

AHCA Membership Rewards

- ◆ Benefit of a dynamic breed registry
- ◆ *The Bagpipe* – a timely, informative quarterly magazine with management and marketing features, success stories, regular vet column and national/regional Highland happenings
- ◆ *AHCA Highland Breeder's Guide* – the handbook of Highland husbandry
- ◆ Interactive website with regular updates along with an average of 10,000 hits a month
- ◆ Link to your farm website
- ◆ Your farm listed in membership directories
- ◆ Beef producer icon (nominal charge)
- ◆ Updated brochures and promotional materials, many at no charge
- ◆ Collaboration with the Highland Cattle Foundation (HCF) and University of MO on a Highland beef research project studying meat quality
- ◆ Revitalized Quality Highland Beef (QHB) program with support materials and trade-marked logo (nominal charge)
- ◆ Highland Performance Program at no charge
- ◆ DNA testing and identification services
- ◆ Vibrant junior program (AHCAj) to foster young breeders
- ◆ Annual National Convention/Meetings for education and fellowship

Plus much more...

Regional Associations

AHCA has several regional associations across the country that build a sense of community and provide an opportunity to network and mentor with other breeders in your area. Many hold field days, seminars, shows and other events throughout the year so it is easy to be involved.

The benefits of participating in a regional group are many. Most have membership listings on their website so your farm can easily be located by potential new producers. Others have Facebook pages, links to member websites, cattle auctions to benefit local buyers/sellers and free information packets for prospective breeders. They typically have a nominal dues fee that is separate of AHCA.

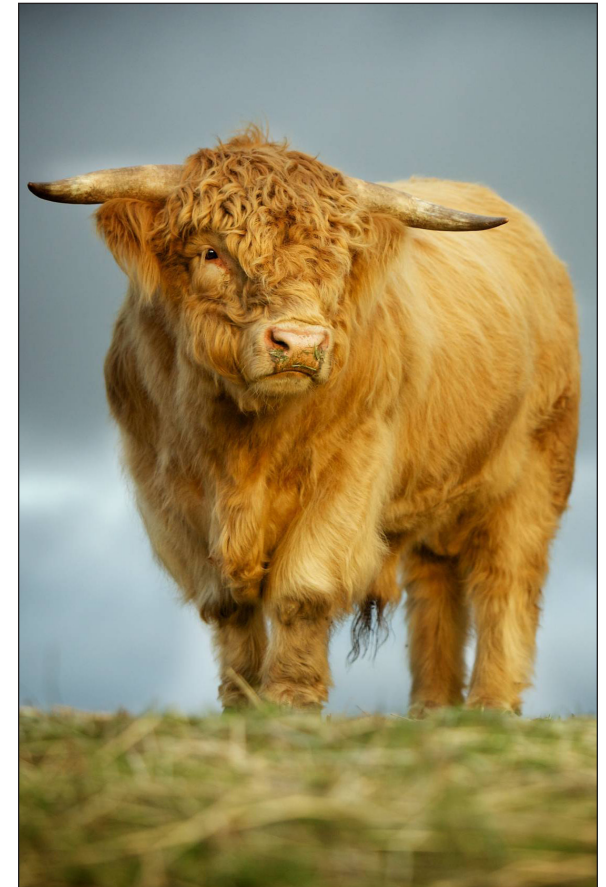
Find a Regional Association near you:

California Highland Cattle Association
 Heartland Highland Cattle Association
 Mid-Atlantic Highland Association
 Midwest Highland Cattle Association
 Mountain States Highland Cattle Association
 North Central Highland Cattle Association
 Northeast Highland Cattle Association
 Northwest Highland Cattle Association



American Highland Cattle Association
 Historic City Hall • 22 S. 4th Ave., Ste. 201
 Brighton, CO 80601-2042
 303.659.2399 • 303.659.2241 (fax)
info@highlandcattleusa.org
www.highlandcattleusa.org

HIGHLAND CATTLE



Distinctively Different

Heritage Breed

Highland cattle are one of the oldest breeds in the world, originating from Scotland as far back as the 6th century. The extremely harsh conditions of the rugged, remote Scottish Highlands created a process of natural selection, where only the fittest and most adaptable animals survived to carry on the breed.

Originally there were two distinct classes; the slightly smaller and usually black Kyloe, whose primary domain was the islands off the west coast of northern Scotland. The other was a larger animal, generally reddish in color, whose territory was the Highlands. Today both of these strains are regarded as one breed – Highland. In addition to red and black, yellow, dun, white, brindle and silver are also traditional colors.

The breed is characterized by traits of hardiness, self-sufficiency and longevity. They are excellent foragers and efficient at improving pastures and clearing woodlots. A testament of this ability was in an Oak Savanna Restoration Project in Wisconsin where the cattle and environment thrived. Their moderate frame is ideal for small and large farms alike in various climates and regions of the country. Highlands are found in all fifty states and acclimate well to the environment yet it is best to buy cattle from a climate similar to your farm. The double hair coat is a tremendous asset in adverse weather and is



believed to be the reason why they have limited external fat cover. This means less to trim from carcasses and more value retained. The horns not only give them their majestic looks but are helpful with predator control. These cattle have strong maternal instincts and protect their young. In addition, Highland genetics are quite diverse from other breeds so they produce a highly productive cross.



Let's talk performance...

The Highland Performance Program allows breeders to use sound data to support the positive traits of the breed. Data shows the average birth weight (bw) is 65-70 lbs with 98% of calvings recorded being unassisted. Anyone who has stayed up all night with the vet to help deliver a calf can appreciate this value. This breed is known for docility with 80% of cattle scoring as “exceptionally calm” or “calm” when handled.

Love Me Tender

According to a study by Charles Bruce at the University of Glasgow in Scotland, Highland beef was shown to be almost 23% more tender than commercial beef. It also contained almost 7% more protein, 17% more iron and averaged 4% less cholesterol. Currently the University of Missouri in collaboration with AHCA and the Highland Cattle Foundation, is studying Highland beef quality. Samples are being tested from a diverse array of operations representing all feeding systems and regions of the country.

Preliminary data suggests Highland beef may “buck the trend”, that is the fat percentage in most samples is low compared to the industry indicating less marbling but still producing a tender product.

Quality Highland Beef (QHB)

Newly revitalized with a variety of promotional materials available, this branded beef program recognizes Highlands that are raised in a humane manner without any added hormones, anabolic steroids or sub-therapeutic feed antibiotics. Producers sign a contract that states they will follow appropriate protocol in naturally raising, finishing and processing their beef. In turn, they can utilize the handsome logo and materials when promoting their products. Uniquely positioned with heritage breed attributes, beef is successfully marketed in all parts of the country directly off the farm, via website stores, in farmers markets and through CSAs, restaurants and grocers. Breed recognition is a definite advantage!



Breed Advantages

- ◆ Excellent Foragers & Browsers
- ◆ Calving Ease
- ◆ Docile Temperament
- ◆ Adaptable to All Climates
- ◆ Picturesque Heritage Breed
- ◆ Tender, Lean, Flavorful Beef

