

Consistency is the key

Quality drives stud success

ADVERTISER CONTENT

IN THE competitive world of beef production, consistency and quality are key for long-term success.

At Futurity Pastoral, Jason and Kylie Catts have established a breeding program focused on the pillars that drive profitability and sustainability across the cattle industry-high fertility, easy calving, environmental adaptability, good temperament, solid growth rates, and superior meat quality.

Their philosophy is straightforward but impactful - breed cattle that meet the needs of every segment in the industry.

For Futurity Pastoral, consistent quality is not just a tagline, it's a way of life.

The "Brand of Consistent Quality" has become synonymous with excellence in Shorthorns and Charolais, reflecting the Catts' dedication to breeding cattle to perform at the highest level.

Their success story is one of meticulous planning, innovative breeding practices, and constant improvement, ensuring that each generation is more efficient, and more profitable than the last.

"At Futurity, scientific breeding is paired with data-driven decision-making and sustainable practices to address the evolving demands of the market," Jason Catts said.

"It's a formula that sets Futurity apart, ensuring our cattle meet the needs of



Jason and Kylie Catts, Futurity Pastoral, believe consistent quality is a key driver in the stud's success. Picture supplied



Futurity Pastoral pairs scientific breeding with data-driven decision making to meet the evolving demands of the market. Picture supplied



Futurity Pastoral is dispersing its entire Shorthorn Autumn calving group at the Ladies of Autumn Female sale on March 7. Picture supplied

producers today and into the future. They are science bred cattle that look like 'cattle-men's cattle'.

"A key focus for Futurity is maternal efficiency, which is widely regarded as one of the greatest profit drivers in any cattle operation."

The Shorthorn breed is well known for its superior maternal traits. Shorthorn females, whether purebred or crossbred, are known for their fertility, milk production, mothering abilities,

longevity, and docility traits that are crucial for maintaining a productive and profitable herd.

Futurity has been in a herd building phase, now with 650 Shorthorn and 300 Charolais females.

"However, after careful consideration of workload demands during busy times of the year, we have made the difficult decision to disperse our entire Shorthorn Autumn calving group.

"This decision has not

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A key focus for Futurity is maternal efficiency, which is widely regarded as one of the greatest profit drivers in any cattle operation.

Jason Catts, Futurity Pastoral

been made lightly, as many of these exceptional females have consistently produced the type of progeny that embodies Futurity's vision

- quality cattle that are both profitable and sustainable."

The sale presents a prime opportunity for buyers to acquire top-tier cattle.

The sale begins with 10 stylish, eye-catching yearling heifers, all with an impressive average API in the top 15 per cent.

Following, will be 44 proven PTIC cows, all boasting exceptional pedigrees and performance data.

"These cows have proven themselves time and time again, consistently producing high-quality replacement females and sale bulls," Mr Catts said.

Sires behind these proven females include Futurity Next Level N326, the sire of the record-breaking Futurity Rapid Gain, who sold for a stunning \$85,000; Futurity Edged In Stone K148, whose offspring have left a lasting impact on the herd; and Yamburgan Anzac, purchased for \$42,000, who has made a remarkable contribution to the Futurity genetics.

Concluding the sale will be a genetic package in Daytona, one of the highest API proven Shorthorn sires in Australia who rates the second-highest for marbling.

Hiss daughters are known for their fertility, ease of doing, and excellent maternal qualities and his sons have commanded impressive prices with a top of \$40,000 and an average of \$18,300 across the last two sales.

Daytona passed away last year, and the limited stock means this is the final opportunity to secure the star bull's semen. Alternatively, sons will sell at the Futurity On Property Bull Sale on August 28, with 75 Shorthorn bulls and 45 Charolais bulls on offer.

Futurity Pastoral believes the Ladies of Autumn sale is more than just a sale, it's an opportunity to acquire proven genetics from a program built on consistent quality and improvement.

LADIES OF AUTUMN FEMALE Sale

Autumn Calving Female Dispersal

Friday 7th March 2025, 2pm

GLEN AYR, Baradine NSW

- 10 Yearling Shorthorn Heifers
- 44 PTIC Shorthorn Cows
- 1 Semen Package

Contact: Jason Catts 0429 479 249



LOT 2



LOT 14

MORE INFO >>



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