

# Beef on Forage THE BULLETIN



## THE LARGEST BULL TEST & SALES IN THE BREED MORE BULLS. MORE DATA. MORE CHOICES.

### WELCOME TO OUR BEEF ON FORAGE PROGRAM

We have hosted over 70 sales in the last three decades. Since 2020 we have sold bulls to 22 States and several countries including Botswana, Mexico and the Dominican Republic. For your convenience we host four sales a year in three states.

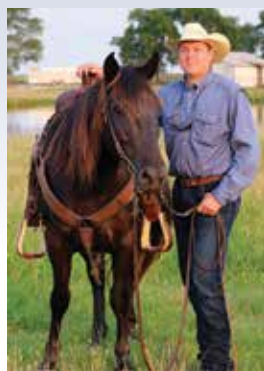
Our group has been on the cutting edge of supplying performance genetics to the most progressive buyers in the industry. The performance program annually tests over 500 bulls along with marketing over 100 Registered Females. Our Texas sale in October will also feature 150 Commercial females.

All Bulls are developed on a high forage diet to help them acclimate to your real-world environment on the ranch. We realize there are other options when looking for Beefmaster cattle. Rest assured there is no other program that puts as much selection pressure on their bulls and invests more time and money in performance testing.

I would like to extend a personal invitation for you to join us at one of our four sales, we believe our bulls might change your opinion of Beefmasters.

We offer several absentee bidding and hauling options. If I can be of any assistance, please don't hesitate to call or text at any time.

*Derek Frenzel*  
(254)541-4643



**Join our mail list!** Visit our website at [www.BEEFMASTERBULLSALE.com](http://www.BEEFMASTERBULLSALE.com)  
or like our Facebook page at Beefmaster Bull Sale





# **DON'T GET LEFT BEHIND!** **THE BEEFMASTER CONNECTION** for *Performance* Tested Genetics



**Beef On Forage is your Performance Bull Supplier**

The  
*Maternal*  
Collection



*Offering Registered Females*

**MARCH**

McALESTER, OKLAHOMA

**MAY**

LaGRANGE, TEXAS

**OCTOBER**

BRENHAM, TEXAS

FOR MORE INFORMATION:

DEREK FRENZEL 254.541.4643

**We continually strive to be on the cutting edge of technology.**

**Don't buy a breed...invest in a PROGRAM.**

**Make sure your next bull is wearing the *Performance* brand.**

**We offer the most complete performance information in the breed!**



## **Crossbreeding with Beefmasters**

If you are a commercial cattleman, you simply can't afford NOT to be crossbreeding. The benefits of a crossbred cow to any commercial herd are undeniable and highly documented.

Crossbreeding leads to Hybrid Vigor or Heterosis. Simply put, crossbred calves (on the average) are better performers than their straight bred parents. More vigorous at birth, faster growing calves perform better for almost every trait and make more money (this is Individual Heterosis). But it gets even better. Crossbred cows improve calving rates, calf survivability, more calves born and weaned, more pounds of calf and more calves produced over the cow's lifetime (this is Maternal Heterosis). With good management, Maternal Heterosis will make a rancher more money than anything else he can do.

Beefmasters are the most important part to any crossbreeding program because of the powerful impact they have on Maternal Heterosis. If your cowherd is predominantly Angus or Brangus, using Beefmaster bulls on those cows will create superior crossbred females to capitalize on Maternal Heterosis.

The driving factor for hybrid vigor in crossbreeding is Retained Heterosis. Because of the unique genetic content of Beefmasters, 63% of the possible heterosis is Retained. This is significant because most American Breeds retain 47% heterosis. Beefmaster bulls will pass along that 16% increase in heterosis in the form of more pounds of calf weaned and more productive females in almost every trait. That equates to more dollars from every cow sired by Beefmaster bulls.

Progeny sired by bulls of another breed, especially Continental breeds would show very little if any 'ear' and would have all the benefits of stacked Hybrid Vigor, especially maximized pay weights, after all, we still sell cattle by the pound!

*Don't worry about the distance...*

**We will have affordable trucking available in all directions. Please call ahead to discuss delivery options and absentee purchases..**



*The Maternal Solution*

[WWW.BEEFMASTERBULLSALE.COM](http://WWW.BEEFMASTERBULLSALE.COM)



Visit us at Beefmaster Bull Sale





COME SEE WHY OUR  
**POWERHOUSE**  
BEEFMASTER BULLS ARE A TOP  
CHOICE FOR *PROGRESSIVE*  
CATTLEMEN.

Focused on the customer—

We feel our development program and more importantly our GENETICS is what makes the difference producing these easy fleshing powerhouse bulls.

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**“Our breeding decisions are made to produce bulls for commercial operations.”**

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**“Not all bulls are created equal, it’s our job to identify superior genetics.”**  
- Derek Frenzel



**FLESHING  
ABILITY:**

One of our customers biggest compliments is how well our bulls maintain condition after they get them home. This is not only Development but more so Genetics.



Each bull is graded on a scale of 1-5 following the first phase of our Development Test. The bulls carrying the most condition will receive a 5. Those bulls carrying slightly less flesh will be graded lower. This will enable buyers to select bulls that will better fit their environment. Our easy fleshing bulls will sire females that breed quicker and stay in the herd longer.

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**Don’t take chances.**

**Buy from The SALE that does MORE!**

There is so much more than just buying a pretty bull. Come see why our buyers keep coming back year after year for these powerful bulls.



For over Thirty years we have developed a program committed to producing easy fleshing bulls that travel, breed cows and not break down. Our unique forage-based performance test allows you to select bulls that fit your environment by testing them against each other in large contemporary groups.



Our priority is developing bulls for the true working rancher. Our performance test is designed to show their genetic differences while preparing them for longevity. Our team has listened to customers’ needs and is excited about the bulls we have developed.



BEEFMASTER  
**BEEF ON FORAGE**  
BULL SALE  
B

**3<sup>RD</sup> SATURDAY IN MARCH**

*McALESTER, OKLAHOMA*

110 BULLS, 30 REGISTERED FEMALES

**1<sup>ST</sup> SATURDAY IN MAY**

*LaGRANGE, TEXAS*

75 REGISTERED FEMALES, HERD BULLS

**3<sup>RD</sup> FRIDAY IN SEPTEMBER**

*ARCADIA, FLORIDA*

125 BULLS

**3<sup>RD</sup> WEEKEND IN OCTOBER**

*BRENHAM, TEXAS*

125 BULLS, 40 REGISTERED FEMALES

**JOIN US AT OUR NEXT  
BEEF ON FORAGE SALE:**

