





RED FACTS:


A RED FACTOR Q & A


 *What Are Red Factor Charolais?*


 Red Factor Charolais are Charolais animals that exhibit reddish hair coat coloration, rather than white. They may vary in color from a dark cream or tan color to dark red or dark brown.


 *Are Red Factor Animals Purebred Charolais?*


 Yes. Red Factor animals are all 31/32 Charolais blood or greater, which is universally recognized as purebred. Both the American and Canadian Charolais registries have long accepted Red Factor animals as purebreds. American-registered Red Factor animals and their parents are bloodtyped to verify parentage. As a consequence, the Charolais heritage of Red Factor animals is well-established.


 *What Is The Source Of The Red Hair Color Of Red Factor Charolais?*

 Purebred Charolais cattle, including French fullbloods, have always included off-white individuals. In addition, "breeding up" from percentage to purebred cattle provided a genetic base for colors other than white, as well as other characteristics such as polledness. Today's Red Factor cattle are the result of selective breeding designed to fix the color gene. Expert analysis has shown that Charolais cattle unquestionably possess the genetic material capable of producing red hair coat color.

 *Are Red Factor Animals Present In All Charolais Bloodlines?*

 As with any trait determined by genetics, the Red Factor is more prominent in some bloodlines than others. At this point it is impossible to know what percentage of Charolais cattle carry the color gene, but off-white and red animals have been observed from many, if not most, bloodlines.

 *Why Are Red Factor Animals Attracting So Much Interest?*

 The seedstock industry is waking up to the advantages of Red Factor Charolais for a variety of reasons. The skin pigmentation has obvious benefits in northern climates. Commercial cattlemen with percentage Charolais cowherds are finding Red Factor bulls an attractive alternative to other breeds for putting color back into their calves while holding their performance. Likewise, some commercial breeders choose Red Factor Charolais as a first cross to retain the color in their calves for marketing purposes. For purebred Charolais breeders, Red Factor cattle provide the opportunity to offer alternatives to their customers without expanding into other breeds. In addition to all this, Red Factor cattle possess all of the well-known performance advantages of the Charolais breed.