

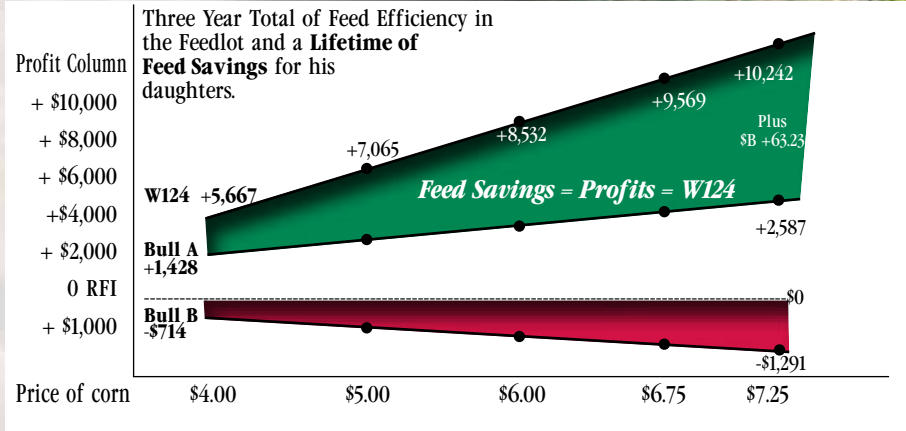
Introducing: SF Turtlerock RFI W124

- RFI -7.92 ADG 4.76 lb.
- Feed Conversion on 14.4 lb. DMI
3.02 lbs. : 1 lb. Gain
- BW 76 lb. act. Yearling SC 44 cm
- REA act. 16.3 • REA/CWT 1.28
- IMF 5.58%



The most valuable dollar a person has is the one which is saved and not spent in the first place.

The ROI for feed efficient bulls that still have rate of gain and carcass is one of the most exciting and practical combinations of traits — and it is now available.



Call for details on how using W124 for 20 calves per year for three years can net you from \$5,667 up to \$10,242 saved over an average bull (see chart). Up to \$840 comes from feedlot savings. The rest is from feed savings on females kept for an average of six years. Feed efficiency is 40% heritable, and W124 will contribute 50% of that efficiency to his calves. The pasture efficiency factor we used was pegged at 70% of feedlot efficiency gain, based on a cow's DMI requirements. Go ahead and cut our calculations by 50% if you want and even then see what W124 can do for your program.

The chart compares W124's predictable progeny advantage to that of 2 bulls whose RFI and feed conversion is not known. Bull A, who luckily, but unknown to the bull user, has a -2.0 RFI has some savings over the average, but W124 still outdistances this bull by over \$2,500 per year. Bull B, who might look great, has a +1.0 RFI, which is again unknown to the user. That bull loses out to an average feed efficiency bull by \$1,291 in 3 years, and by over \$11,000 in feed savings when compared to W124.

We are excited and need W124 calves on the ground to put this to the test. Call for details on the chart and the potential in your area to use W124 in your program. ***This is flat-out exciting!!***



Semen: \$20/Straw • \$30/Certificate

Great volume discounts available

Breeding shares available

Call: Jeff and Lisa Liston H: 641-946-8135 • C: 641-891-1270

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Note: The grandam of this bull is selling at the 2012 Denver NWFES along with her beifer by Basin Rainmaker 654X and her bred beifer safe to Protege.