

A photograph of a herd of ChiFords cattle in a grassy field. The cattle are primarily reddish-brown with white faces and legs. They are standing in a line, facing towards the right. In the background, there are several large trees and a fence line. The sky is not visible.

CHIFORDS

Bred to Lead
Commercial Beef Production
into the 21st Century



FOUNDATION OF AN INDUSTRY



Not long after their introduction to America in the 1830's, it became obvious that Hereford cattle would play a dominant role in the future of the nation's beef business.

The big, gentle, red cattle with the distinctive white face adapted to every part of the country and crossed well on the predominately Longhorn and Durham herds that made up the bulk of the cattle in the industry at the time.

They had a built-in fertility and ease of keeping that endeared them to producers, and their added muscling provided a product that was far superior to anything the packers had known before.

In a relatively few years, Herefords were the only breed worthy of the name in cow country, that vast area west of the Mississippi that provided most of the beef for the nation's tables. This dominance continued for more than a century.

The cattle were dependable. You could kick them out on what ever country you had and they would make a living without any undue care. They would breed and settle, have their calves without any fuss, take care of them, provide enough milk to get them to about 400 pounds at weaning and breed back consistently while they were doing it.

Then, with the industrialization of the industry in the 1960's and '70's, the mighty Hereford began to lose favor with many cattlemen. Their growth, performance and yield grades were short of those boasted by some of the new Continental breeds and hybrids that were available. Yet, a lot of cattlemen still favor them for their adaptability and calm dependability. Many still demand them as the basis of the crossbreeding programs they have installed on their ranches. Even now, more than 3/4 of all the cattle in the nation's cowherd show their Hereford roots in the white, blazed or motley faces that they wear.

Much genetic work has gone on in the past two decades to rebuild and improve the Hereford through both selection and hybridization. These have met with varying degrees of success, but selection from within is always a slow process and most of the crossbreeding has produced cattle that were either not far enough removed from the existing problems, or so far removed that many of the true qualities of the Hereford were lost. What was needed was an organized breeding plan that would maintain those traits that made the Hereford great while at the same time producing the growth and carcass traits demanded by the industry in this age of industrialization. It had to be the right genetics and the right program to produce just the traits desired. It also had to be one that would produce predictable results time after time.



MEAT- BUILDING GENETICS



About as far removed from the English-bred Hereford in the genetic spectrum is the Chianina, one of the many breeds to be imported into the U.S. in the early 1970's, the largest of the European breeds. A Bos-Indicus native of Italy, this breed was promoted and publicized by its importers and foundation breeders, but not to the extent of some of the other breeds introduced into the industry at the time.

It has been slow finding its market, perhaps because of its large mature size and unfamiliar conformation. It is long legged and tall, extremely long bodied and heavily muscled along its top line in the rump, loin and shoulders because of its heritage as a draft animal in its native Italy. It just didn't look like any cattle most cowboys had seen.

Outside of a few ardent supporters, the breed drifted along in relative obscurity for a decade and was seldom a factor in the thinking of most commercial cattlemen. Then Chianina crosses began winning the major steer shows across the country, and carcass and cut-out evaluations of these steers indicated that the Chianina's

"unusual conformation" just might make it the premier carcass animal in the industry.

A few commercial cattlemen then began using Chianina bulls, primarily on Angus cattle and developed a lively trade in show calf prospects. This market has become a major industry in the breed. Feeding evaluations and carcass data on Chianina cross steers, showed that the heavy muscled top-lines of these animals put the meat where it should be, in the choice cuts and that the leaner, long muscles of the cattle made them superior in both yield and yield grade.

A number of commercial ranches ventured into the production of Chiangus cattle on a commercial basis, and finally, others began crossing them with Herefords. This cross, as unlikely as it would appear on the surface, produced cattle that immediately excited the commercial cattlemen who saw them, and has attracted the interests of several established commercial Hereford producers.

Crossbreeding programs were begun, and selection of individual cattle in both breeds, that demonstrated the desired qualities of each, got underway.

The American Chianina Association saw the development of a new breed as an opportunity to make a quantum leap into the mainstream of the commercial cattle industry for Chianina genetics. They, with a committee of breeders, commercial cattlemen and trained geneticists set about building a program to build the ideal beef animal, strong in those traits that have made the Hereford the mainstay of the business, but with the growth, performance and carcass traits of the Chianina. A program that would produce consistently predictable results over the long pull.

The result of that program is not only a superior hybrid that fits comfortably into the industrialized, production-oriented cattle business of the 1990's, but a new breed that will economically and efficiently lead the industry into the next century.

— THE CHIFORD —





THE CHIFORD

The Best of Two Worlds and More

Imagine, if you will, the best, most productive set of Hereford cattle your mind can create. Close your eyes and picture them:

Big cattle, but not outsized, with cows bred to suit the country they run on;

Cattle that will in true Hereford fashion get along well and breed, calve easily, raise the calf and breed back on any kind of cow country in good weather or bad;

Easy working, gentle cattle with placid dispositions;

Cattle with the beautiful deep red or red gold coloring that has made Herefords so popular and the good broad white faces and wide muzzles that make the Hereford the most efficient forager in the industry.

Well muscled cattle with top-lines that show outstanding loins and rumps; stately feminine cows and heifers, deep in the flank with an angle that says brood cow;

Bulls that are athletic, aggressive breeders that will range farther and get the cows settled early;

Cattle with hard feet that can range on the most inhospitable and rocky country;

Cattle with pigment around the eyes that virtually eliminates eye problems and on well developed, well attached udders that won't snow or sunburn;

Cattle that will function in the hot, humid regions of the gulf coast as well as any Brahman cross or in frigid winters of the mountains or high desert as well as any Hereford;

Cows that give an abundant supply of milk and wean 600 pound-plus calves every year, calves ready to go directly to the feedlot;

Cattle that will gain four pounds a day and more in the feedlot and cattle that will grade 80 to 85 percent choice as yield grade ones and twos at 15 months of age;

You've just imagined the most productive, profitable herd of cattle in the industry — you've just imagined your first herd of Chifords.



THE BUILDING OF A BREED



Breeding livestock is an art as well as a science, and herds of cattle built by individual breeders will vary according to the skill and individual likes and dislikes of the person selecting the foundation breeding animals. So cattle may vary within breeds. But what sets a breed apart from the normal run of hybrids is the predictability of results in the breeding process.

Chifords are a new breed in the scheme of the American Cattle Industry, but the committee that set the rules for its conduct in the American Chianina Association worked tirelessly to develop a breeding system that would produce as much consistency in breeding results as possible.

They based the criteria for producing Chifords, not on the percentage of either breed contained in the animal but on the generations of Chiford breeding in the animal's background.

Every new breed in the history of the business has come from crossbreeding two or more established breeds, and first generation Chifords, the F1 Chianina x Hereford, is registered as first generation with the Association. Like many F1's, particularly the Bos-Indicus, Bos-Taurus crosses, it is an exciting animal, hardy, fertile and high in performance characteristics. It has, as do all F1's, a low degree of predictability as a sire or dam.

A second generation Chiford is the offspring of two registered Chifords of one generation of Chiford breeding or more, and registered as such with ACA. To be designated a purebred Chiford, an animal must be the result of a cross of two registered Chifords of two generations or more of Chiford breeding.

By increasing the number of generations of Chiford breeding, the committee and the association have stressed the consistency of the genetics and increased dramatically the predictability of the offspring at the purebred level.

Type and color pattern requirements vary from the first generation to the purebred, with the first generations being acceptable as to color in red to fawn, and the purebreds acceptable only in red with typical Hereford markings. Percentage of Chianina can vary from 1/8 to 3/4 in all generations.

Full requirements on the building and registration of a Chiford herd may be obtained from the American Chianina Association.



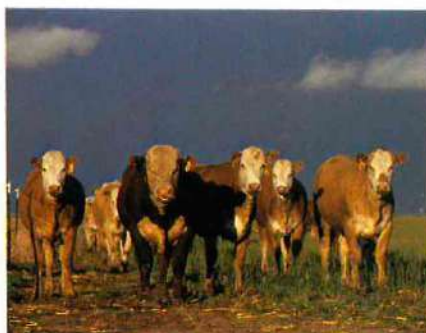
THE
BRIGHTEST
STAR...



...ON THE INDUSTRY HORIZON

As the American cattle business becomes steadily more industrialized, with its increasing costs of production and more exacting standards of production, the Chiford promises to be a solution to many of the difficulties facing the producers of beef cattle, wherever they operate from the humidity of the gulf coast to the chill of the high desert.

Incorporating in a single, predictable package, the best qualities of the stable, reliable Hereford, with the performance and beef making qualities of the Chianina, in a single Bos-Indicus x Bos-Taurus package, Chifords stand to become the single most efficient, economical and profitable of all the American Breeds.



Bee Creek Farms
Dean and Carol Oswald
Rt.1 Box 69A
Italy, TX 76651
(214) 298-0035

ChiArrow Cattle
John, Georgene and Scott Coble
Rt. 1, Box 141
Silesia, MT 59080
(406) 628-6491

McAnally Farms
Lewis S. and Catharine W. McAnally
P.O. Box 9595
Amarillo, TX 79105
Office: (806) 374-1351
Home: (806) 353-4556

MGM Ranch
Michael G. McCauley
1310 Stanley
Ardmore, OK 73401
(405) 223-5872

Talmo Ranch
Wayne Miller
P.O. Box 68
Talmo, Georgia 30576
(404) 921-9220

Weatherly & Son Chianina Farm
R.R. 4, Box 226
Ponca City, OK 74601
Home: (405) 762-7469
Ranch: (405) 268-3107

Call or write for more information the above breeders or the:

American Chianina Association
P.O. Box 890
Platte City, Mo 64079
(816) 431-2808
FAX: (816) 431-5381