

# Red Brangus Improve Your Bottom Line

## :: DISPOSITION

Temperament is an important factor in the cattle business. Red Brangus have proven to be docile and easy to handle on foot, horseback, or with a vehicle.

## :: HARDINESS

Red Brangus have the innate ability to thrive in a variety of climates. Red Brangus are solid red and naturally heat tolerant, with resistance to diseases. The eye pigmentation of Red Brangus virtually eliminates pinkeye and eye cancer. Reports from the feedlot operators claim that Red Brangus are healthier and hardier in the lot, resulting in faster weight gains and more profitable feeding.

## :: PREDICTABILITY

Red Brangus have earned the reputation of producing a large percentage of solid red or red baldfaced, polled calves when mated to commercial cows. This creates uniformity at market time and eliminates the need to spend the money and time to dehorn.

## :: VERSATILITY

Red Brangus offer both commercial and seed-stock producers a variety of production and marketing options. Heifer calves stand right beside their steer mates with tremendous post weaning performance in the feedyard, or they can be marketed as top-notch replacement females.

## :: LONGEVITY

Typically Red Brangus bulls are in service through the age of 12, while cows are still producing well beyond the age of 14. History has proven that Red Brangus live and produce at least two years longer than British or Continental breeds.

## :: EARLY MATURITY

Red Brangus bulls mature early and can go into light service well before two years of age. Most heifers can be bred at 12 to 14 months of age, producing their first calves before their second birthday. Typically Red Brangus females have less than a 12-month calving interval.

## :: CALVING EASE

Red Brangus calves hit the ground weighing 70 to 75 pounds. Of course, this varies depending on the environment. Their growth is quick, often surpassing most contemporaries.

## :: MILKING ABILITY

Commercial and registered breeders often praise the high volume of milk that Red Brangus females produce. They exhibit well-formed udders and have no problem with sunburning due to their skin pigmentation. The high milking ability is even passed on to half-bloods retained as replacement females.

## :: HIGH PERFORMANCE

Red Brangus cross well with many breeds. Most combinations result in maximum hybrid vigor. Selection for high performing bloodlines can produce an extra 100 pounds per calf. The weight gaining ability is exhibited through the yearling stage. Feeders and branded beef programs such as Nolan Ryan's All Natural Tender Aged Beef seek out Red Brangus cross calves due to profitability.

## :: SIZE

The ability of Red Brangus to yield high weaning and yearling weights with moderate frame size is a big bonus for cattlemen. Mature Red Brangus bulls typically weigh in at 1,800 to 2,000 pounds, while females weigh 1,000 to 1,200 pounds in range condition.

## :: MARKETABILITY

Records show that Red Brangus Sired Calves continue to top national markets and commercial cattlemen have consistently received top dollar at local auctions. Packers desire the manageable size of their carcasses and consumers demand the Yield Grade 2, USDA Choice carcass that Red Brangus consistently produces. Red Brangus is documented as the breed yielding more Certified Meat Sires than any other American breed.



in today's beef industry,  
the answer isn't always as easy as

**black-or-white**

*Think Red!*

**American Red Brangus** cattle are your proven and reliable choice for beef production in the southern United States.

We invite you to learn more about the advantages of using **Red Brangus** genetics in your breeding program.



*Call us to talk about how Red Brangus can help your program!*

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## About Red Brangus...



The Red Brangus breed is a blend of Brahman and Angus genetics. Registered Red Brangus are solid red and naturally polled. Because of the world's diverse environmental conditions and the varying goals and needs of cattlemen, the organizers of the ARBA chose to set blood percentages for registration. This allows cowmen to target the blood percentage necessary for his individual climate, more Brahman for arid and tropic climates or more Angus for colder regions. The Red Brangus breed has documented its ability to adapt from the harsh, cold climates of the Northwestern United States to the arid Southwest and the humid Southeast.

Red Brangus was not based on a theory that two breeds should produce a superior third. Instead, the mating of Brahman and Angus in a commercial setting proved itself foremost to straight-bred British cattle. While these commercial matings yielded both red and black progeny, it was the red calves that proved themselves superior in terms of growth, fertility and hardiness.

Red Brangus cattle combine the hardiness, disease resistance and unmatched maternal instincts of the Brahman breed with the superior carcass quality, fertility, maternal and milking ability of the Angus. Red Brangus breeders have been diligent in maintaining these characteristics and have concentrated on producing cattle that will meet the needs of the commercial industry as well as the consumer.



**AMERICAN RED BRANGUS ASSOCIATION**

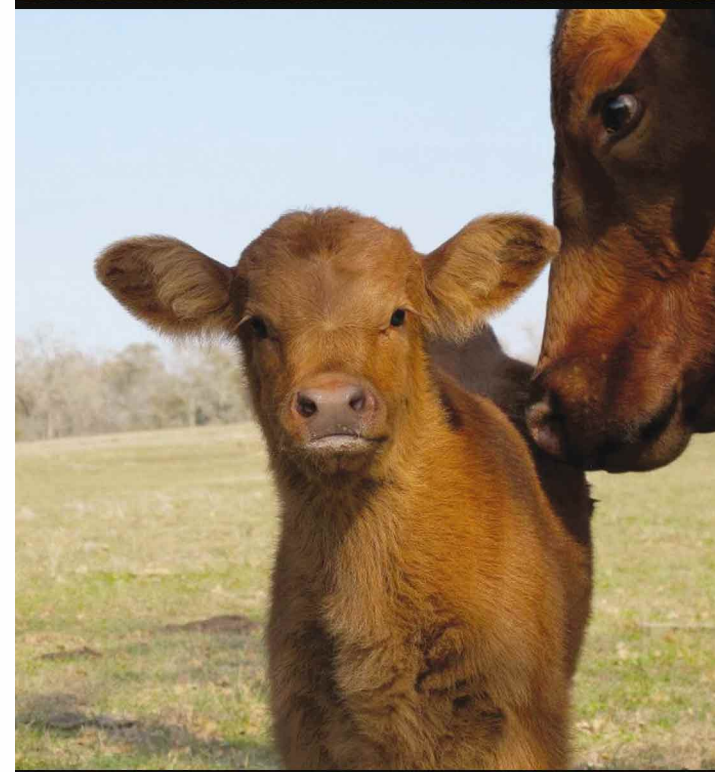
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*American*  
**RED BRANGUS**



The  
**"ORIGINAL"**  
Heat Tolerant Cattle

