

# She's the common denominator.

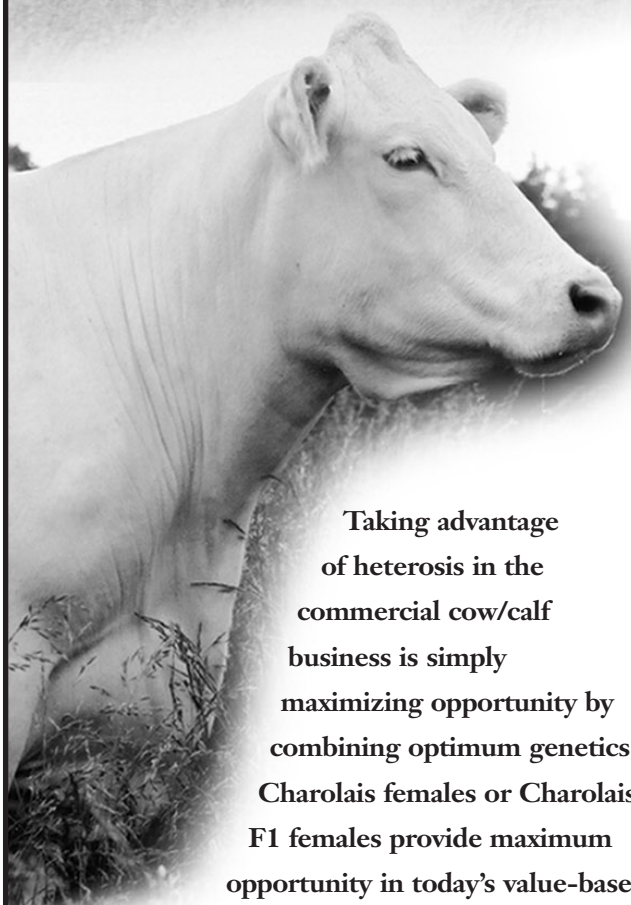


Photo Courtesy  
CA Cattlemen's Assn.

*"I bought the lightweight Charolais-cross heifers and the lightweight blacks from one ranch. When I got them to my place there was a 60 pound difference in weight. Currently, the Charolais-cross heifers are gaining 3 pounds per day and the blacks are gaining 2.4. This was a good comparison for me. You can't afford to give up hybrid vigor and stay in business in today's market."*

**JERRY MALTBY • BROKEN BOX RANCH**  
Williams, California

**CHAROLAIS BREEDER  
AND BACKGROUNDING FEEDER**

Taking advantage of heterosis in the commercial cow/calf business is simply maximizing opportunity by combining optimum genetics. Charolais females or Charolais F1 females provide maximum opportunity in today's value-based marketing environment. Why waste 50% of your heifer calf crop? Keep the heifers or feed 'em, the choice is yours.

CharolaisUSA  
**BUSINESS**  
*Side of Beef*