Boran, The Way Forward

Let us admit the honeymoon days of the Boran breed are over, it consisted of the multiplication of the breed by imports, upgrading existing breeds through the appendix system and of course embryo flushing . It was very successful and a lot of money was made as breeders bought each other's cattle to build a Stud.

The emphasis of Breeding Borans will now however shift from multiplying the breed to selection methods to help establish the breed as truly one of South Africa's best beef breeds in a very competitive market. **Can the Boran succeed? For sure**. We already have the advantage of nearly 1,300 years of adaptation in Africa with all its challenges of disease and extreme weather patterns and differences in temperature and pasture quality. The Boran is naturally adapted and we just have to continue selecting for these traits so as to not lose them.

What the Boran still needs to be the best cattle breed of South Africa is to select for what I like to call its "All- rounder" traits for beef production. For a lot more money to be made from commercial cattle farming a breed needs just four important traits, a calf must be born alive and virile, must get enough milk to grow and also have its own ability to grow well, especially to wean. Fertility (early and regular calf intervals) are obviously also most important. The wonder is that many Borans already possess these traits. **The challenge now is to select for these traits in perfect balance so the Boran Breed can prove its superiority to other breeds** and firmly establish itself in large parts of the country because of its profitable beef production.

Let's face it, **the golden years for the Boran breed still lie ahead** but then all breeders must buy in to our plan of action discussed below. They also need to study and understand it, then diligently and dedicatedly start to implement it. Our new catalogue is also designed to help breeders select for the right traits and correct balance for each area.

Can we do it? **YES WE CAN!**