

‘The Beefmaster is a smart investment’

By Annelie Coleman

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16 May 2025 | 11:12 am

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Guy Rensburg, council member at the Beefmaster Cattle Breeders’ Society of South Africa, told Farmer’s Weekly at Nampo 2025 that the Beefmaster has earned its place as a cornerstone of the South African livestock industry.

Bred for efficiency, resilience and adaptability, the Beefmaster is the product of decades of careful selection.

“Developed in the harsh conditions of south Texas in the US and brought to our country, the breed has excelled under African skies. With its genetic composition of one-half Brahman, one quarter Hereford, and one quarter Shorthorn, the Beefmaster offers a balanced combination of heat tolerance, fertility and rapid growth,” he added.

Today, according to Rensburg, South African farmers recognise the Beefmaster as a smart investment in a challenging climate.