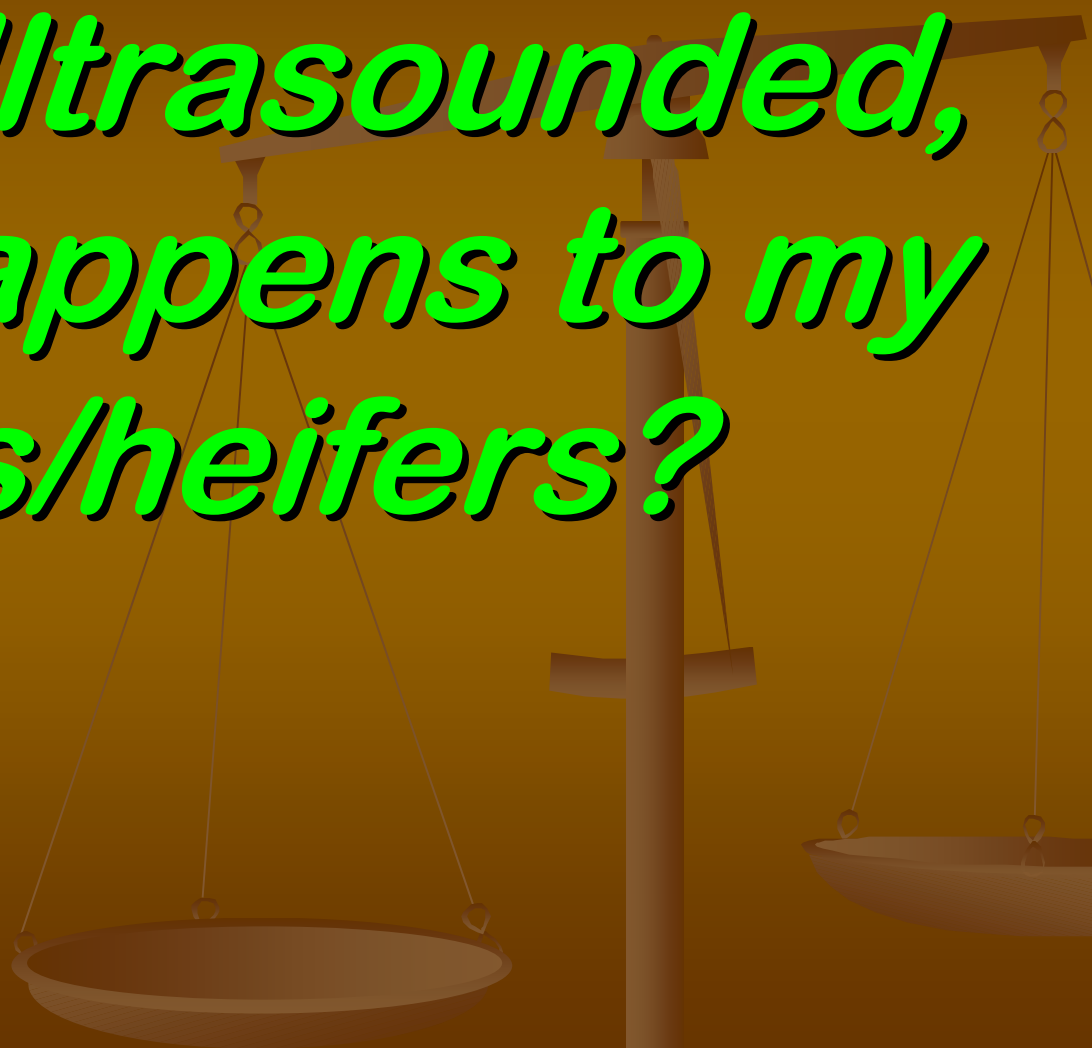


***When Ultrasounded,
What happens to my
bulls/heifers?***

A faint, light brown background image of a balance scale is visible behind the text. The scale has a central vertical pillar with a horizontal beam across the top. Two pans are suspended from the beam by thin wires. The scale is positioned on the right side of the frame, with the pans hanging down.

The Mark of Excellence!!



00/01/07
21:55:25

ID:
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FOCUS:
R34 B

3.5M X1.5 G90N-25F2.1

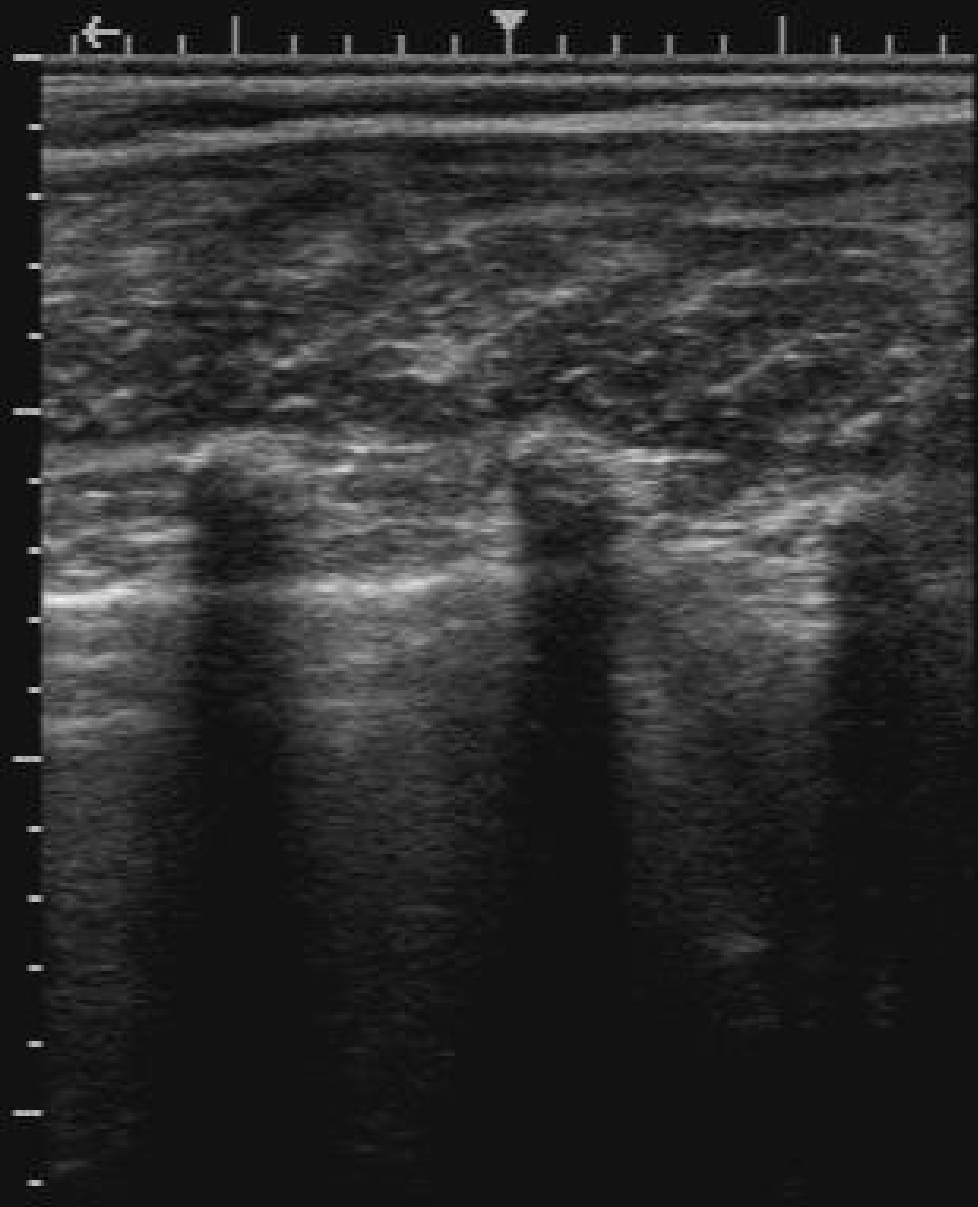


ALOKA
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22:09:14

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FOCUS:
FR34 B

3.5M X1.5 G90N-25F2.1

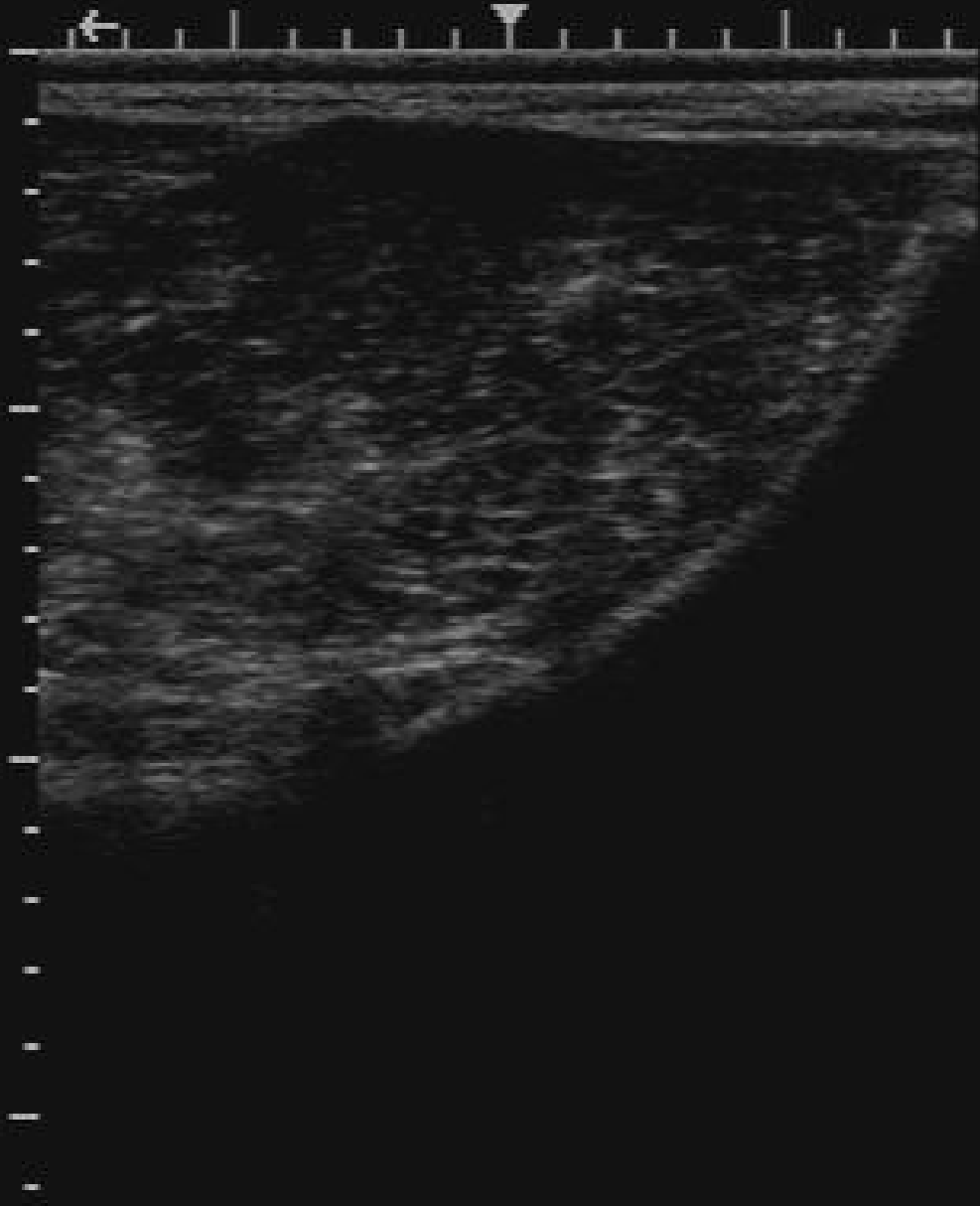


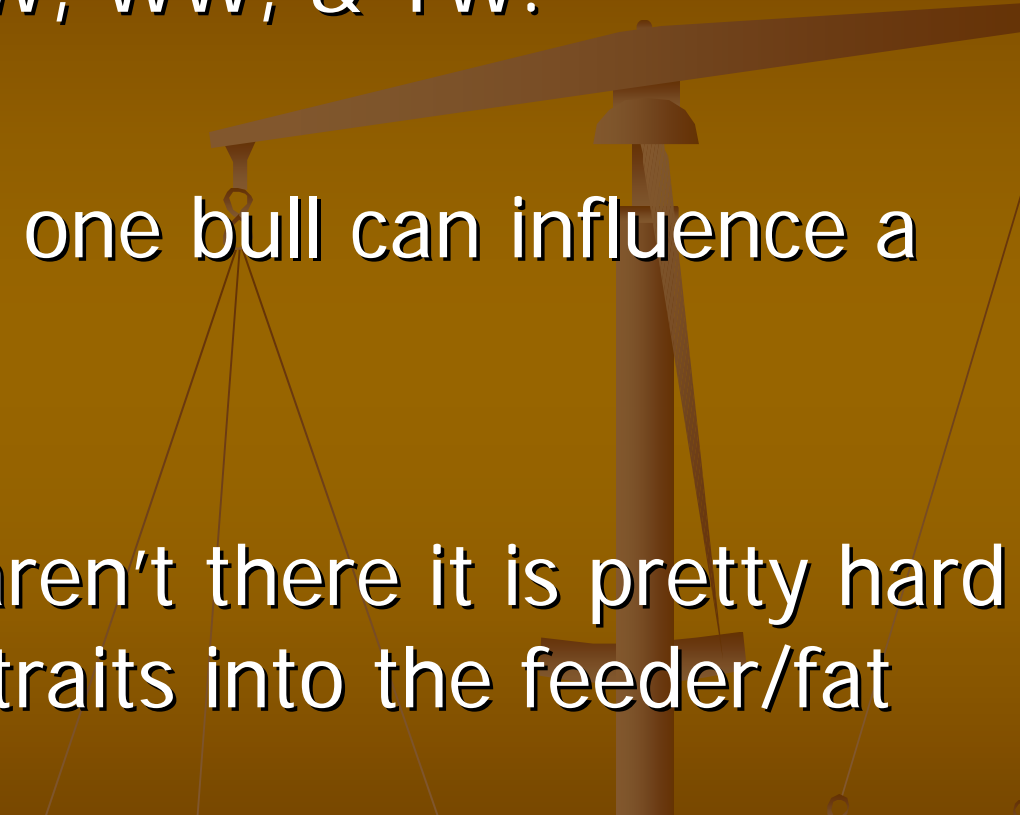
ALOKA
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21:53:44

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FOCUS:
1034 B

3.5M X1.5 G90N-25F2.1

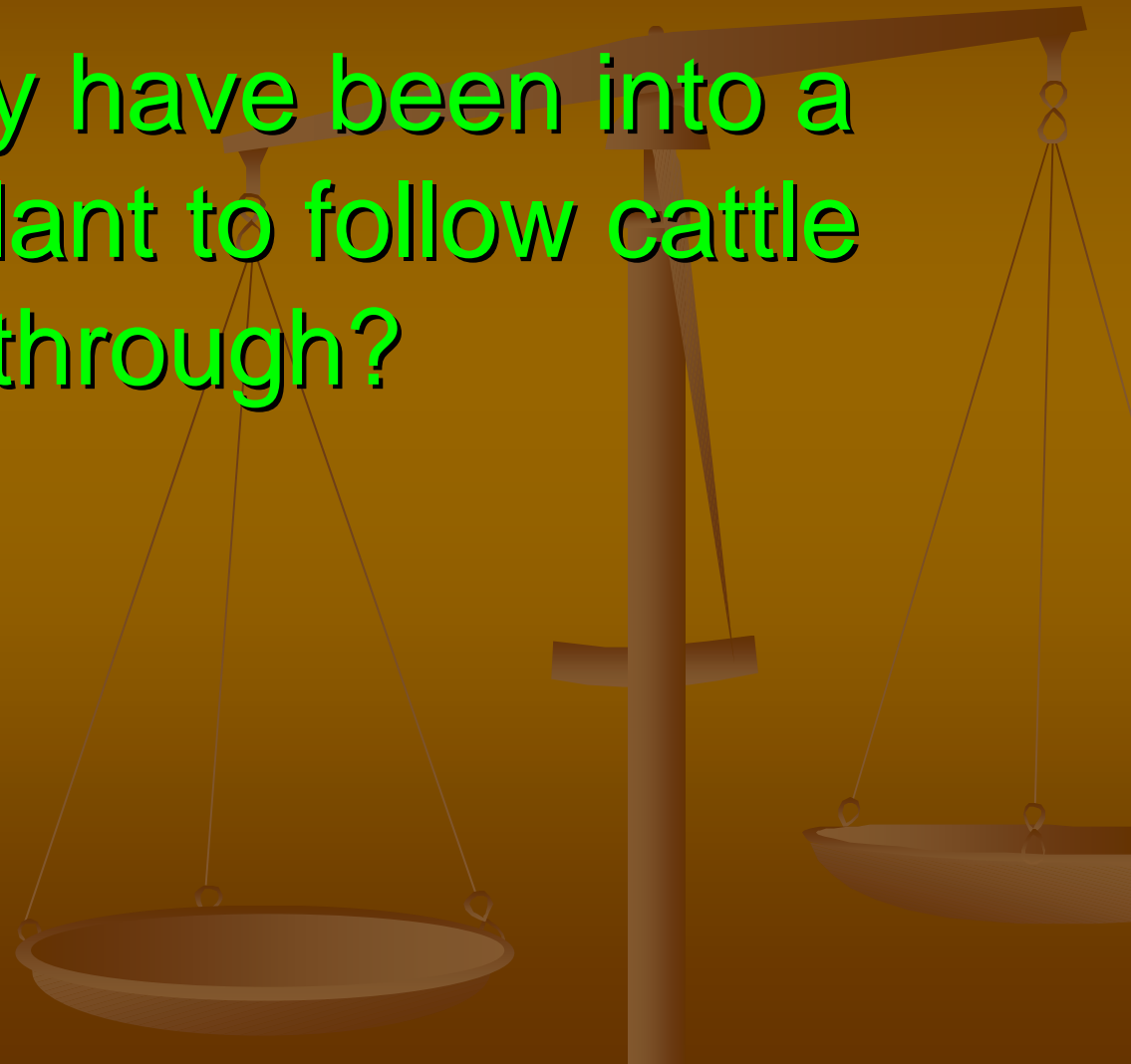


- Carcass traits have about the same heritability as BW, WW, & YW.
 - This means that one bull can influence a lot of carcasses.
 - If the genetics aren't there it is pretty hard to feed carcass traits into the feeder/fat animal.
- 

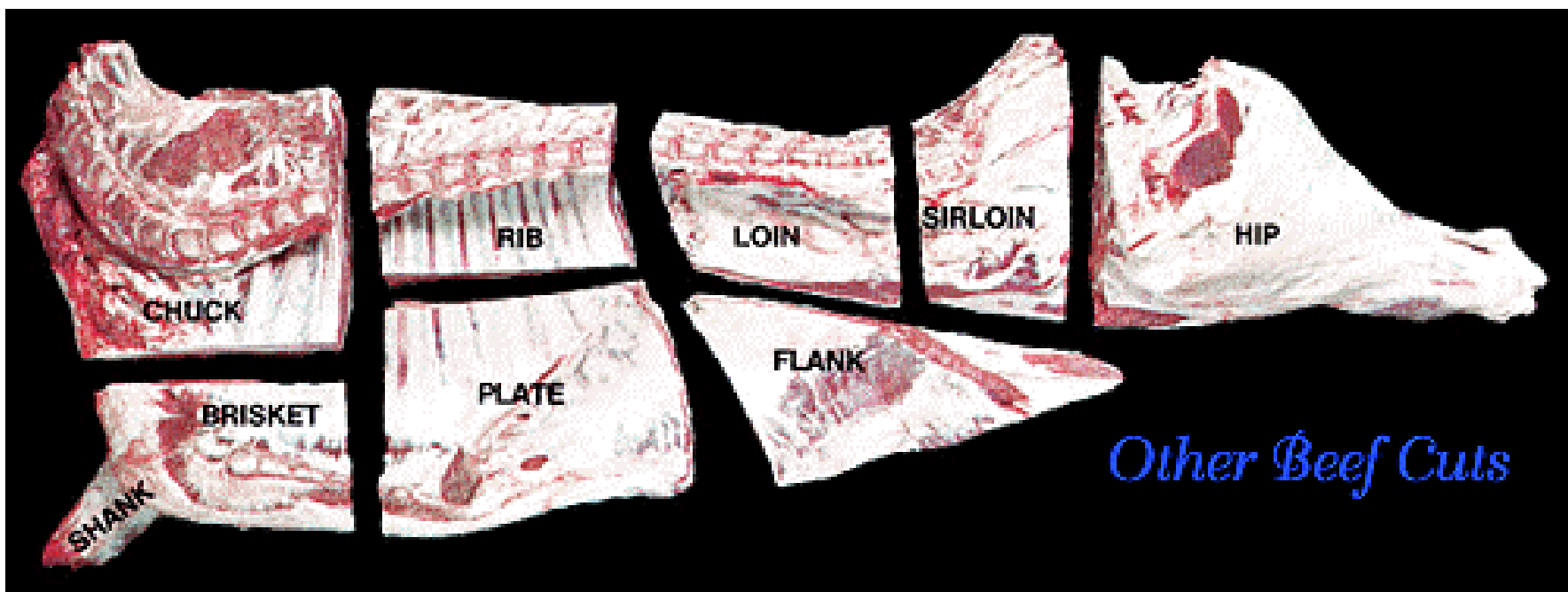


**CANADIAN BEEF
GRADING AGENCY**

How many have been into a packing plant to follow cattle through?







CHUCK

RIB

LOIN

SIRLOIN

HIP

BRISKET

PLATE

FLANK

Other Beef Cuts

SHANK

-
-

The factors used in grade assessment are directly related to the tenderness, juiciness, consumer acceptability, shelf life and yield of a carcass.



<u>CHARACTERISTIC</u>	<u>INFLUENCE ON QUALITY</u>
Maturity (age)	The age of an animal affects the tenderness.
Sex	Pronounced masculinity in animals affects meat colour and palatability.
Conformation (muscling)	Meat yield is influenced by the degree of muscling.
Fat (colour, texture, and cover)	Fat colour and texture influence consumer acceptability where as fat cover affects yield.
Meat (colour, texture, and marbling)	Meat marbling affects eating quality for juiciness and tenderness. Colour and texture influence consumer acceptability.

THE QUALITY GRADES

Grade	Maturity (Age)	Muscling	Rib Eye Muscle	Marbling *	Fat Colour and Texture	Fat Measure
CANADA PRIME	Youthful	Good to excellent with some deficiencies	Firm, bright red	Slightly abundant	Firm, white or amber	2 mm or more
CANADA A, AA, AAA	Youthful	Good to excellent with some deficiencies	Firm, bright red	A- trace	Firm, white or amber	2 mm or more
				AA - slight		
				AAA - small		
B1	Youthful	Good to excellent with some deficiencies	Firm, bright red	Devoid	Firm, white or amber	Less than 2 mm
B2	Youthful	Deficient to excellent	Bright red	No requirement	Yellow	No requirement
B3	Youthful	Deficient to good	Bright red	No requirement	White or amber	No requirement
B4	Youthful	Deficient to excellent	Dark red	No requirement	No requirement	No requirement
D1	Mature	Excellent	No requirement	No requirement	Firm, white or amber	Less than 15 mm
D2	Mature	Medium to excellent	No requirement	No requirement	White to yellow	Less than 15 mm
D3	Mature	Deficient	No requirement	No requirement	No requirement	Less than 15 mm
D4	Mature	Deficient to excellent	No requirement	No requirement	No requirement	15 mm or more
E	Youthful or mature	Pronounced masculinity				

***MARBLING** The assessment of marbling is based on the average amount, size and distribution of fat particles or deposits in the rib eye.

Canadian beef carcass grading utilizes only four of the nine recognized levels of marbling from the USDA marbling standards.

Listed in order of increased marbling content the nine levels are:

Traces, Slight, Small, Modest, Moderate, Slightly Abundant, Moderately Abundant, Abundant and Very Abundant

Don't be left behind

Costs

- \$11.00 per animal and
- \$.35 per kilometre.
- For CUP Data and EPDs an additional \$4.00 U.S. is to be paid to the CUP Lab.

Producer provides:

- Cattle
- Squeeze chute
- Weight (plus or minus 7 days of scan date)
- Electricity
- Supplementary heat and shelter if weather warrants.
- Extra help in processing and prepping the cattle.

Why Live Animal Ultrasound by Windy Ridge Ultrasound?

- Experience (most experience of any Certified Technician in Canada)
- Accurate measurement of body composition
- Non-invasive
- Reliable predictor of carcass value
- Proven technology
- Affordable
- Fast
- Effective means of ranking sires for carcass traits
- UGC Certified technicians



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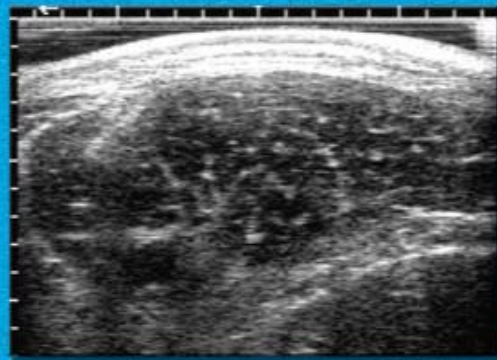
e-mail: srwend@telus.net



*Proud Supporter of
Canadian Beef!*

Live Animal

*What lies
beneath...*



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Windy Ridge Ultrasound

