

# BEEFMASTERS GIVE YOU THIS — AND MORE!



**E**asy calving and remarkable mothering ability are the trademarks of Beefmaster cattle. This reflects the philosophy of Beefmaster breeders who believe that putting a live, healthy calf on the ground and raising that calf to a heavy weaning weight are the two most important requirements in any successful beef cattle program.

**B**ut there's much more to the Beefmaster story. This hardy, adaptable breed, which originated some 60 years ago in South Texas, now produces successfully throughout the United States. Many top herds are now located in Eastern and Midwestern states, including Pennsylvania and Virginia.

*There's one crucial thing you should know about Beefmasters: This is a "complete" breed, bred and developed to put a balance of important traits in your herd. This is not a single trait breed; it is not a terminal breed.*

**B**eefmasters give you heavy weaning calves that are worth more

money. They give you absolutely spectacular replacement heifers. And with these heifers, you get more marketing flexibility. Your Beefmaster or Beefmaster cross heifers can be kept for replacements, sold at weaning or sold for premiums as replacements. There's a growing market for Beefmaster-bred replacement heifers and many cattlemen get considerably more money for their heifers than for their steers.

**F**or a close-up look at how Beefmasters perform in your area, you're welcome to visit our places at any time. Or check out the Beefmaster bull we have enrolled in the Pennsylvania performance testing program at State College. The feeding efficiency and carcass traits of this top young polled bull are being compared to the performance of 74 bulls representing other breeds.

**F**or more information on Beefmaster cattle and BBU programs, write or call the breeders listed below. Or contact Beefmaster Breeders Universal, 6800 Park Ten Blvd., Suite 290 West, San Antonio, TX, 78213, 210-732-3132.

**UPTON FARMS, INC.**  
Buzz Upton  
5102 Nansemond Parkway  
Suffolk, VA 23435  
804-242-6111 Business  
804-242-4774 Fax  
804-483-1947 Home



**BEEFMASTERS**

**LEHR CATTLE WORKS**  
John & Belinda Lehr  
270 Cedar Ridge Road  
New Oxford, PA 17350  
717-624-3943