

*Bucking Up Dairy Revenue
with a Different Option*

Beefmasters on Dairy



CARCA'S
MARBLING

SCORES
MARBLING



Beefmasters

Angus

Built for Efficiency. Proven *for* Profit.

- Feed Efficiency Leadership
- Hybrid Vigor (Heterosis)
- Faster Growth & Harvest
- Reduced Feed Costs
- Strong Carcass Premiums





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The dairy industry has recognized the innovative revenue enhancement tool referred to as “Beef On Dairy” and now that the application has been proven in practice, how can this option be improved upon?

“More weight. Better efficiency. Higher value. That’s the Beefmaster difference.”

Understanding Value in Beef Production

There are 18 different American beef breeds recognized by USDA for production testing and research. Beef is sold by the pound—more weight means more income, and higher quality means greater premiums.

The myth that black-hided calves guarantee premium pricing continues to circulate, yet carcass quality and performance data tell a different story. Beefmaster genetics consistently meet or exceed quality benchmarks while delivering accelerated growth.

Sire Selection Drives Outcomes

Sire selection is the most important decision in optimizing Beef on Dairy outcomes. While the dairy cow produces milk, the beef sire determines meat performance, efficiency, and profitability.

Expected Progeny Differences (EPDs) provide measurable insight into growth, weight, and carcass quality. Aligning these metrics with dairy systems is key to maximizing return.

Beefmasters on Dairy: Proven Performance

Beefmasters are recognized for adaptability, efficiency, and strong maternal influence. They thrive on low forage and convert feed into muscle with exceptional efficiency.

Crossbreeding with dairy cattle enhances meat quality further through Heterosis, resulting in improved growth rates and earlier harvest timelines.

USDA MARC Research Validation

USDA Meat Animal Research Center (MARC) studies consistently rank Beefmasters among the top for feed efficiency and hybrid vigor across multiple breed comparisons.

Economic Impact for Dairy Producers

Improved feed efficiency lowers cost of gain, while faster development increases turnover and profitability. Strong carcass performance supports grid premiums and market demand.

For innovative Dairy Operators:

Beefmaster Sires represent a strategic opportunity to enhance both efficiency and revenue.

Dbl D Bar Ranch | Texas

