THE VALUE OF REGISTERED CATTLE

(the best you can afford.)

And why every one of them should be "show quality."

WHY REGISTERED HIGHLAND istory of CATTLE?

- Registration supplies a history of your cattle.
 - ----- DH White Gold -6654-
 - DH Montgomery (AI,D) +
 - Drover Hill's Lear-Ghaoth
 - ---- Sire: LEA Denovan Adam (D)
 - Quiet Meadow Lightning +
 - ----- Osceola Magnolia **
 - LEA Oleander
 - Animal: LEA Flint (D)
 - Weatherhill Donald Ruadh (D) +
 - ----- LEA Raleigh (D) +
 - LEA Mystic *
 - ---- Dam: LEA Vixen **
 - GOF Ralph 21R -4094- (D) +
 - LEA Queen Regent **
 - ----- Shat-Acres Buttercup

3 generations of ancestors viewable at one time

Click on any name such as GOF Ralph, and bring up information about him, including color and DOB.

EXPLORE OFFSPRING OF ANY ANIMAL IN THE PEDIGREE

Regn. No.:	18498 GOF Ralph had					
Reg. Status	Reg 03/23/87 97 registered					
Sex:	Bull offspring in the					
Tattoo:	PJ 21R(RightEar) AHCA herd					
Birth Date:	05/19/1983 book.					
Status:	Active DOOK.					
Туре:	Fullblood					
Breeder:	David & Nancy Pease					
Current Owne	er: Larry Alber & Pat White					
Horn:	Horned					
Color:	Red					
Progeny:	[97 - View] [View by Herd]					

- ----- Leodhas of Douneside
- GOF Jake 3J
 - Seonaid Ruadh 7th of Douglas
- Sire: GOF Marshall 16M
 - ----- Valraig Gael of Leys
 - Deidre of Dibden
 - Bessie of Scone Palace

Animal: GOF Ralph 21R -4094- (D) +

You can view every one of those registered offspring by name, and every one of his offspring's offspring by name.

Animal Name	Birth Date	Regn.No.	Herd ID	Sex	Color
LEA Liberty **	07/22/1991	22704	·	Cow	Light Red
LEA Lillian	07/02/1991	22703		Cow	Red
LEA Lindsey	09/07/1991	22706		Cow	Red
LEA Lydia	04/27/1991	22700		Cow	Red
LEA Oberlin (D)	05/14/1994	26243		Cow	Red
LEA Oneida **	03/20/1994	26233		Cow	Red
LEA Optimist	03/30/1994	26237		Cow	Red
LEA Oracle (t)	03/27/1994	26234		Cow	Red
LEA Osceola	04/21/1994	26242		Cow	Red
LEA Ovation **	03/20/1994	26232		Cow	Red
LEA Paige	03/13/1995	27619		Cow	Red
LEA Pandora	03/28/1995	27620		Cow	Red
LEA Patriot	03/11/1995	27623		Bull	Red
LEA Persy	03/23/1995	27621		Cow	Red
LEA Quandary **	05/28/1996	28969		Cow	Black

GOF Ralph's 3 generation pedigree can be followed even further by clicking on any name in his pedigree.

- ----- Leodhas of Douneside
- GOF Jake 3J
 - Seonaid Ruadh 7th of Douglas
- ---- Sire: GOF Marshall 16M
 - ----- Valraig Gael of Leys
 - ---- Deidre of Dibden
 - Bessie of Scone Palace

Animal: GOF Ralph 21R -4094- (D) +

- GOF Grover 3G
- Emerlen Kollin
 - ----- Emerlen Genevieve

Dam: GOF Melinda 1M

- <u>Major</u>
- Emerlen Goldie
 - ----- Emerlen Candice

Leodhas of Douneside can be followed back for an additional 3 generations as well, straight back to the Scottish Herdbook.

EXPLORE MANY GENERATIONS MORE THAN JUST THE FIRST THREE.

- Uisdean Og of Mingary
- Uisdean Mor of Douneside
 - Sobhrach Og 2nd of Carskiey
- ---- Sire: Exhibit of Strathallan
 - ----- John of Severie
 - Annag Bhuidhe 6th of Barbreck
 - Annag Ruadh 14th of Barbreck
- Animal: Leodhas of Douneside
 - Uisdean of Mingary
 - Uisdean Og of Mingary
 - Morag Og of Mingary
- Dam: Lileas 2nd of Douneside
 - ---- Victor of Gylen
 - Lileas of Douneside
 - Lileas of Glenforsa

YOU CAN TRACE PERFORMANCE DATA WITH PEDIGREES

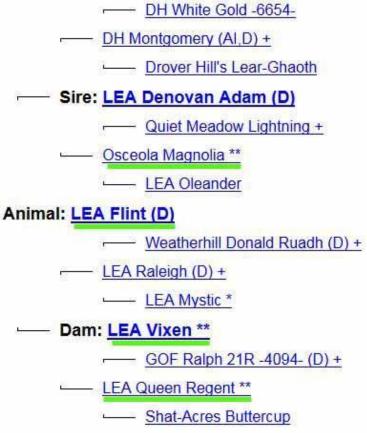
A single star * following the Animal's name indicates she is an Impact Dam.



These dams have calved consistently every 380 days or less for at least 4 years in a row, starting by 3 years, 4 months of age.

TRACE PERFORMANCE DATA WITH PEDIGREES

Two stars ** following a name in the Pedigree indicates that each of these animals is an Elite Impact Dam.



These dams have calved consistently since 3 years, 4 months of age, and have produced a minimum number of offspring that have proven to be above average in weaning weights.

TRACE PERFORMANCE DATA WITH PEDIGREES

A single +

following the name of a bull in the pedigree Indicates he is an Impact Sire.



These bulls have sired at least four Impact or Elite Impact Dams.

WRITTEN PEDIGREES PERMIT THE EVALUATION OF PERFORMANCE OVER MULTIPLE GENERATIONS

- Maple Lea Baldrische 13B
- GOF Djinn 20 -8541-
 - ----- Sandra of Norgrove
- Sire: Owl Rock Xyris (D) +
 - ---- Munisunk Aidan II
 - Owl Rock Orchid
 - ----- Owl Rock Impatiens

Animal: LEA Elektra **

- ----- Flathead Glenlivet (D)
- Flatheads Cutty Sark (D)
 - H.S. Vivian
- Dam: <u>LEA Betelgeuse **</u>
 - ----- DH Montgomery (AI,D) +
 - LEA Zenith **
 - LEA Ovation **

This is an impressive ancestry; a direct maternal line of Elite Impact Dams over 4 generations.

- Maple Lea Baldrische 13B
- ----- GOF Djinn 20 -8541-
 - ----- Sandra of Norgrove
- Sire: Owl Rock Xyris (D) +
 - ----- Munisunk Aidan II
 - Owl Rock Orchid
 - ---- Owl Rock Impatiens
- Animal: LEA Elektra **
 - ----- Flathead Glenlivet (D)
 - Flatheads Cutty Sark (D) — H.S. Vivian
 - Dam: <u>LEA Betelgeuse **</u>
 - ---- DH Montgomery (AI,D) +
 - LEA Zenith **
 - <u>LEA Ovation **</u>



Combine conformation based on knowledge of basic animal anatomy seen in a sire with....

PERFORMANCE RECORDS CAN HELP TO SELECT TRAITS FROM DAM TO IMPROVE POTENTIAL OF OFFSPRING



Milk production based on a long line of impressive weaning weights from this Elite Impact Dam as well as knowledge of her disposition based on years of owning and handling her.





A perfect(?) combination for your herd or someone else's.

PEDIGREE EVALUATION CAN HELP TO PRODUCE

groups of animals with similar attributes, visible at all ages.



PEDIGREES CAN BE USED IN AN ATTEMPT TO DUPLICATE A SINGLE SUPERIOR ANIMAL USING SIMILARITIES FOUND IN THE LINEAGE

Superior and sadly deceased animal

Sire



Dam





PEDIGREES CAN BE USED IN AN ATTEMPT TO DUPLICATE A SINGLE SUPERIOR ANIMAL USING SIMILARITIES FOUND IN THE LINEAGE

Sire



Cow with similar ancestors in pedigree

Our mystery offspring.





Pedigrees allow attempts to reproduce some facsimile of a superior animal by repeating the breeding, or getting as close to that breeding as we can. Sometimes it works magically; every full sibling is a carbon copy of each other. Sometimes it fails just as dramatically; a single superior animal in a sea of mediocrity.

REGISTERED CATTLE CAN PRODUCE



Registered offspring with a record in the AHCA herdbook.



REGISTERED CATTLE CAN PRODUCE

Feeder cattle





REGISTERED CATTLE CAN PRODUCE







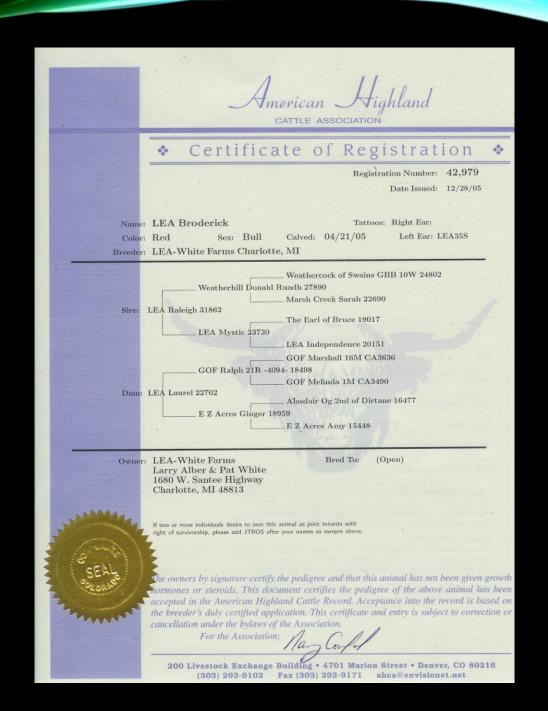
GRADE CATTLE CAN NEVER PRODUCE REGISTERED STOCK



No matter how gorgeous, no matter the breed character, no matter the conformation, no matter the disposition, no matter how pure they may appear, grade Highlands may not ever become nor can they ever produce registered Highland cattle.

REGISTERED HIGHLANDS

- Allow you to maintain detailed pedigree information
- Anyone can use this information to study cattle in your herd. Purchasers of registered animals will have the ability to search through pedigrees and try to produce that superior animal based on careful analysis and evaluation of those registration histories. They can do this without having to rely on the memories of the seller.
- Registration papers are a written history of your cattle.



REGISTERED HIGHLANDS



 Allow you to participate in breed shows and association events

REGISTERED HIGHLANDS

• Are cattle that appeal to a broader segment of the cattle owning public

- Purebred Cattle Breeders
- Heritage breed enthusiasts
- Children's project
 - 4-H
 - FFA
- Working family
 - Supplemental Income
 - Hobby
- Retirees
 - Fulfill a life time dream
 - Passion
- Commercial cattlemen
- Club calf producers

THE FAILURE TO MAINTAIN **REGISTRATIONS OF** PUREBRED HIGHLAND CATTLE IS BOTH A TRAVESTY AND A TRAGEDY

REGISTER YOUR HIGHLAND CATTLE

Make registration of Highland cattle your priority and instill that precedent into every purchaser of your cattle.

Transfer those registrations yourself each and every time you sell an animal.

Purchase a gift membership in AHCA for each and every new owner to whom you sell cattle.

Cement a relationship between yourself and that new owner and between that new owner and both the national and your regional Highland cattle association.

Help new owners become as enamored with Registered Highland cattle as you are.

"BUT I JUST WANT SOME HIGHLAND CATTLE; I DON'T NEED SHOW QUALITY"





BEGTO DIFFER.



YOU NEED THE HIGHEST QUALITY CATTLE YOU CAN AFFORD





AND EVERY SINGLE ONE OF THEM SHOULD BE SHOW QUALITY







"SHOW QUALITY" MEANS NOTHING MORE THAN GOOD CATTLE THAT PRODUCE GOOD CATTLE





"SHOW QUALITY" CATTLE HAVE TRAITS THAT WILL WORK IN ANY SITUATION YOU REQUIRE.







"SHOW QUALITY" CATTLE CAN WORK IN THE SHOW RING, BUT MORE IMPORTANTLY, WORK IN THE HERD.

This "show quality" heifer should move seamlessly into life as a brood cow,



which she has.



Never shown

"SHOW QUALITY" BEGETS "SHOW QUALITY"



Never shown





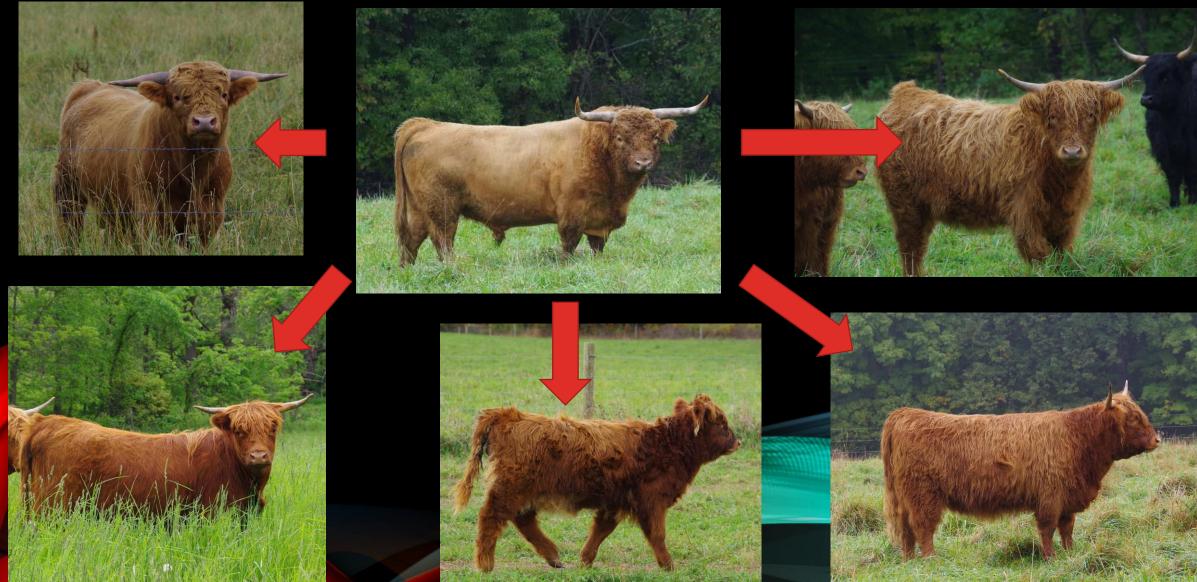








"SHOW QUALITY" DOESN'T HAVE TO BE SHOWN TO BE "SHOW QUALITY"







"SHOW QUALITY" CATTLE DOING WHAT "SHOW QUALITY" CATTLE SHOULD DO















WHAT IS "SHOW QUALITY?"

#1: a good udder.









WHAT IS SHOW QUALITY?



#2: a level topline with square hip.









WHAT IS SHOW QUALITY?

#3: Square legs coming out straight and true from the body when viewed from the front.





What is show quality?



 Square legs coming out straight and true from the body when viewed from the rear as well.









WHAT IS SHOW QUALITY?



<image>

#4: Walking well, with a bold stride that covers the ground effortlessly..







WHAT IS SHOW QUALITY? Nothing more than an attempt to perfect conformation to maximize

Capability

Functionality









What is show quality? It is perfecting conformation to maximize longevity.

















WHAT IS SHOW QUALITY?

If you are lucky it includes animals that ooze breed character as well, even in a summer coat.

SHOW QUALITY MEANS NOTHING MORE THAN GOOD, SOUND AND FUNCTIONAL CATTLE

You should have a whole registered herd of them.



BREED REGISTERED HIGHLAND CATTLE

" a breeder is a person who practices the vocation of mating carefully selected specimens of the same breed to reproduce specific, consistently replicable qualities and characteristics. This might be as a farmer or a hobbyist, and can be practiced on a large or small scale, for food, fun, or profit." This is where breeders differ from the many keepers and sellers of Highland cattle. We should all look at breeding Highland cattle as a business, whether large or small, and we should all profit from the sale of our cattle, whether many or few. But paramount to any Highland operation is the "careful selection of breeding stock" and *subsequent registration of those animals* with the American Highland Cattle Association (or other Highland breed registry). If the animals are not registered, and those papers are not transferred to a new owner, that animal is effectively lost to the breed gene pool; it is no more than a grade or commercial beef animal. Its lineage is lost, its link to the past is lost and in most cases, cannot be reestablished. Such Highland owners then become little more than animal collectors, rather than conservators of a unique and rare breed.

BE A BREEDER OF HIGHLAND CATTLE.