

THE  
**UNIVERSAL**  
BREED

*Join the Revolution*

# CHAROLAIS

“

*I know when I use Charolais, my calves will be in the highest price range in all classes; steers and heifers! Silvers, tans, whites – It doesn't matter as long as they are Charolais. Throughout the BSE years we expanded our cow herd. Not all of my cows are the same, but that doesn't matter because*

**THE CHAROLAIS BULL IS UNIVERSAL.”**



*Bryce manages the T+M Olmstead 400-cow commercial herd, with the help of his family, just north of Carberry, MB. T+M Olmstead was the 2012 Manitoba Charolais Commercial Breeder of the year.*

**WWW.CHAROLAIS.COM**

2320 41 Ave NE Calgary, Alberta T2E 6W8 Phone 403.250.9242

CANADIAN  
*Charolais*  
ASSOCIATION