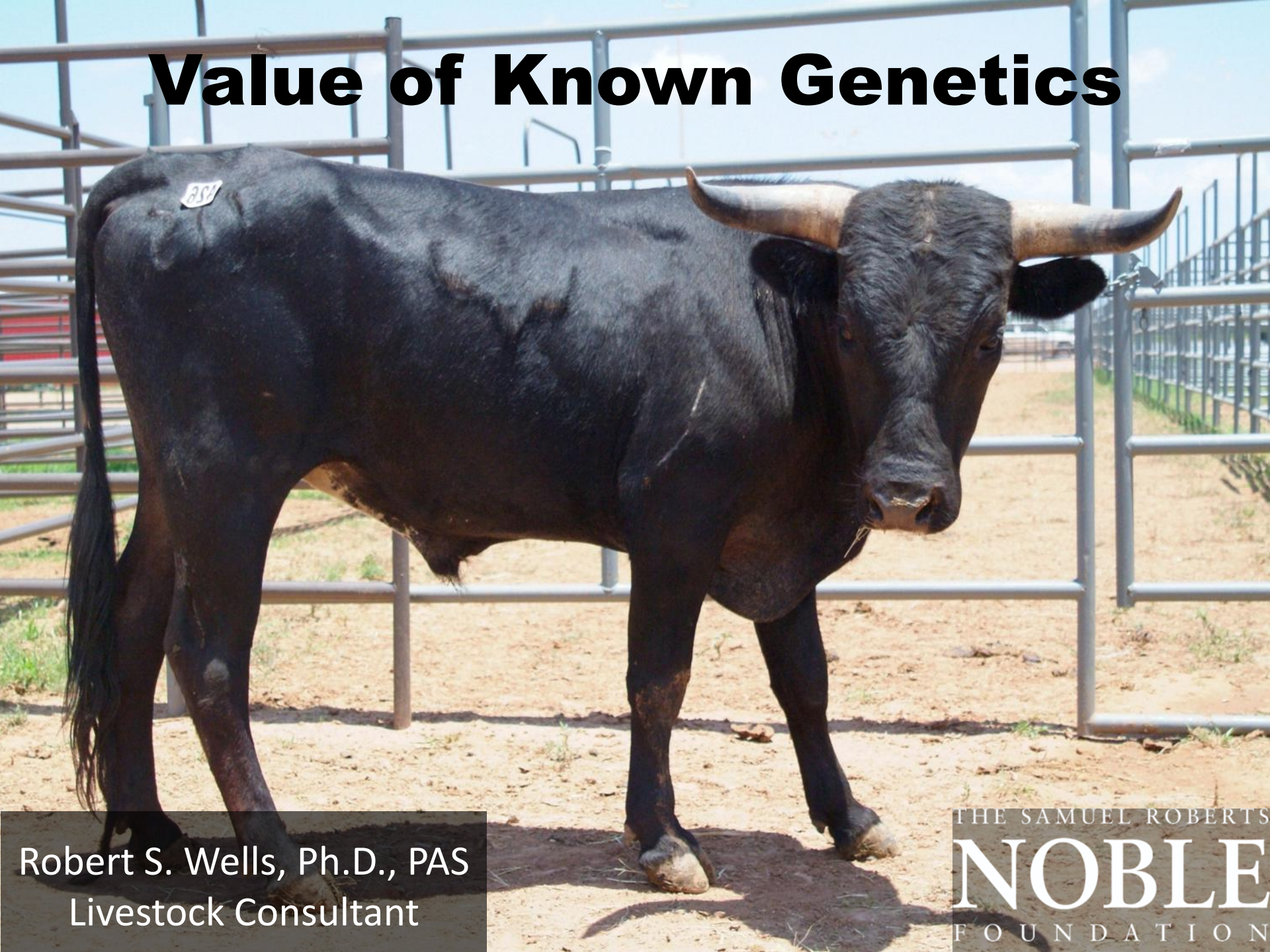


Value of Known Genetics



Robert S. Wells, Ph.D., PAS
Livestock Consultant

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Develop a Plan



The cow should fit her environment



Easy fleshing



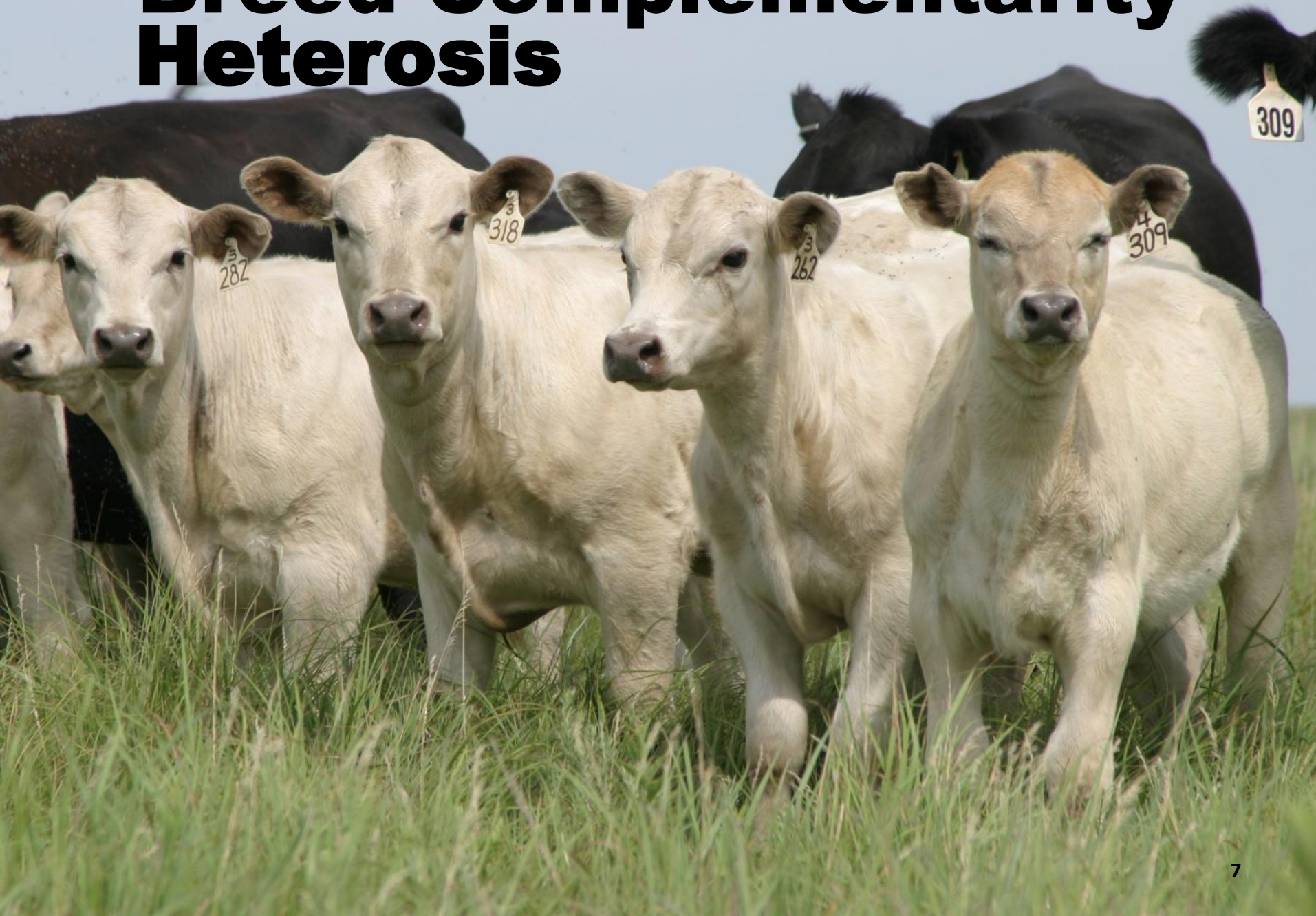
The Bull should fit the Market



Make 'em all one color



Breed Complementarity Heterosis



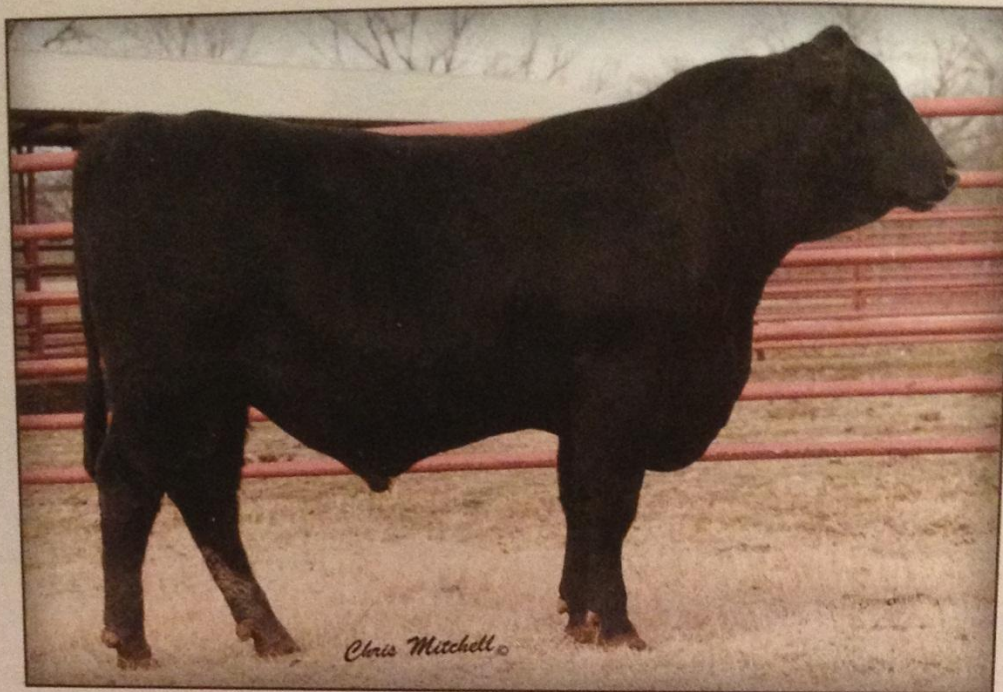
Use Registered Bulls



**Things are not
always what it
appears to be**



HERD BULL PROSPECTS



Magnum 1628 /
Lot 113

112

Magnum 1565

Birth Date: 9-7-2011

Bull +16987172

Tattoo: 1565

B/R Magnum 399
Magnum 8563
16060112 B/R Lantz Blackcap 6203

#Basin Max 602C
#B/R Blackcap Empress 8183
#B/R Destination 727-928
B/R Lantz Blackcap 3209

#B/R Destination 727
B/R Blackcap Empress 127
13879676 #B/R Blackcap Empress 8183

#GAR Traveler 1489
B/R Ruby of Tiffany 5113
#B/R New Design 323
B/R Blackcap Empress 558

CED	BW	WW	YW	DOC	MILK	CWT	MRB	RE
I+5	+3.1	+58	+104	I+19	+22	+47	+1.07	+51
ACT BW	205 WT	365 WT	ADJ IMF	IMF RATIO	ADJ REA	REA RATIO	ADJ SC	
83	701	973	4.79	124	10.3	95	35.07	
\$W	+26.29	\$F	+42.46	\$G	+39.10	\$B	+87.33	

Non-Parent Males

- Top 1% \$B
- Top 1% Marb
- Top 2% CW
- Top 10% \$F
- Top 10% \$G
- Top 10% WW
- Top 10% YW

• NUMBER 3 MB EPD • NUMBER 5 ADJ IMF Fall Yearling

113

Magnum 1628

Birth Date: 9-12-2011

Bull +16992135

Tattoo: 1628

B/R Magnum 399
Magnum 8563
16060112 B/R Lantz Blackcap 6203

#Basin Max 602C
#B/R Blackcap Empress 8183
#B/R Destination 727-928
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B/R Ruby of Tiffany 5113
#B/R New Design 323
B/R Blackcap Empress 558

CED	BW	WW	YW	DOC	MILK	CWT	MRB	RE
I+5	+3.4	+61	+112	I+19	+22	+52	+92	+47
ACT BW	205 WT	365 WT	ADJ IMF	IMF RATIO	ADJ REA	REA RATIO	ADJ SC	
85	746	1114	3.39	88	10.5	97	41.23	
\$W	+25.32	\$F	+50.33	\$G	+35.80	\$B	+86.27	

Non-Parent Males

- Top 1% \$B
- Top 1% CW
- Top 2% \$F
- Top 2% YW
- Top 3% Marb
- Top 3% WW
- Top 20% \$G

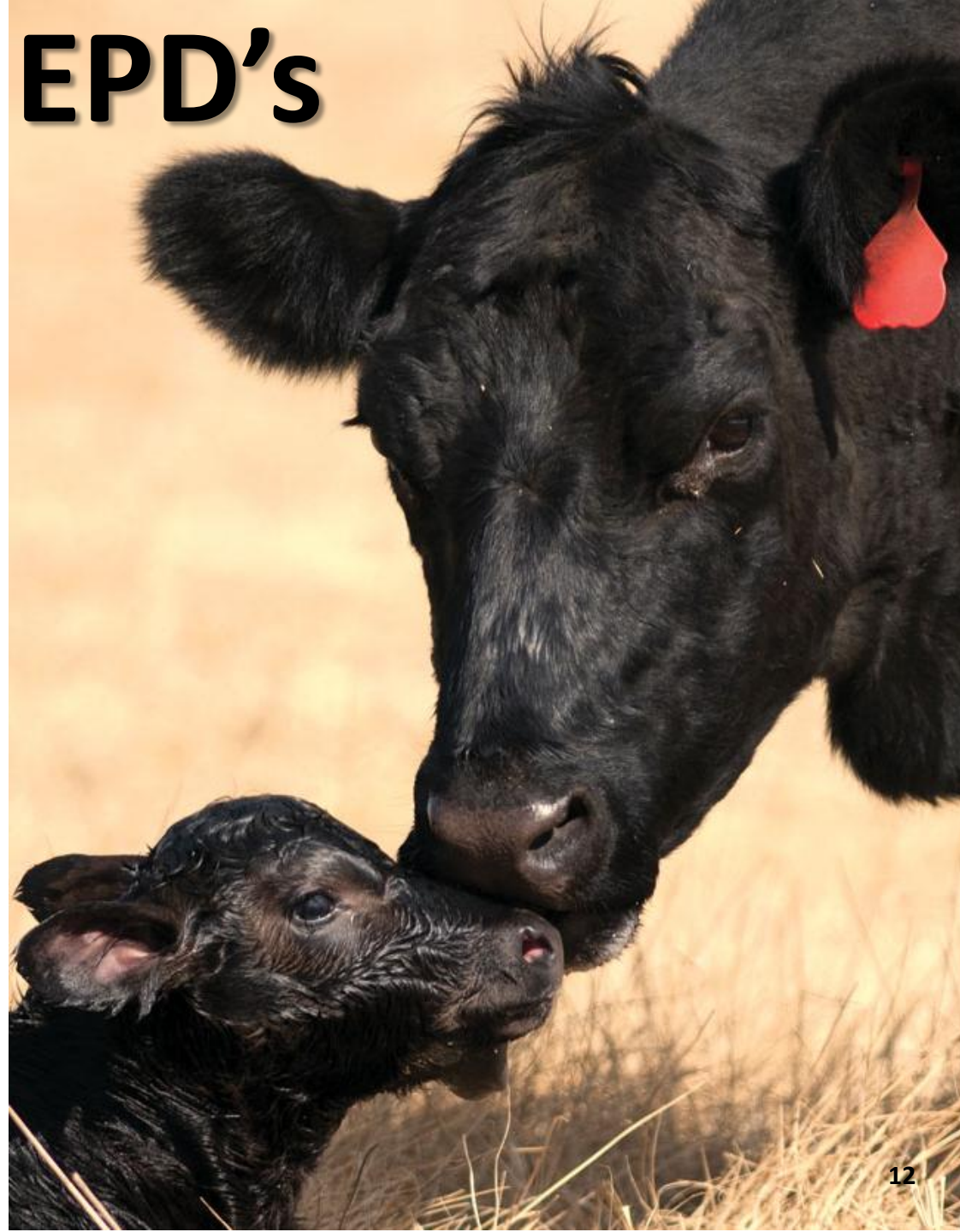
Required EPD's

- Top 20%
 - Weaning weight
 - Yearling weight



Suggested EPD's

- Birth
 - Top 50%
- Carcass:
 - Top 50%
 - Rib Eye Area
 - Marbling

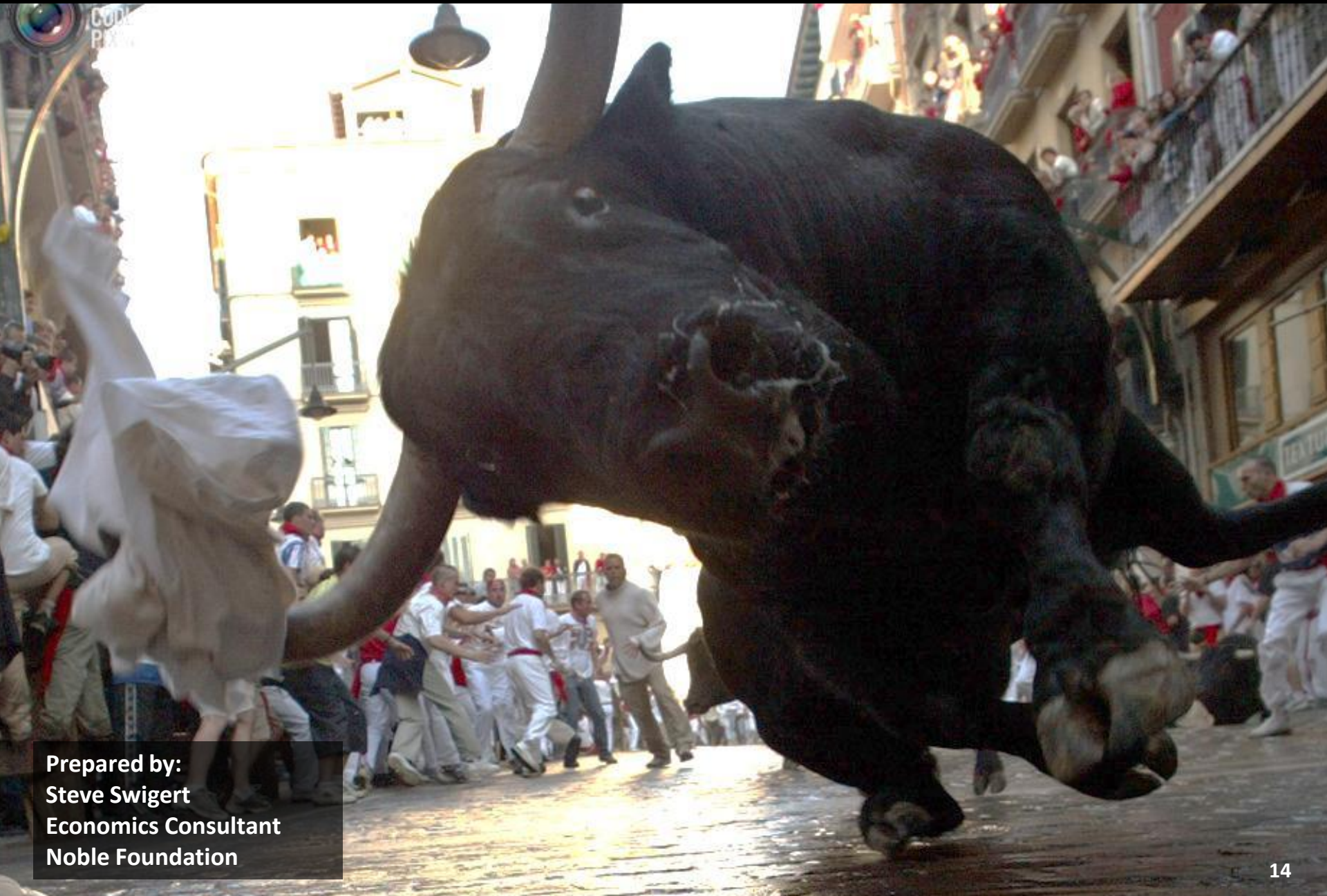


Suggested EPD's

- Birth
 - Top 50%
- Carcass:
 - Top 50%
 - Rib Eye Area
 - Marbling



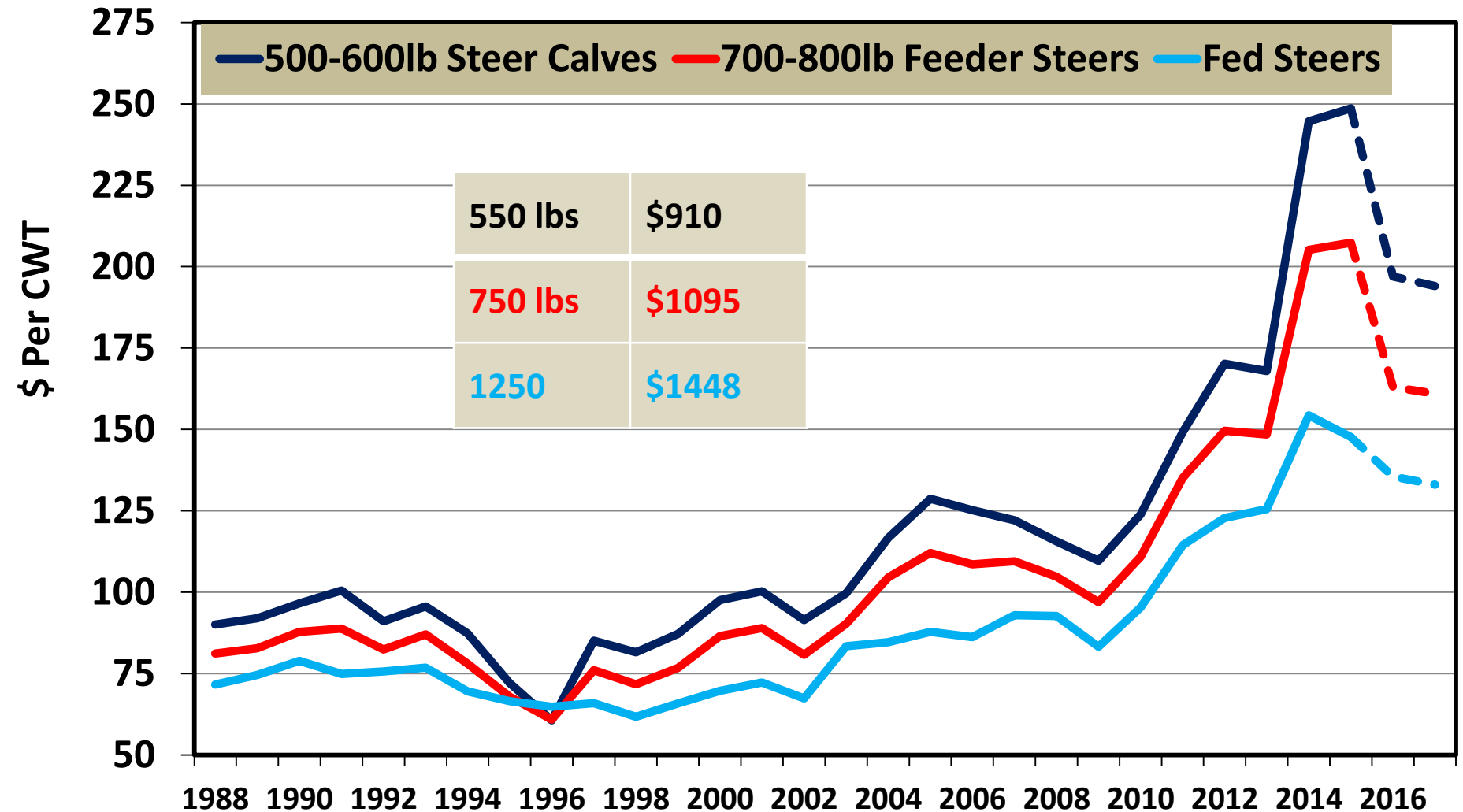
Value of Known Bull Genetics



Prepared by:
Steve Swigert
Economics Consultant
Noble Foundation

Average Annual Cattle Prices

Southern Plains



Data Source: USDA-AMS, Compiled and Forecasts by LMIC

Livestock Marketing Information Center

C-P-06
02/12/16

Bull # 1

- Neighbor or Friend
- Individual Performance Information
 - No EPD's
 - No known or reliable ancestral history

Bull # 1



Purchase price	\$3500
Salvage weight of Bull	1850 lbs
Salvage price of bull	\$1.00 / lb
Salvage value of bull	\$1836
(-1% death loss)	
Cost of bull	\$333
(5 yr life span in herd)	

Bull # 1

Cost of bull (5 yr life span in herd)	\$333
Cash maintenance cost, /yr	\$ 80
Total cash cost of bull, /yr	\$413
Cows/yr bred	25
Cash cost, /cow/yr	\$ 16.52

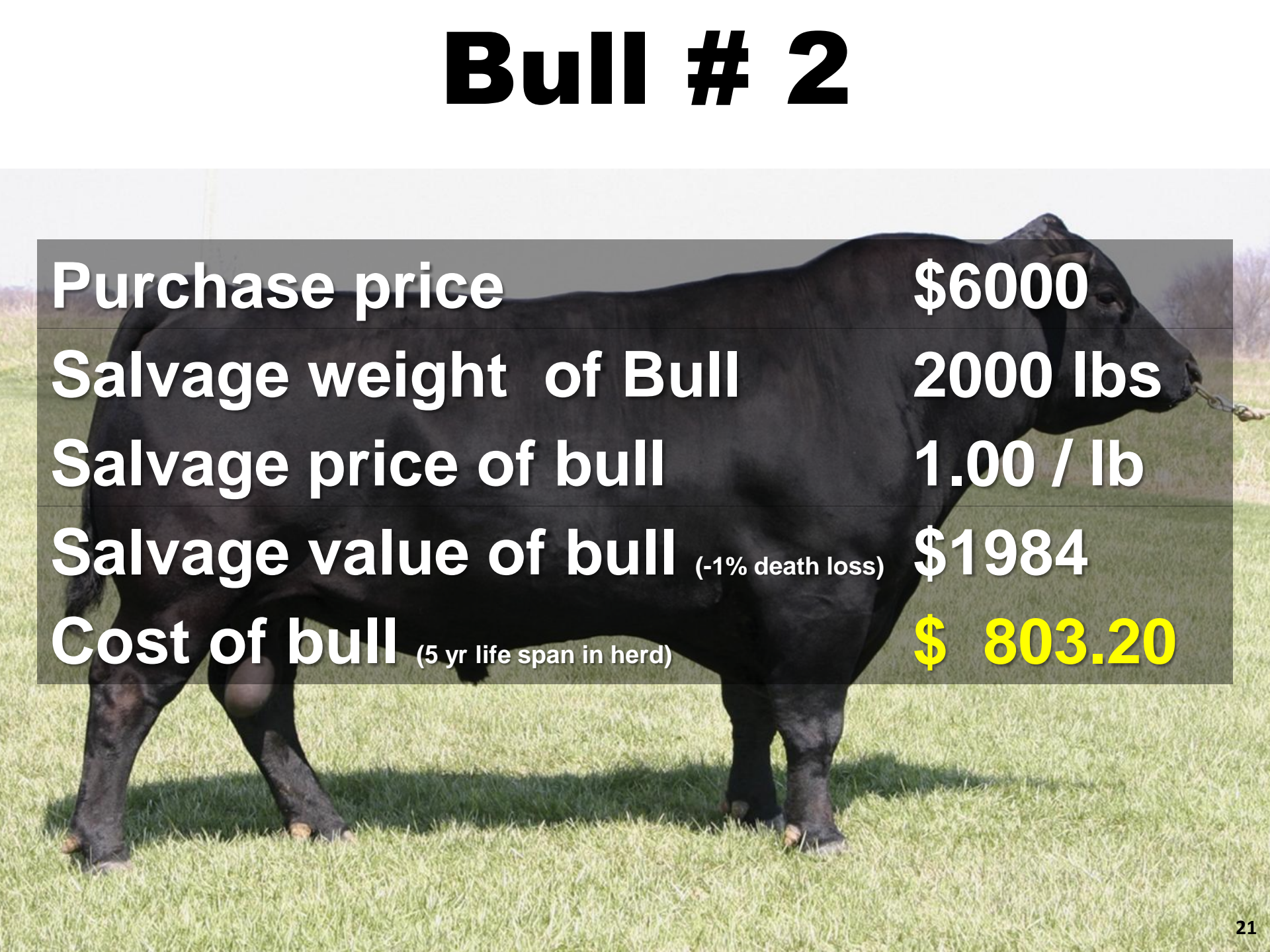
Bull # 2



Bull # 2

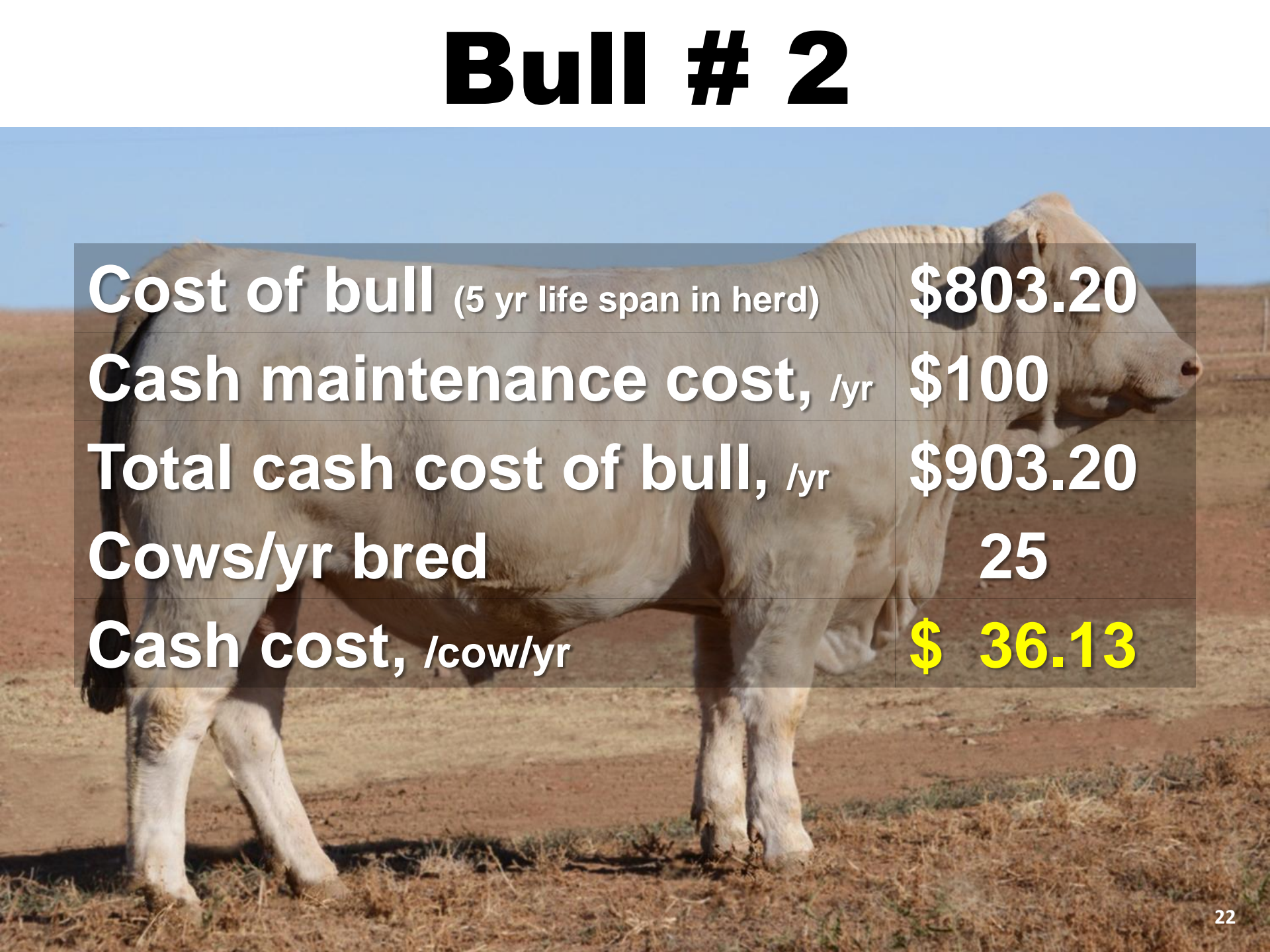
- 
- A black bull is shown in profile, standing in a green grassy field. The bull is facing right and has a chain around its nose. The background shows a clear sky and some distant trees.
- Reputable Breeder
 - Individual Performance
 - Information & EPD's

Bull # 2



Purchase price	\$6000
Salvage weight of Bull	2000 lbs
Salvage price of bull	1.00 / lb
Salvage value of bull (-1% death loss)	\$1984
Cost of bull (5 yr life span in herd)	\$ 803.20

Bull # 2



Cost of bull (5 yr life span in herd)	\$803.20
Cash maintenance cost, /yr	\$100
Total cash cost of bull, /yr	\$903.20
Cows/yr bred	25
Cash cost, /cow/yr	\$ 36.13

Yearly Per Cow Bull Cash Costs

	Bull # 1	Bull #2
Bull Purchase Price	\$3500	\$6000
Total Annual Bull Cash Costs/cow	\$16.52	\$36.13
Bull #1/Cow Advantage	XX	(19.61)

Increased Value at Weaning

(October 2016, projected)

	Bull #1 520 lbs @ Weaning	Bull #2 585 lbs @ weaning
Selling price, \$/cwt	\$ 166.34	\$ 163.22
Value of calf	\$ 864.97	\$ 954.84
Bull #1/Cow Advantage	XX	(\$19.61)
Adjusted Calf Value	\$ 864.97	\$ 935.23
Difference	XX	\$ 70.26
Increased Revenue \$/25 cows/yr	XX	\$1756.50
Net increase revenue \$/bull (5 yr) <small>(-\$490.30)</small>	XX	\$8,782.00

Increased Value after Backgrounding

(Dec. 2016, projected)

	Bull #1 640 lbs @ Backgrounding	Bull #2 741 lbs @ Backgrounding
Selling price, \$/cwt	\$ 144.37	\$ 139.61
Value of calf	\$ 923.97	\$1,034.51
Bull #1/Cow Advantage	XX	(\$19.61)
Adjusted Calf Value	\$ 923.97	\$1,014.90
Difference	XX	\$ 90.93
Increased Revenue \$/25 cows/yr	XX	\$2,273.25
Net increase revenue \$/bull (5 yr)	XX	\$11,366.26

Now add the price you were willing to pay for the Neighbor's bull (\$3,500) to the increased revenue the better bull provides (\$11,366) = **\$14,866**

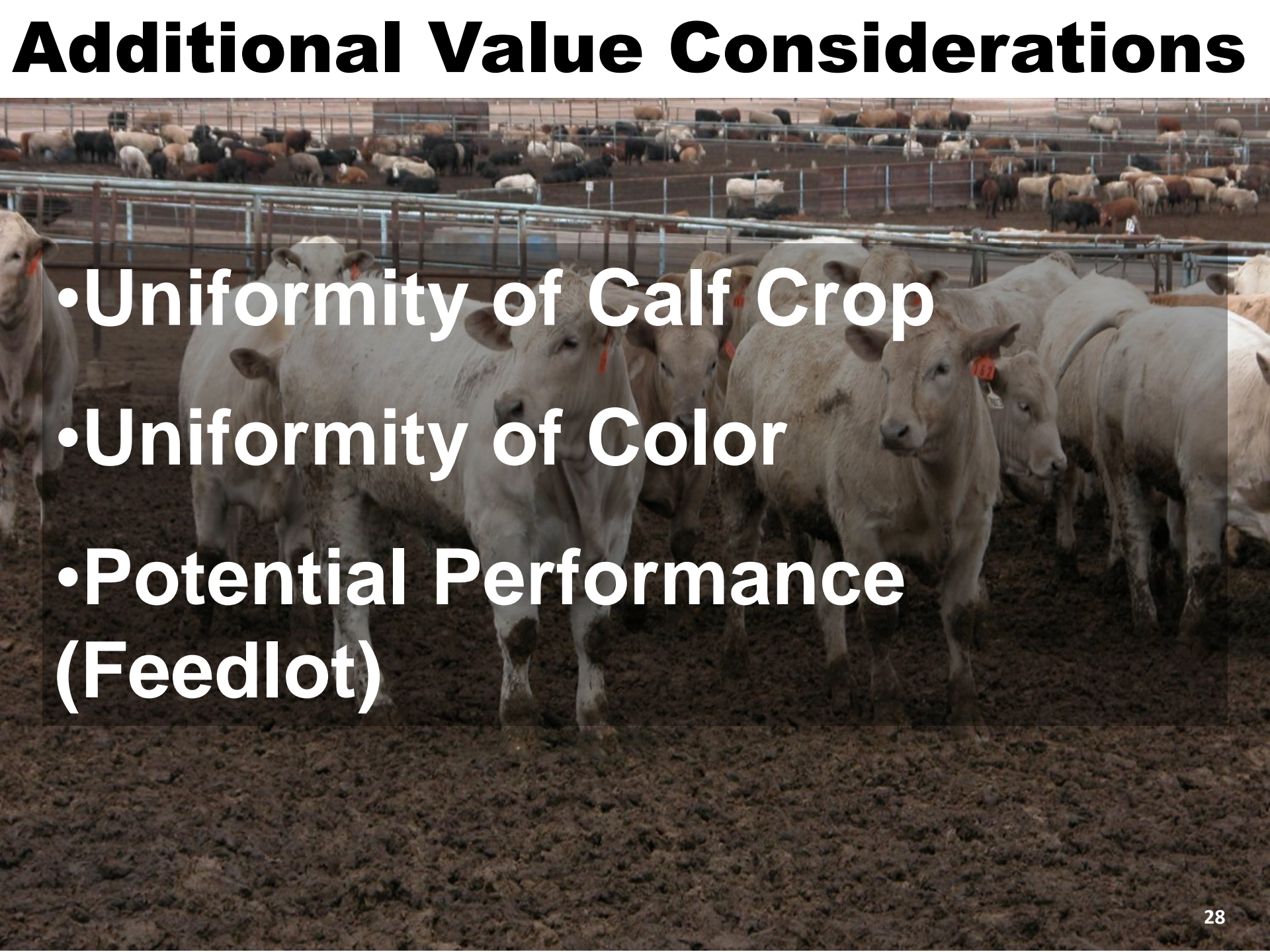


Take Home Message

A photograph of a large group of cattle, primarily white and brown, standing in a muddy, enclosed area with metal railings. The cattle are densely packed in the background, while a few are more visible in the foreground. The ground is dark and muddy.

The more expensive bull that has high quality performance traits will typically make you more money in the long run.

Additional Value Considerations

- 
- A photograph of a large feedlot filled with many white calves. The calves are standing in rows, and the ground is dark and muddy. In the background, there are metal pens and more calves. The image is used to illustrate the concept of uniformity in a calf crop.
- Uniformity of Calf Crop
 - Uniformity of Color
 - Potential Performance (Feedlot)

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