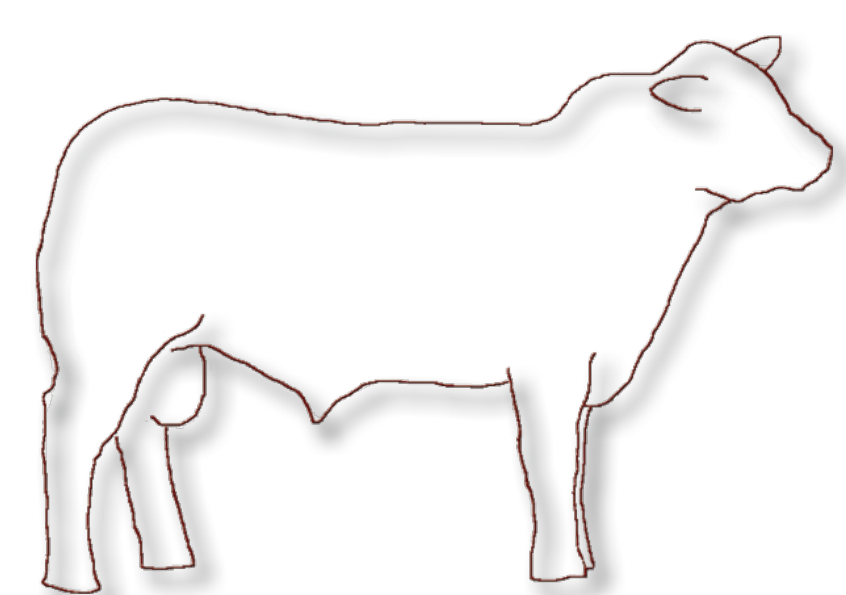


Why Shorthorns



At **Marellan Shorthorns** we breed Shorthorn cattle, because in our opinion the right Shorthorns have more potential to blend with and have a positive influence on the northern beef industry than any other breed. **Shorthorns can give More Market Options.** Some clients with Bos Indicus cows that are now accessing MSA premiums for the first time with their Shorthorn sired cattle, while others are just increasing their MSA index. Our bulls are working in herds that access a variety of markets; EU, Organic, Domestic MSA, Export Grass Fed, Domestic and Export Feedlot Cattle and vertically integrated butcher shop. **Shorthorns can Increase Meat Quality.** Much of the gains in increasing market options come from an emphasis on meat quality. The great thing about Shorthorn meat quality (apart from the taste) is that it can come in an animal with production efficiency. **Shorthorns can Increase Fertility.** Fertility and meat quality are what I would consider to be the 2 most significant limiting factors for the Northern Beef Industry. Shorthorn Bulls can be part of the answer to both these problems, at the same time. **Shorthorns can Increase Performance** through Hybrid Vigour. This can result in a reduction in slaughter ages, or just heavier weaners. Shorthorns can give a Maternal Option. The Shorthorn X Bos Indicus female progeny create options; the option to sell off at young age, or the option to be retained as elite F1 females. **Shorthorns can reduce Temperament problems.** Shorthorns have always been renowned for their temperament, not that this is a trait we take for granted in our cattle. Increase meat quality, performance and fertility all at once – **now that's Unique.**



marellan
shorthorns

Any Age. Any Market. Every Tastebud!