

We've known it all along... Pine Ridge Simbrah Can Compete With Angus Genetics

Just look at the data from the American Simmental Association's Carcass Merit Program. This is the result ASA's 2012 Illinois Test.

The numbers clearly show that Pine Ridge cattle have leading carcass numbers.

Pine Ridge's goal is to produce efficient, corn fed, Low to Mid Choice beef which has reduced saturated fat as compared to prime beef. The consumer is very concerned about healthy nutrition and heart healthy selections. Pine Ridge Simbrahs address the concerns of the consumer. Pine Ridge raises quality beef that is very tender, flavorful and nutritious and free of Beta Agonists and hormone treatment.



Just analyze this carcass data and incorporate Pine Ridge genetics into your breeding plan.

PRR Dr. Dazzle 911U

Breeder: Pine Ridge Ranch, Athens, Tx

Polled/S Purebred Bull

DOB: December 2, 2008

Sire: PRR Red Ammo 506P

Dam: PRR Miss Dazzling 720G

Reg #: 2495219

PRR Optimum 892T

Breeder: Pine Ridge Ranch, Athens, Tx

Polled Purebred Bull

DOB: December 22, 2007

Sire: PRR Trouper 214F

Dam: PRR Optima 677J

Reg #: 2446430



PINE RIDGE RANCH

Home of Ranger Livestock, Athens, Texas

JANE AND BILL TRAVIS

9876 Plano Road • Dallas, Tx 75238

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Visit us at

www.simbrah.com

UNIVERSITY OF ILLINOIS FEEDER STEERS-2012

ANGUS SIRE	# of Animals	Marbling	Carcass Weight	Back Fat	REA	KPH	Yield Grade
44 CHANGEUP	6	435	759	0.37	12.7	1.9	2.3
BASIN RAINMAKER P175	6	452	720	0.44	11.8	2	2.7
CONNEALY COUNTERPART 882	7	359	716	0.34	12.7	1.9	2.3
CONNEALY HEMISPHERE 957L	7	459	772	0.4	12.8	2	2.4
FHCC SPECIALIST 7540	8	415	757	0.43	12.8	2	2.6
G A R PREDESTINED	8	543	711	0.53	12	2.2	2.8
KG FOCAL POINT 8100	10	376	710	0.36	12.5	2	2.2
LCC NEW STANDARD	9	419	724	0.35	12.7	1.9	2.1
SITZ UPSIDE 547W	8	394	748	0.46	12.6	1.9	2.6
TC THUNDER 805	11	376	727	0.43	12.3	2	2.5
WHITESTONE ADVOCATE	4	415	750	0.42	12.2	2	2.3
WOLF CREEK PLAINSMAN	14	394	725	0.39	12.3	1.9	2.5
WOODHILL MAINSTREAM U11	5	376	715	0.4	12.4	2	2.4
MEANS	Total=103	416	733	0.41	12.4	2	2.4
SIMBRAH	# of Animals	Marbling	Carcass Weight	Back Fat	REA	KPH	Yield Grade
PRR DR. DAZZLE 911U	7	399	757	0.32	13.1	1.8	2.1
PRR OPTIMUM 892T	3	343	743	0.45	13.9	2	2
MEANS	Total=10	371	750	0.39	13.5	1.9	2

Study The Numbers... They Show The Results

Please visit our website. We recently revamped it and you'll find articles and videos that further explain our commitment to the U.S. beef industry and the product we are producing.

It's About The Consumer!

We have been moving our program in that direction for more than 30 years....

"We have spent more than three decades dedicated to developing a product — a very specific and unique line of cattle — that we believe will be important for generations to come. At Pine Ridge Ranch, our breeding program has slowly, but soundly evolved over the past 30 years to generate an ultimate hot-weather cow that will produce preferred carcasses with every bit of efficiency bred into the production system. The product we have now did not exist 30 years ago. Jane and I set out on a 40-year plan back in 1981 and we are in the 32nd year of that plan."

~ **Bill Travis**



Our End Product Goal includes:

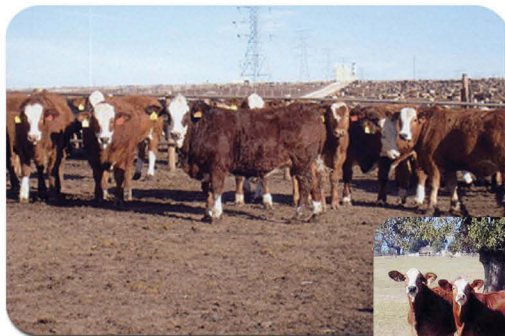
- Environmental cattle to prosper in the warmer climates of the world
- Heart healthy products with lower saturated fat
- A 1,400 pound steer at 16 months of age with low grain to weight ratio
- Carcass tenderness and choice beef — no standards, no primes, all YG1, YG2 and YG3
- Small head, moderate bone to achieve 65% red meat
- No beta agonists and no hormones

And along the way our cattle have become recognized world-wide not just for what they deliver on the rail, but for their efficiency and productivity in the pasture and their excellence in the show ring.

At Pine Ridge Ranch, it's about the consumer!



PRR RITO 545W ASA # 2513491
Sired by PRR Perfection 82S and out of PRR Clarita 522P



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