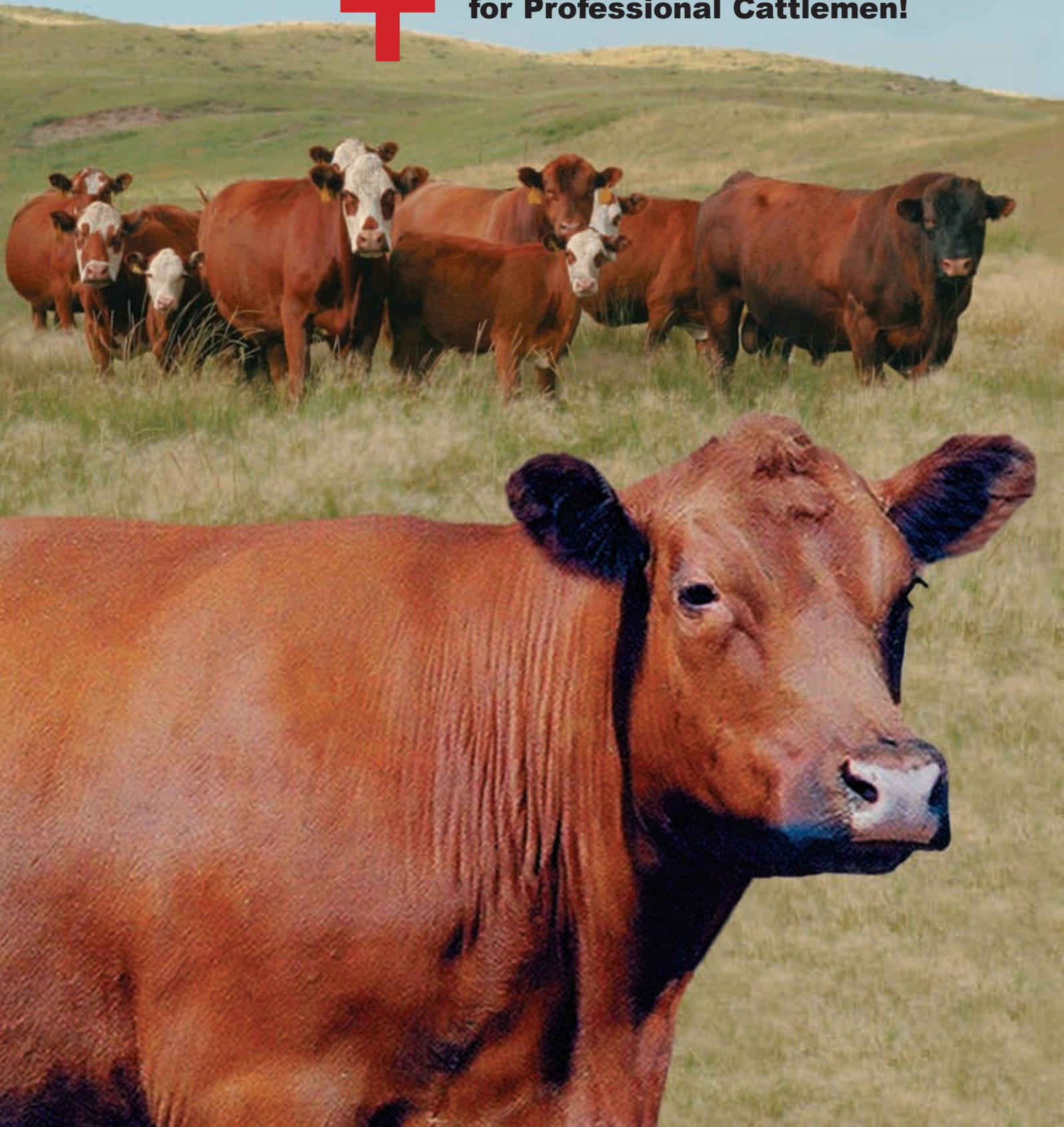


Pro-Cow

**Profitable Replacements
for Professional Cattlemen!**



Just Add Grass & Water...

Reproduction, longevity, calving ease and optimal milk flow combined with foraging and fleshing ability make **PrQ-Cow** replacements a mainstay of profitable cow/calf operations.



Only Red Angus come with EPDs allowing for selection of improved pregnancy rate and productive life span, while reducing feedcosts.



✓ **Fertility Profit starts at Reproduction**, which is estimated to have 4 to 10 times the economic impact of carcass traits to the cow calf producers. Rather than simply using yearling bulls' scrotal circumference as an indicator or their daughters' age of puberty, Red Angus' **Heifer Pregnancy (HPG) EPD** predicts producers' desired results: **Pregnant Heifers**. Red Angus became the first breed to allow for genetic improvement in this important trait, realizing that producers who can count on a higher percentage of pregnant heifers, will have a larger number of heifers they can cash crop.

✓ **Longevity The Cost of Developing Replacements is High**. University studies estimate a cow must produce until age five or six in order to break-even. Females that don't last lose money, and require a higher replacement rate, meaning fewer heifers to sell. As the only breed with mandatory Total Herd Reporting (THR), Red Angus offers the advantage of **Stayability (STAY) EPDs**, which predict a bull's ability to sire daughters that remain productive past their breakeven point. **PrQ-Cow** females sired by high Stayability Red Angus sires are the foundation of a cow herd built to last.

✓ **Cows Eat Money!** Feed Costs typically represent cow/calf producers' largest expense. Red Angus offers a genetic prediction that allows for selecting bulls whose daughters have lower maintenance energy requirements. Red Angus' **Mature Cow Maintenance Energy Requirement (ME) EPD** arms producers with a tool to help keep feed costs in check. Efficient, easy-fleshing **PrQ-Cow** replacements can help you get a handle on feed costs and make the most of available forage.

...Red Angus Females will do the Rest

✓ **Calving Ease** Profit begins with a live calf. Heifers that experience calving problems are often slower and harder to rebreed. Calving ease is a trait of major economic relevance, and Red Angus describes the trait genetically with direct and maternal calving ease EPDs. **Purchase Pro-Cow replacements sired by high Maternal Calving ease Red Angus Sires and you'll sleep better.**

✓ **Carcass Traits** are often disregarded when purchasing replacement females. However, superior marbling genetics in your cow herd is always an advantage, and provides unmatched flexibility. Throw a continental or hybrid sire on Pro-Cow replacements to improve growth and/or yield. Or, use a Red Angus bull to master quality based grids and supply "Angus" product lines. **Pro-Cow replacement females allow you to strengthen the carcass component of your next calf crop without sacrificing maternal or reproductive efficiencies.**

✓ **Color** Red hided cattle stay cooler in warmer climates. Additionally, Red Angus have no diluter genes, so you never get gray when you use Red Angus Bulls on Black cows.

✓ **Necessity Traits** The Red Angus influence in Pro-Cow makes for polled, docile females with pigmented eyes and udders.



✓ **Crossbreeding** Red Angus adds carcass quality, calving ease, and lowered maintenance costs when used on Continental, British, and Brahman derivative cowherds. Baldies, brockle-faced, buckskins, and solid black & red cows, mainstays of the commercial cow/calf industry, are typical of Pro-Cow replacements.

Many operations find it more economical to purchase groups of replacements than to raise their own. Pro-Cow replacements combine this economic benefit with the advantage of genetic uniformity.



Trouble Free Replacements...

A producer's cow herd collectively has a genetic impact equivalent to their herd bull battery.

Additionally, those cows' potential to affect their producers' bottom lines through reduced maintenance costs are far greater. However, many cow/calf operations lack a vehicle to reap full value for the superior maternal genetics represented in their Red Angus influenced replacement females. **Pro♀-Cow** was designed to meet that need by expanding marketing opportunities for the female half of the calf crop.



And all just a click away...

With over two years and 30,000 commercial females under its belt, ProCow posted a record high; listing over 7,000 commercial females in the 4th quarter of 2005.



ProCow Entry Qualifications:

- Females must be a minimum 3/8th Red Angus
- Designed for commercial replacement females
- Females must be sired by a Registered bull
- Bred and open heifers, bred cows and pairs

Need Replacements?

Visit ProCow on the web:

- Go to the Red Angus Website at www.redangus.org and click on ProCow (located on the left hand toolbar).
- Follow the prompt to "View Current Listings".
- Females are listed by State (alphabetically).
- Contact information is provided in each ProCow listing.

Have Females for Sale?

ProCow Listings are Simple & Free:

- Go to the Red Angus Website at www.redangus.org and click on the ProCow logo.
- Follow the prompt to "Submit Listings".
- Females must be completely and accurately described on ProCow Entry form by seller, which is then submitted to RAAA staff.
- Staff reviews entry form and posts Replacement Females on RAAA Website (Free of Charge).
- Website listing can be used whether females are offered private treaty, live/video auctions, or sale barns.

Red Angus Association of America

4201 N. Interstate 35 • Denton, TX 76207
(940) 387-3502 • www.RedAngus.org