



Join Us...
Annual
Production Sale
hosted by



and Genetic Partners



Your
SOURCE
For Top Quality
Registered
Brangus Cattle

*A Program Built
to add
Quality and Value
to Customers' Programs*

Four Strengths to The Oaks Brand...



- Superior Quality
- Proven Performance
- Advantage Program
- Customer Service

OUR MISSION:
*"To develop the most
efficient and consistent
genetics for today's
producers through deliberate,
careful genetic selection
of proven bloodlines."*



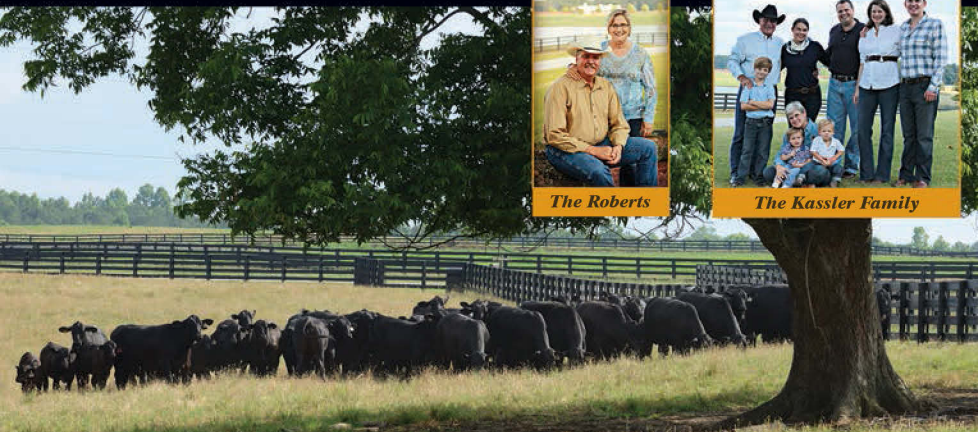
Joe & Catherine



The Roberts



The Kassler Family



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The Oaks Farms Brangus herd is one where the pedigrees are built on proven cow families and the top performing sires in the breed. With over 25 years of knowledge and experience, owners Joe and Catherine Kassler have established a foundation of quality and consistency in their cowherd that has proven to produce great herd sires.

The Kasslers have been involved in the Brangus breed for nearly 20 years now. Over a decade ago they decided to add a registered division. At that time they evaluated the genetic base and established a blueprint for their operation. It was then that they started choosing females based on their maternal abilities, along with udder, feet and leg structure. A very strong emphasis has been put on carcass traits and disposition since the inception of this herd. The foundation of this herd is Brinks-bred genetics selected from the great Camp Cooley program.

The anchor of The Oaks program is **Csonka of Brinks 30R4**, regarded by many as the top performing and most consistent producer in the Brangus breed! Csonka has produced many great herd bulls that are used in A.I. programs around the world. His females have

great udders and have the out standing carcass traits that the industry demands today.

In the years since the herd was established, The Oaks has added some of the breed's leading genetic giants to their herd bull battery. **Passport 803Y11**, who has several hundred progeny recorded in 30 herds around the country, has proven himself to be a leading carcass traits sire. He is also the most used A.I. sire in the breed. **VF-Oaks Online 918Y3** has become the premier calving-ease sire used worldwide. Online's progeny have also proven him to be a very consistent sire in both ribeye area and marbling. With over 50 head evaluated by ultrasound in several herds, he has consistently ratioed

"The Brangus breed was developed to do it all."

...Tommy Perkins, Ph.D., PAS-IBBA Executive Vice President

Through the use of new technology and our research, we are building one of the elite Brangus programs here in the U.S.A.



MC Granite 834B

BW	WW	YW	MM	TM	SC	REA	IMF
04	43	83	17	39	0.9	0.22	0.23

MC Granite ranks in top 10% for WW, YW, MM, TM, and top 20% SC, REA, IMF. (Reg#: UB10275960)



VF Oaks Online 918Y3

BW	WW	YW	MM	TM	SC	REA	IMF
05	29	51	0	16	0.74	0.46	0.11

VF Oaks Online ranks in top 2% for SC, top 25% BW, top 25% IMF, and top 35% WW. (Reg#: R10193636)



CB MS NSR 541Y61

BW	WW	YW	MM	TM	SC	REA	IMF
11	28	54	17	31	1.15	0.22	0.05

An incredible female that is a bull producer. Her first three sons averaged over \$9,000 at public auction. Full maternal sister to Hombre. (Reg#: R10211946)



CB Passport 803Y11

BW	WW	YW	MM	TM	SC	REA	IMF
2.3	42	80	8	29	1.26	0.65	0.03

CB Passport ranks in top 10% for WW, YW, SC, top 20% for TM, REA, and top 45% IMF. (Reg#: R10216038)

over 100 in both traits. Another young herd sire was recently added to bring some outcross genetics into this already diverse program. **Granite 834B**, who is a second generation Ultrablack, will bring the performance to go along with his tremendous carcass traits. Granite's EPDs place him in the top 10% or better for 7 traits.

From this dynamic program many great herd sires have been produced, such as **Oaks Manning 541Z71** and **Oaks High Choice 99A1**. These Oaks-bred herd sires have been

heavily used here in the United States and around the world in such places as Mexico, South Africa and Australia.

The Oaks Brangus cow herd is made up of over 400 registered females, including 25 donor females. In addition, 100 commercial Brangus females are maintained for their extensive embryo transplant program. The Oaks will typically transfer over 350 embryos annually using their calf raiser program. The entire registered herd is bred utilizing A.I. closely followed by the exceptional bull battery to achieve a tight calving period and uniform calves. All of the calves are raised in a real world environment to be productive, efficient and profitable. Brangus cattle produced by The Oaks Farms can be found in cow herds of all kinds all across the southern United States and in several foreign countries.

The Kasslers are joined by their two children and their families in the operation of the farm, and they are very involved with the Brangus breed on a local, regional and national level. Management, breeding and marketing decisions of the operation are made by general manager Vince Roberts; his wife Janet is the office manager and is responsible for the cattle records.

From the beginning it has always been about building a program that would add quality and value to their customers' programs.

The Kasslers invite you to learn more about their program by visiting their website or even stopping by for a visit.

theoaksfarm.com

