



Dear Angus Breeders,

After quietly developing our cow herd over the past five years, we believe it's time to introduce Roseda Farm to readers of the *Angus Journal*. Over the next twelve months we will be telling you about our program, statistically displaying the genetics of our females and young bulls, and sharing some of the results of our branded beef program (see opposite page). Our Business Plan is focused on accomplishing two objectives:

1. Provide genetics to breeders that emphasize carcass genetics without compromising too much on the other economically important traits.
2. Offer a branded beef product, second to none, to the East Coast marketplace.

Our Business Plan allows us to interact with customers along the entire cattle/beef production process from seedstock breeder to commercial cattlemen, to feedlot owners, to packers, to retail stores, to "freezer beef" consumers. We believe this is quite unique and influences and sensitizes us to continue to select genetics for our program that will create both the greatest economic value for producers and the best beef product for consumers.

We look forward to communicating with you through the *Angus Journal* over the next twelve months.

Ed Burchell
Owner

Dean Bryant
Managing Partner



RARE.

64% CAB® & PRIME



RARE.

And that's from the bottom end of the 1999 bull crop.

Are we surprised? Not really.

We've done our homework and given the genetic profile of these steers, they performed as expected under our prescribed management system.

Roseda Farm was founded on the premise that the beef industry needed more quality and consistency in its product. Specifically, we wanted to produce more Prime and upper Choice product for the East Coast market. But, how far could we go?

The sire summary had the information we needed. By making some basic assumptions and applying basic statistics to the numbers in the sire summary, we created a chart similar to the one shown in this ad. From this, we determined that **25% Prime and 92% CERTIFIED ANGUS BEEF™ or better was obtainable.** So we started selecting foundation cattle and developing a breeding program with this goal in mind.

But don't be mistaken, we are **not** single trait selecting for marbling. Our breeding program is based on a time tested economic selection index utilizing seven traits and their relative economic values. This index was developed in the early '80s and has been in practical use since its inception.

Partners needed: We are looking for AHIR herds to partner with us on our top young bulls to help prove and develop them. The agreement includes revenue sharing interest in the proven bulls. Contact us for requirements and details.

Check out our ad on page 366 of the June/July 2000 *Herd Book Edition*.

ROSEDA BLACK ANGUS STEERS

7% PRIME

57% CAB® (Upper 2/3 CHOICE)

93% LOW CHOICE or better

7% SELECT

71% Yield Grade 1 & 2

100% Yield Grade 3.6 or better

Average Marbling EPD = .33

Expected grade distribution based on Marbling EPD

Steers Marbling EPD	Average Marbling Score	%Prime	%High Choice	%Avg. Choice	%Low Choice	%Select
+0.05*	5.92* +/- .96*	1.5	11.6	33.7	36.3	14.6
+0.3	6.42	5.0	23.1	38.9	26.1	6.4
+0.6	7.02	15.4	35.4	34.7	12.7	1.7

*base population assumptions used to calculate distributions for other Marbling EPDs

Call or write for an expanded chart and explanation of methodology and applications.

For Sale: bulls, females, semen and embryos from the top end.



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