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Preliminary analyses were made of alternative beef breed utilization strategies using some exotic beef breeds as well as local beef and dairy breeds. The basic data were derived from the Beef Breed Evaluation trial currently being conducted by the Ministry of Agriculture and Fisheries. The results indicate that, in a self-maintaining terminal-crossing programme, the use of AB and some sound sire selection for average calving ease and high growth rate could be advantageous for carcass weight production, particularly for the Friesian, Maine Anjou and Blond d’Aquitaine sire breeds. The use of crossbred dams or breed synthesis using particularly the dairy bred crossbred females, and possibly Simmental crossbred females under good feed conditions, leads to significant increases in beef production. Dairy cows not used in breeding replacements could provide the basis of a 3-way cross. It is concluded that material improvement in beef production could be achieved by use of local beef and dairy breeds.