

Value • Versatility • Profitability

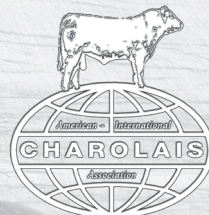
“When I go to a bull sale, I want to be highly prepared. I study every bull in the catalog. The easiest way to start the process is to use the AICA Terminal Sire Index. TSI gives me a quick review already in monetary form. I can quickly determine the bulls that I have interest in. I then study the bulls’ individual data. I am most interested in yearling weight, ribeye and marbling. Of course, I never sacrifice calving ease. Calving ease is a nonnegotiable prerequisite. We’ve certainly gotten a good payback from our investment in Charolais.”

— **Max Martin, commercial cow-calf and stocker producer**
JX Ranch, Loving, Texas

Charolais Genetic Advancement

	Calving Ease	Yearling Weight	Marbling
2016	3.2	51.4	.06
2006	1.8	36.3	.01

2006-2016 NCE Charolais Genetic Trends



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CHAROLAIS

More pounds.

- Increased carcass weights
- Increased weaning & yearling weights

More profit.

- Lower birth weights, more live calves
- Improved yield grades
- Higher quality grades
- Industry-wide acceptance