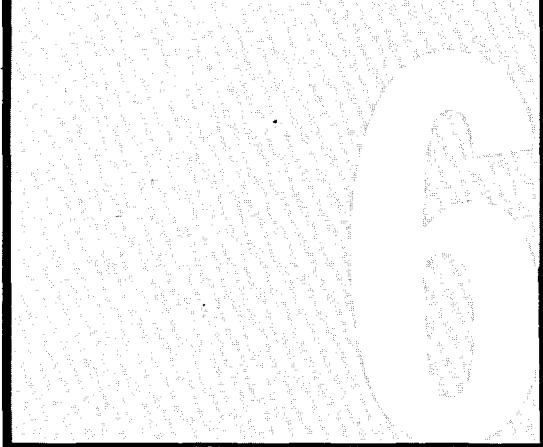
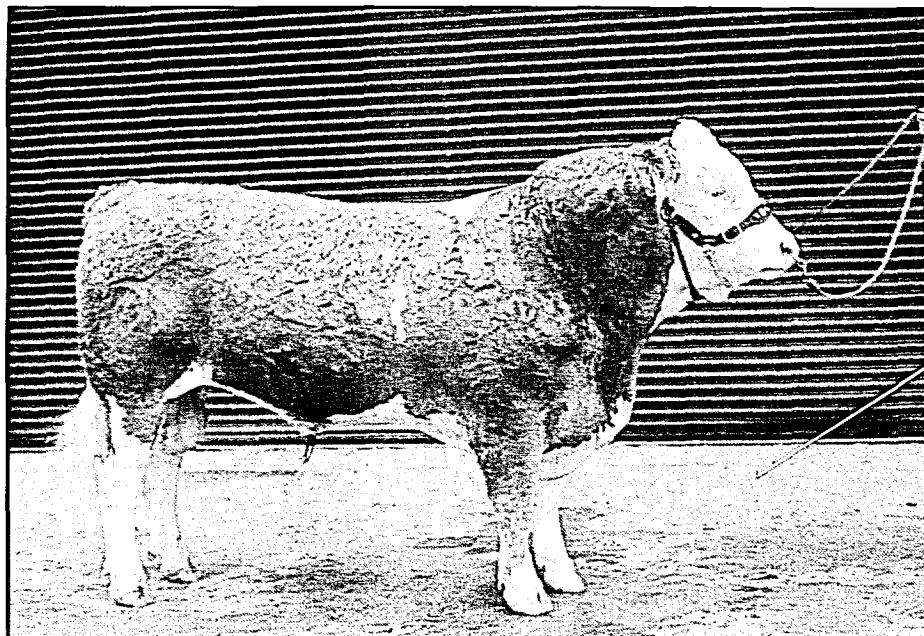


# CANADA'S BEEF AND DAIRY CATTLE



Livestock production is becoming increasingly important to the Canadian export industry. In 1986, the export of live animals from Canada to countries in all parts of the world contributed \$435 million to the economy. In addition, semen exports accounted for \$15 million in revenue.

Canadian Herefords have been exported to Japan, the People's Republic of China, the U.S. and several other countries.



Canada is known around the world for the quality of its livestock, its computerized herd improvement programmes, and the research and technology it has applied to genetic engineering, embryo transplant techniques and artificial insemination.

The constant search for superior

livestock bloodlines has kept Canadian farmers among the most efficient and competitive in the world.

The federal government's Record of Performance (ROP) Program has been helping farmers identify the country's top-producing animals since 1905. A great many Canadian herds are registered for record-of-performance testing. This allows selection to be made on the basis of pedigree, appearance and performance. In addition, Canada's performance-testing programs help maintain national standards and allow intercommunication between the various computerized recording systems.

Agriculture Canada computers offer farmers an accurate assessment of each animal's genetic value and with this information, the Department's geneticists are able to provide an accurate "estimated breeding value" for an animal before it is even born.

## Canadian Beef Cattle Breeds

Canadian beef cattle breeds are generally characterized by outstanding beef carcasses, leanness, consistently superior meat and high dressing percentage. Canada also has an international reputation for quality beef breeding stock known for hardiness, adaptability to diverse climatic and foraging conditions, high fertility records, easing calving and good milk production.

The most widely recognized beef breeds are the Hereford, Aberdeen-Angus, Shorthorn, Charolais and Simmental breeds.

A wide range of cross-bred cattle for beef breeding and slaughter are also available in Canada. The result of the best breeding stocks and best feeds, these animals are available in lots pre-sorted for colour, age,