

When a friend told commercial cattleman Daryl Schrier of Cumberland, Iowa, about a Nebraska Gelbvieh breeder who had super cattle and was DNA testing, Schrier listened with interest and followed up by checking out the breeder's cowherd. His stop at Goldrush Genetics six years ago changed his bull-buying habits.

"I liked Mike right off," Daryl states. "He's such a down-to-earth guy who knows good cattle.

"I also liked Mike's cowherd. The females were very impressive—from type to teat and udder conformation to temperament."

Daryl followed up his stop by attending a bull sale and making his first Goldrush Genetics purchase.

"Goldrush Genetics bulls are high quality, thick, meaty bulls," Daryl explains. "You can walk right up to most of the bulls. I also like the fact that I can believe every word and figure in the sale catalog."

Goldrush Genetics bulls are used on Daryl's 130-head commercial herd of mostly black females.

Calves start arriving in late February and continue through May. It's December that Daryl likes, however, as that is weaning and calf-selling time. Calves come off the cow weighing 600 to 650 pounds and go right to the local livestock auction at Massena, Iowa.

"The calves are stand-out quality," Daryl tells. "They top the market consistently. And I get a lot of repeat buyers because they like how the calves perform in the feedyard."

Heifer calves are divided into two groups. The top females are kept for replacement heifers while the lower end goes through the livestock market as feeders.

Daryl describes his replacement heifers as "super nice." He says he gets a lot of compliments on the heifers, with even his neighbors taking notice of them.

"And they make good mothers," he adds. "I couldn't be happier with my Goldrush Genetics."