

SHORTHORN



“Dairy Shorthorns have much to recommend them. They are efficient at converting grass into milk, their bull calves make excellent beef animals and they are much hardier than the modern black and white cows.

If it's a really hot day or if it's raining hard, unlike other breeds who will be under the shade fighting flies, the shorthorn will be out there grazing”

says Karl Barton manager of the Organic Goodwood Estate

SHORTHORN

Coates Herd Book

The Shorthorn is the oldest recorded breed of cattle, and the Coates's Herd Book, first published in 1822 was the first pedigree herdbook for cattle in the world. The original Shorthorn cattle were very much dual purpose animals but subsequent breeding and selection for specialist beef and dairy traits led to a division of the herdbook in 1959, and the formation of the Beef Shorthorn Cattle Society which separated from the Shorthorn Society. The Dairy Shorthorn of today is a very different animal to the ones recorded in the first herd books. The modern Dairy Shorthorn has been bred to produce high yields of milk from forage whilst retaining the important attributes for which the breed is renowned, fertility, locomotion and longevity - traits which are essential for profitable milk production.

RED CATTLE GENETICS

The Company was formed to supply Shorthorn breeders and others interested in Red Genetics.

Bulls are sourced only from dams who grade Excellent or Very Good, with family consistency for type, milk quality and production.

For more information contact:

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Red Cattle Genetics

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Tonelea Wild King 100%



Nejay Prince
75% - Dam



Cotley
Custodian
37.5% -
Daughter

SHORTHORN



Why Dairy Shorthorns?

“Quiet, easy to manage and profitable, from a low input system”

Shorthorn Society of Great Britain and Ireland

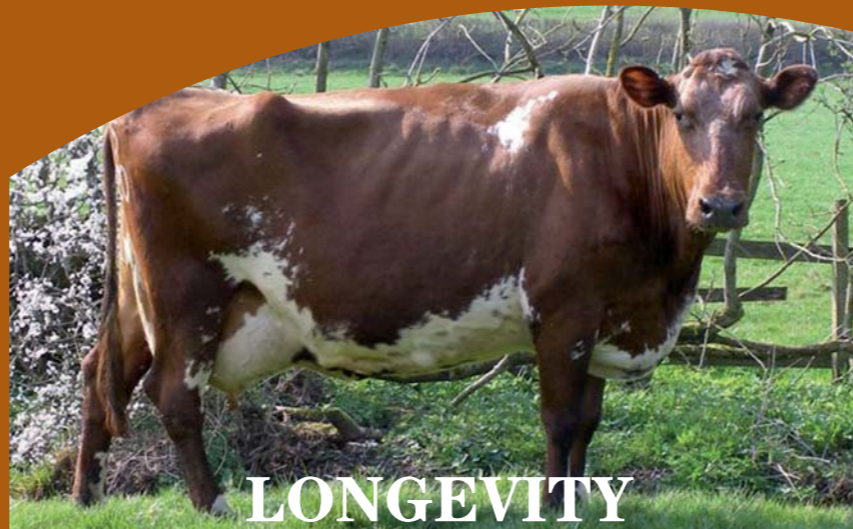
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LONGEVITY

SHORTHORN



Dairy Shorthorns

- natural converters of forage
- inherent hardiness
- good fertility



FERTILITY



MOBILITY

Low production and replacement costs are essential for profitable milk productions. Consider the following points:

- Hard feet - lameness and foot trimming virtually eliminated
- Good fertility - reduces vet cost
- Easy calving - reduces vet costs and mortality
- Excellent longevity - reduces replacement costs
- Native breed - natural grazers - extended grazing system reduces feed costs

Added together these give a significant saving in production costs, which translates directly into increased profit!

Can you afford not to keep Shorthorns!