

# Can You Guess What This Is?

If you are not enrolled in THE, you are not getting the whole picture of your herd. THE program ensures you have all the information you need to make accurate, objective decisions about your herd.

Total Herd Enrollment (THE) Program means reporting on all progeny, whether you register them or not

Reporting on all progeny gives you the real, total picture of your herds performance, not just the performance of the calf crop that becomes registered

Having the complete picture allows you to make more objective decisions based on facts and data to manage your herd better

More effective herd management leads to stronger, healthier herds, and a more profitable future

THE takes the guess work out of your work, and can cost less for producers than registering individuals only – why would anyone have it any other way?



**THE – Get The Whole Picture!**



**Canadian Simmental Association**  
13, 4101-19 Street NE, Calgary, Alberta T2E 7C4  
**Tel:(403) 250-7979**  
E-mail: cansim@simmental.com  
website: www.simmental.com