

Customer Satisfaction and Profitability

The core idea behind the GDAR mission is customer success through profitable genetics. Purchasing a GDAR bull is a long term investment in the sustainability and profitability of their cow herds. Customers should feel confident when purchasing from GDAR that they are advancing their program in a direction that will optimize profits for them into the future.

GDAR bulls are developed using simple, and practical principles that GDAR has been employing for over 50 years. These “common sense” principles have not changed since Joe Gartner and Russ Denowh purchased their first females in 1957.



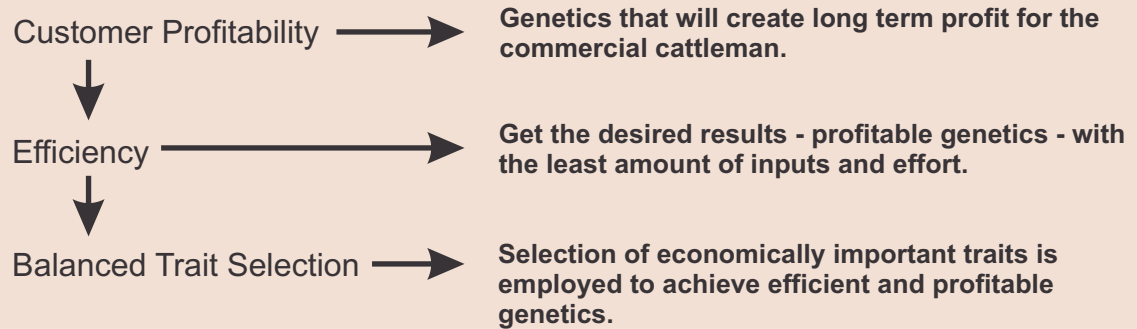
The GDAR program was developed under a few simple assumptions. First, customer success and profit, means success for GDAR. Second, place emphasis on the female, efficiency in the cowherd means long term success. Lastly, a balanced selection process is essential to reaching those goals.

With these philosophies in mind, Joe and Russ set out to select for practical Angus cattle with proven pedigrees, high performance, eye appeal, and the ability to function cost-effectively in the harsh environment of Eastern Montana. Since 1957 a lot of tools and technologies have been added to the selection process, but the goals have remained the same. GDAR still strives to produce genetics that will go out and get the job done for the commercial customer in the most practical and efficient way possible.

Over 50 years dedicated to improving the Angus breed!



The GDAR Mission



88% of the bulls purchased in the 2010 GDAR bull sale went to repeat customers.

That is a testament to the GDAR Mission!



Ensuring customer success through customer profits by continually improving upon function and efficiency through balanced trait selection of economically important traits.

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