



Raising Lowlines

Why did we choose Lowlines?

At Sharidon Farms we switched from raising traditional Angus cross cattle to raising Lowline Angus cattle to resolve specific production issues we had with our small volume, direct market, grass finished, beef business. We were unable to realize the quality and consistency of product or the profit we wanted from our small acreage using traditional commercial Angus cattle to produce the grass finished beef that our customers want. Switching to Lowlines successfully addressed all of these issues.

We looked to the Lowline with their smaller frame and better than average feed efficiency to allow us to increase our stocking rate without risking degradation of our pasture quality. The increased stocking rate helped us to more easily meet our production goals.

It was encouraging to find a very high quality beef animal that was slightly smaller and would produce a smaller side of beef. Many of our beef customers were not able to store a full side of beef. We determined that this gave us an edge in marketing. These smaller sides of beef were very much appreciated by our metropolitan customer base.

A Lowline side of beef takes less freezer space and smaller families can more easily use this amount of meat. In addition, because the overall weight is less the cost to the customer is less at one time compared to larger grass finished animals. But by far the primary benefit we realized was in a consistently tender and flavorful totally grass finished beef product.

After we decided to give Lowlines a try we had to decide how to best to invest in the breed. For beef production we did not feel it was particularly necessary to have full blood registered cattle but as we looked at the various market opportunities for Lowlines as a whole and considered our own business objectives we concluded full blood stock was the direction we would go.

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