



# Red Factor Charolais - Commercial Performance with Breeding Flexibility

Red Factor Charolais are an important part of the Glenlea breeding program and are assessed under the same commercially driven performance standards as all Glenlea cattle. For more than 50 years, Glenlea has focused on balanced trait selection, prioritising cattle that combine growth, structural soundness, maternal efficiency and carcass performance suited to practical beef production systems.

In production environments where coat colour consistency or market requirements can influence management and sale outcomes, Red Factor genetics provide an additional breeding tool, while maintaining the performance outcomes expected from Glenlea Charolais.

## Why commercial producers use Red Factor Charolais

- **Adds colour to pre-dominantly white Bos indicus cross herds** - red coat colour can help guide herd colour direction and produce more uniform-looking draft lines in northern crossbreeding programs.
- **Can assist with draft presentation and buyer preference** - consistent coat colour can enhance visual appeal and sale pen uniformity.
- **Maintains hybrid vigour in structured crossbreeding programs** - contributes to growth, fertility and adaptability benefits from heterosis.
- **Allows targeted breeding direction without sacrificing performance** - producers can select for colour outcomes while still focusing on key commercial traits.
- **May align with feeder and backgrounder market specifications** - more uniform drafts can assist with lotting, management and market suitability.



*Red Factor bull in commercial working condition*

### Performance Always Comes First

At Glenlea, colour is never selected at the expense of growth efficiency, structural integrity, fertility or carcass performance.

## Performance traits remain the priority

Red and white Charolais at Glenlea are bred and assessed under the same commercial selection standards, including:

- Growth performance and early finishing ability
- Structural soundness and working longevity
- Temperament suited to practical handling
- Maternal performance and herd fertility
- Carcass traits aligned to market targets

## Integrating Red Factor into commercial programs

Red Factor genetics are most effective when used within a structured breeding program.

Commercial producers may use Red Factor sires to:

- Maintain growth and hybrid vigour in Bos indicus-influenced herds
- Influence herd colour direction over time
- Target specific market or buyer requirements
- Introduce Charolais performance without disrupting existing breeding objectives

## Practical considerations

- Match sire selection to environment, cow base and joining objectives
- Prioritise EBVs, structure and commercial functionality
- Focus on long-term herd direction, not just short-term colour outcomes

## Northern adaptability considerations

Red Factor Charolais genetics are often used in breeding programs where producers value traits that can support performance under higher heat load and management pressure.

### **Skin pigmentation**

Darker skin may help reduce susceptibility to sun-related issues such as eye cancer and photosensitisation.

### **Slick coat type**

Shorter coats can assist heat tolerance and may reduce tick attachment in some environments.

### **Structural soundness**

Extensive paddock systems require cattle that travel well, maintain condition and remain productive over long working lives.



*Red Factor Charolais calf from a Brahman-influenced cow, demonstrating practical crossbreeding performance in northern production systems.*

## Discuss Red Factor Options

Red Factor Charolais can be incorporated into structured commercial breeding programs where colour direction, market alignment or crossbreeding strategy are considerations.

Rod works closely with commercial producers across a wide range of environments. For practical advice on whether Red Factor genetics may suit your herd, contact Rod directly.

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