



WHEN POUNDS MATTER

CHAROLAIS GETS THE JOB DONE.



“Charcross cattle are a win-win right across the beef supply chain. To me Charcross means *heavier weaning weights, healthier calves, efficient feed to gain conversions* and high red meat yielding carcasses that *grade well*. *Will Lowe*”

Will Lowe and his family farm near Matador, SK. The decision to use Charolais bulls on black cows was based on his experience as an order buyer for Cargill and Northwest Consolidated Beef.



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