



# Highland Cross Cattle

Ideal for Commercial Beef



# Low cost beef production



**Highland cattle have developed into an efficient and versatile beef breed. They are natural foragers and years of breeding have adapted them to out wintering in the severest of climates.**

Being largely self-sufficient, they require minimal maintenance and usually calve outside unaided and unattended. They are capable of surviving in the harshest weather conditions. Highlanders thrive where others would not survive. In winter, their diet is natural as they don't require expensive feed compounds resulting in a low carbon footprint. Many farmers are now recognising the inherent qualities of Highland Cattle as a beef breed because of their ability to efficiently convert rough fodder into low fat, high quality beef at costs way below those of the average suckler herd.

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# The Highland Cow is the key to success

## The Breed for Beef

Because of the excellent way Highland cattle pass on to their progeny their many virtues, they have become the basis of many cross breeding programmes for hill and upland suckler cattle.

When Highland cows are put to the Beef Shorthorn or the Whitebred Shorthorn bull they produce animals of quality and stature that are capable of being out wintered on moorland or hill ground.

They have much the same attributes as their dams and go on to produce a high quality beef carcass on a low input farming system.

First crosses with hybrid vigour accentuate the good points of their parents, which leads to easy calving, natural maternal care and better confirmation. These first crosses can then in turn be put to any modern beef crossing sire to produce a terminal cross animal of superb butcher quality to compare with any other commercial cross.

Long term cattle breeding trials show that cross breeding is the way to rapid cattle improvement with the outstanding contributor to an improvement in food conversion being the Highlander.

Better...

Productivity

Calving

Fertility

Economics

Consistent carcass

Consistent quality



Highland cross steers can consistently achieve carcass conformation of class R4L or better.

# Hills and Uplands

Highland cross cattle offer a low maintenance solution to sustainable beef production. Strong foragers, thriving on poor land they are hardy, maternal and long lived.

The economics of Highland cows working on a low input system can produce gross margins well above those of other hill suckler cows.

The considerable attributes of Highland cattle make them the first choice for the production of commercial hill cows. They can make a real economic contribution to hills and uplands particularly when the females are crossed with the Whitebred or Beef Shorthorn bull.

The non-selective grazing and foraging habits of Highland cattle are acknowledged by conservation bodies to enhance the flora on hill ground and to improve the habitat for wildlife, which is an added benefit to hills and uplands.

The environmentally friendly form of farming results in

- Longevity and hardiness of the cow
- Low replacement costs
- Low input feed, housing and vet.
- Low carbon footprint
- Fertile and easy calvers outside unaided
- Low fat, premium quality beef





# Plan for the future

Highland cattle offer the potential to cut production costs and increase output. They are robust, functional animals that require the minimum of human intervention.

## The breed with potential



### Lower ...

Labour costs

Wintering costs

Vet costs

Mortality rates

Feed costs

Capital costs

Profitable production

Sustainable future



# The World's best beef

## Highland cross beef is lean firm and very low in fat.

It is unsurpassed for flavour, tenderness and juiciness which comes from having just the right amount of marbling through the meat to give that succulent flavour so typical of old fashioned traditional beef.

It lends itself magnificently to a range of cooking methods and different recipes.



Analysis of the beef has consistently found it to be significantly lower in fat than other beef while at the same time rich in protein and iron.... factors which are a major consideration for today's consumers who will pay above average for healthy eating.

## The Highland cross beef carcass gives:

- Naturally tender meat
- Well marbled joints
- Flesh that ensures tenderness
- Distinctive succulent flavour
- Juiciness and flavour
- Healthy eating
- Nutritional Value
- Low fat content
- Low cholesterol

Loyal Customers

Guarantees premium prices



## Traceability

Today's stringent market means that complete traceability of the product is essential.

### Records are now fully computerised.

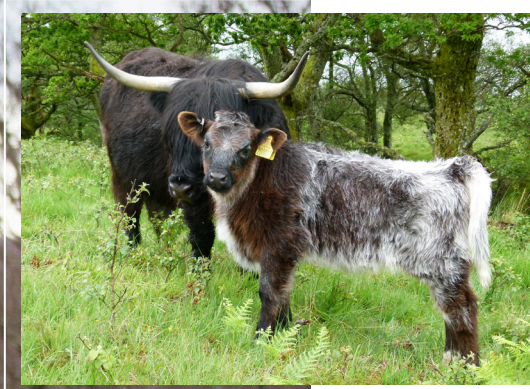
Each carcass has a provenance and can be instantly traceable to the farm where it was born and reared. Every bit of Guaranteed Pure Highland Beef is backed up by a certificate from the Highland Cattle Society approved by a Trademark Examiner.

A phone call to the society for verification by quoting the certificate number and the name of the butcher is all that's needed to authenticate the purchase of the world's best beef.



Through the Highland Cattle Society and its Herd Book traceability can be assured.





## Highland Cross Steers

Terminal calves using a Simmental sire to a Highland cross suckler cow:

### Spring born steers weaned in November

- Average weight at weaning 275 kg
- Average weight at 12 months 383 kg
- Average weight gain with winter feed 108 kg
- Average DLWG with winter feed 0.9 kg
- Average finished weight (23 months) 640 kg
- Average weight gain in last 330 days 275 kg
- Average carcass weight 315 kg
- Carcass grading R 77%



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