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## Beef's New Shining Star

Business today has changed and evolved for many industries from where it was 10, 20, 30 years ago, and the cattle industry is no different. Factors from the volatile economy, ever-changing demands from today's consumers and stiffer competition have contributed to the need to develop new products to suit the market, and for the cattlemen, that means new breeds of cattle. In the last decade many breed associations and ranchers have developed new breeds or crosses that are better suited for today's market that will ultimately bring more return on their investment.

Star 5 is one of the newest breeds to be introduced into the industry. The breed was developed as a cross between Santa Gertrudis, a breed developed in the early 20<sup>th</sup> century as a Brahman-Shorthorn cross, and any other beef breed. Star 5, as a result, provides flexibility to today's cattlemen by enabling them to combine two great breeds of their choice according to their needs, as well as, the market's. This is a concept commercial cattlemen have been thriving on for years, and now pure bred producers can have this same advantage.

The beef industry's newest shining star is quickly growing in popularity among seed stock producers, feedlots and packers, as well as livestock shows.

2009 was the second year Star 5 has exhibited at the State Fair of Texas, and entries were up, according to Director of Livestock Karla Sikes.

The Roach family of Keller exhibited six head of Star 5 at this year's state fair, dad Darrell Roach explained, "I prefer the Star 5 breed because they allow for flexibility and provide a variety of variables that make up a more commercially expectable breed." Showing the Star 5 breed in various shows enables breeders to gain feedback to better develop the next generation of cattle, and continue to thrive in the market.

Jake Franke of Hereford, Texas, judged this year's Youth Star 5 Heifer show at the 2009 State Fair of Texas and selected two outstanding females to represent the breed as Grand Champion and Reserve Grand Champion.

"Star 5 is a functional breed for everyone in the cattle business, and I am proud to be a part of it. It is rewarding to be involved in something and watch it grow and thrive, and help your industry as a whole," stated Roach.