



RARE.

Roseda Farm

YOUR SOURCE FOR SUPERIOR CARCASS GENETICS



RARE.

When we evaluated the Fall 2001 Angus Sire Summary for high carcass sires, we kept coming up with high priced, limited availability bulls. You know the ones B/R New Design 323, B/R New Design 036 and Rockn D Ambush.

As we did our sire sorting and ran our economic selection indexes, we came to the conclusion that **ROSEDA EXPO DESIGN SESC J037 and ROSEDA SE EXPO DESIGN J062 were among our best alternatives to these and other limited supply, high priced bulls.** If you studied our September ad, you probably identified them as well. They are stacked four generations deep with foundation carcass sires and they have the carcass EPDs to prove it. In addition, their dams are productive young cows that are serving as donors in our Embryo Transfer program.

We hadn't planned on using these young bulls until they graduated with honors from our young sire evaluation program. But economics and limited alternatives dictated that they be pulled from the ranks for immediate deployment in the Roseda Breeding Program. **If you have a carcass oriented breeding program, you should consider sampling one or both of these bulls.**

Prices: \$15/unit and \$30/certificate.

Free round trip shipping on 10+ units. Volume discount on 100+ units. For additional information and a picture of J062, give us a call.

This issue completes our introductory advertising campaign for Roseda Farm. We hope you have gained an appreciation for our strong commitment to improve the carcass quality and composition of Angus cattle. We are approaching this with an aggressive "farm to fork" progeny testing program. More than 40 bulls were used in our spring calving cooperator herds.

Our Roseda Branded Beef program is doing well. We now have a greater demand for Roseda Beef than we can supply. Our loyal customers order from as far away as Florida, New York and California.

You can revisit all of our 2000/2001 AJ ads at our Web site, www.roseda.com. We will continue to update our web site regularly. If you wish to be added to our mailing list, please contact us with your mailing information.

Thank you for your interest in Roseda Farm. We look forward to meeting and working with you in the future. Watch for our new series of ads beginning in February 2002.

Ed Burchell

Dean Bryant



BIRTH WEIGHT	WEANING WEIGHT	MILK	YEARLING WEIGHT	SCROTAL CIRC
+1.9 .37	+32 .36	+25 .34	+64 .32	+11 .40

CARCASS WEIGHT	MARBLING	RIIBEYE	FAT THICKNESS	% FET. PROD.
I+9 .30	I+.53 .30	I+.39 .30	I-.030 .29	I+.65 .29

Ultrasound Body Composition EPD				
%IMF	RE	FAT	RMPFT	%RP
+27 .37	+20 .37	-.015 .37	-.037 .40	+38 .37

Roseda Expo Design Sesc J037

Calved March 19, 1999 • Reg. No. 13369654

#GT Expo
#GT Pine Siskin
#B/R New Design 036
Roseda Miss Madge 036 9702
UMF Madge of Wye 7506

#Scotch Cap
#PS Power Play
#Hoff Band 07 of SC 509
#Pine Drive Big Sky
#GT Pioneer Shoshone
#VDAR New Trend 315
B/R Blackcap Empress 76
#+GAR Sleep Easy 1009
UMF Madge of Wye 6860



Roseda Miss Madge 036 9702
Dam of J037

Roseda SE Expo Design J062

Calved September 27, 1999 • Reg. No. 13627964

BIRTH WEIGHT	WEANING WEIGHT	MILK	YEARLING WEIGHT	SCROTAL CIRC	CARCASS WEIGHT	MARBLING	RIIBEYE	FAT THICKNESS	% FET. PROD.
+1.9 .38	+33 .38	+26 .31	+65 .26	I+.17 .31	I-2 .27	I+.58 .28	I+.46 .27	I-.033 .27	I+.91 .27

B/R New Design 323
B/R Ruby of Tiffany 155

GT Expo
+Roseda Carol of SCR 402 9721
Spring Cove Rachel 402

#VDAR New Trend 315
B/R Blackcap Empress 76
VDAR Pine Drive 251
Tiffany BR
#Scotch Cap
#GT Pine Siskin
#+GAR Sleep Easy 1009
Spring Cove RR Carol 245



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