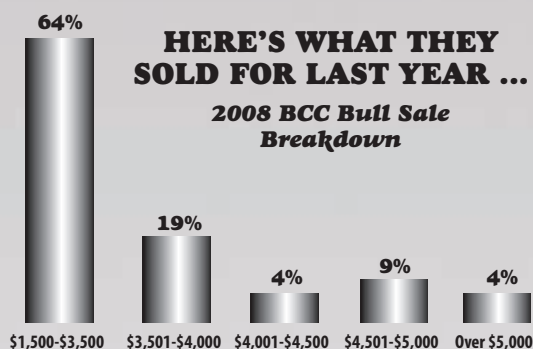
Year after year, our customers' calves top video, auction market and purebred sales from coast to coast and border to border. As a result of the time we've spent cultivating relationships with procurement managers from both traditional and grass based finishing programs, many with BCC genetics have been richly rewarded by selling direct to our feedlot partners. Our valued customers have access to the network of feeders, marketing cooperatives and other breeders who want cattle with BCC blood behind them.

The cattle cycle has changed and selection demands are shifting rapidly. At Byrd Cattle Company, we breed cattle that 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 top the market, then gain, yield and grade with any in the industry. We test for Residual Feed Intake (RFI) and collect all the pertinent growth and carcass data on our bulls, yet we're more concerned about the convenience traits – 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 PROFITABILITY OF OUR CUSTOMERS.**

If you're buying Angus or Charolais bulls, let us show you how our genetics can make you more profitable and your life less stressful. We sell affordable bulls bred with cow sense – but more importantly with common sense!



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



The 9th Annual Byrd Cattle Company
"Best of Both Worlds" Angus & Charolais Bull Sale
Friday, September 4, 2009 – 4 p.m.

**150 BULLS SELL, ALL WITH THE
BCC BULL BUYER'S BONUS!**

The Famous BCC Dinner and Party to Follow!

**Sale is the
Friday before
Labor Day!**



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

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!**