

WE'VE ALWAYS KNOWN WE HAVE THE MOST PROFITABLE COW HERD. NOW WE HAVE THE NUMBERS TO PROVE IT.

*Oak Hollow females must be profitable for the commercial cattleman. If females are not profitable selling their pounds of weaned calf at steer price, they will no longer be in the herd. The traits of the utmost importance include fertility, calving ease, optimal milk production, longevity, and structural soundness. After these basic requirements are met, the calves must grow and grade. By first selecting for maternal traits of economic importance, we can produce the highest quality beef at the lowest cost of production.*

Above is the paragraph that I wrote several years ago to describe our breeding philosophy with over forty years of breeding history. We have always said we have the lowest cost of production for the value of the calves we wean. However, we never had a number to truly prove that we had the most profitable cow herd. Recently, the American Angus Association released a true maternal index they call \$M to help producers better define efficiency in a commercial cow-calf environment. Traits in the new index include calving ease direct and maternal, weaning weight, milk, mature weight, heifer pregnancy, docility and foot score. Those are all numbers we have emphasized for over 40 years. While other breeders were accepting a bigger, and less efficient cow for a few pounds of yearling weight, we were weighing and measuring cows to ensure we were weaning bigger calves with the same inputs.

Our cow herd has over 50 females in the top 1% of the breed for \$M and an average across over 400 females that falls within the top 15%. Over 20% of the sale bulls we produced last year were in the top 5% of the breed for \$M. For years, our genetics have been throughout the Mid-South creating efficient commercial females and profitable feeder calves. We have always known they were the most profitable, but now we have the numbers to prove it.

**KENNETH D. LOWE (270) 202-7186 - JOE K. LOWE II (270) 202-4399**

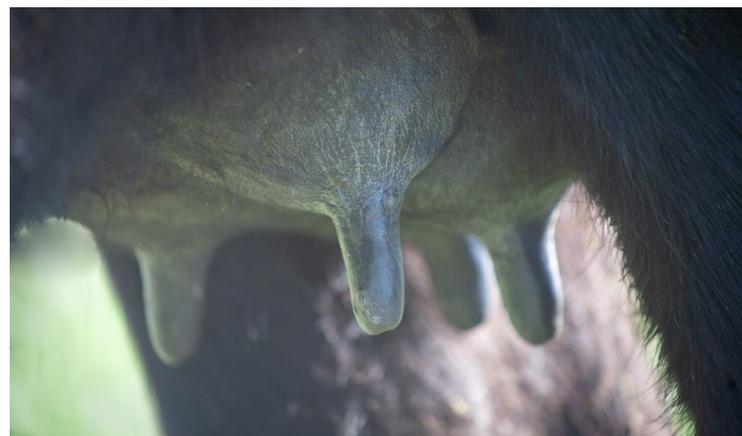
**WWW.OAKHOLLOWANGUS.COM - SMITHS GROVE, KENTUCKY**

# OAK HOLLOW

PERFORMANCE TESTED PUREBRED ANGUS CATTLE



**OAK HOLLOW 1363 - SIRE OF 12 TOP 1% \$M FEMALES**



**PRIVATE TREATY ANGUS BULLS AVAILABLE  
OAK HOLLOW SIRE HEIFERS AVAILABLE  
SPRING ANGUS PAIRS AVAILABLE TODAY**

**FALL BULL SALE AND FEMALE OPEN HOUSE  
MONDAY, OCTOBER 28, 2019**

**41<sup>ST</sup> ANNUAL FIRST CHOICE BULL SALE  
MONDAY, MARCH 30, 2020**