



# POUNDS MATTER

## PROFIT COUNTS

More than anything farmers and ranchers want to hear it straight. No gimmicks. No fluff. The truth and why it matters. So, when it comes to why their next bull should be a Charolais, let's tell them how it is: pounds matter and profit counts. From added weaning weight, to increased red meat yield and higher pay weights - Charolais bulls deliver the pounds that deliver your profit.

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