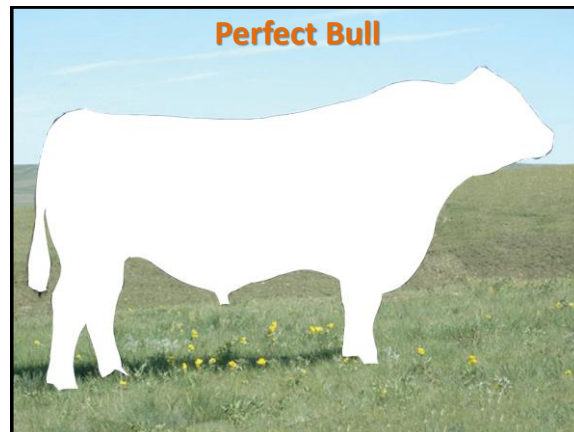


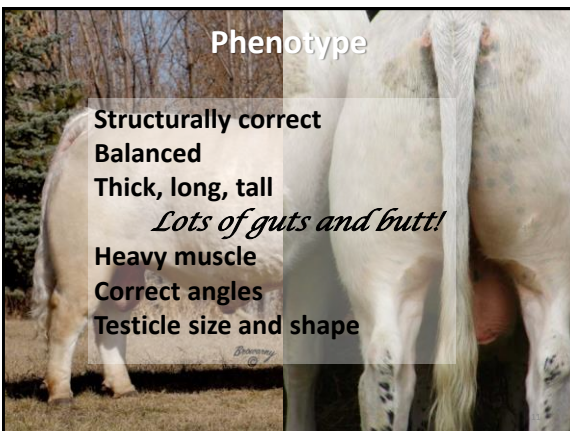
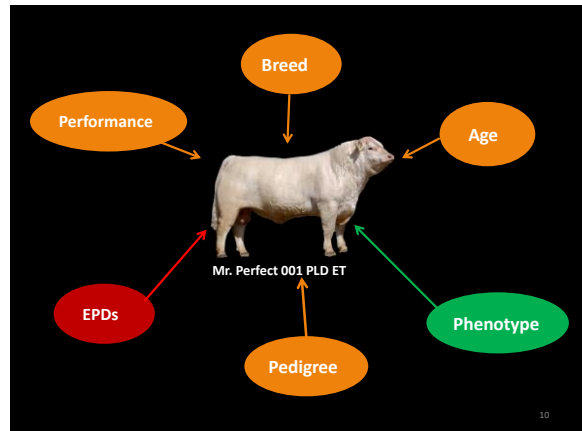




The Bull should fit the Market



Make 'em **all one color!**

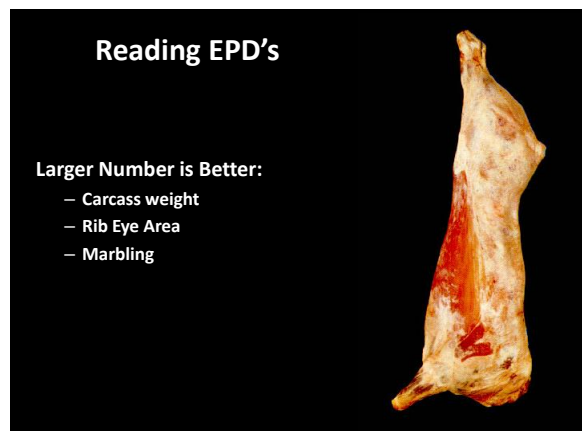
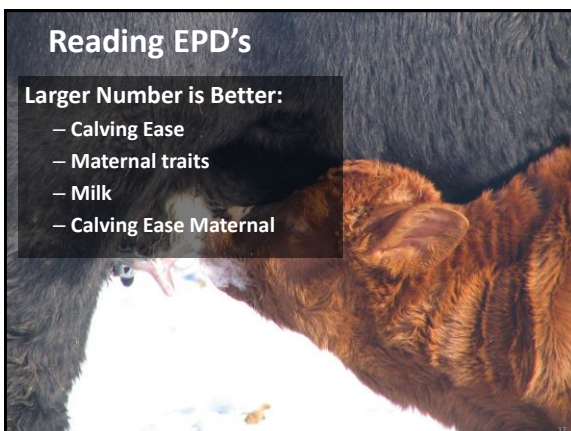
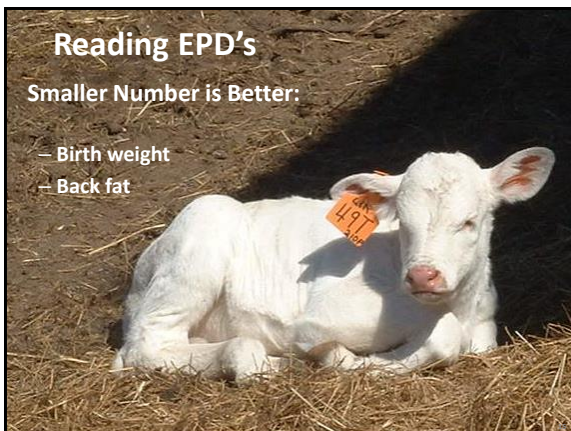
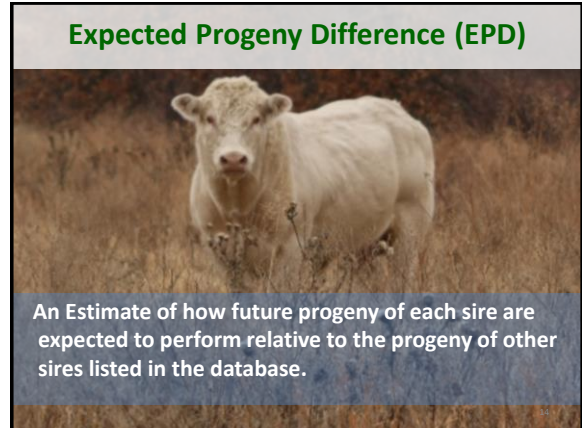


Phenotype

Structurally correct
Balanced
Thick, long, tall
Lots of guts and butt!
Heavy muscle
Correct angles
Testicle size and shape



Use Registered Bulls



Which EPD's should I use????



Most Ranchers should be TERMINAL focused.

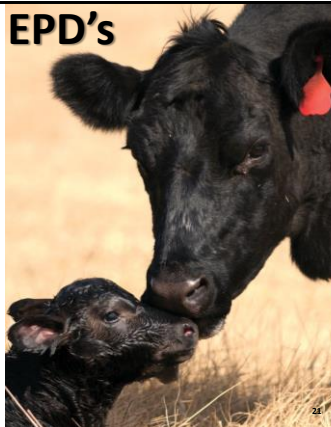
Size and scale fits better.

- Not efficient to produce replacements
- Not productive yet
 - Still eating forage and costing money
 - Don't get a calf until 24 months
 - Can't sell until ~30-32 months
- No Tax basis for ranch raised replacements



Suggested EPD's

- Birth
 - Top 50%



Suggested EPD's

- Top 20%
 - Weaning weight
 - Yearling weight



Suggested EPD's

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



Disposition



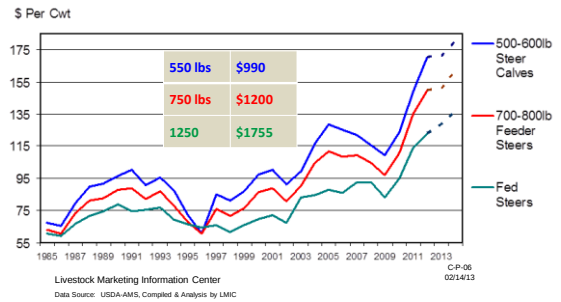
If you can't hold him you don't need him

Value of Known Bull Genetics



25

ANNUAL AVERAGE CATTLE PRICES Southern Plains



26

Bull # 1

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

27

Bull # 1

Purchase price	\$2500
Salvage weight of Bull	1850 lbs
Salvage price of bull	\$0.80 / lb
Salvage value of bull	\$1465.20
(-1% death loss)	
Cost of bull, yr	\$ 206.96
(5 yr life span in herd)	

28

Bull # 1

Cost of bull (5 yr life span in herd)	\$206.96
Cash maintenance cost, /yr	\$400.00
Total cash cost of bull, /yr	\$606.96
Cows/yr bred	25
Cash cost, /cow/yr	\$ 24.28

29

Bull # 2



30

Bull # 2

- Reputable Breeder
- Individual Performance
- Information & EPD's

Bull # 2

Purchase price	\$4500
Salvage weight of Bull	2000 lbs
Salvage price of bull	0.80/ lb
Salvage value of bull (-1% death loss)	\$1584.00
Cost of bull (5 yr life span in herd)	\$ 583.20

Bull # 2

Cost of bull (5 yr life span in herd)	\$ 583.20
Cash maintenance cost, <i>lyr</i>	\$ 500.00
Total cash cost of bull, <i>lyr</i>	\$1083.20
Cows/yr bred	25
Cash cost, <i>lcow/yr</i>	\$ 43.33

Yearly Per Cow Bull Cash Costs

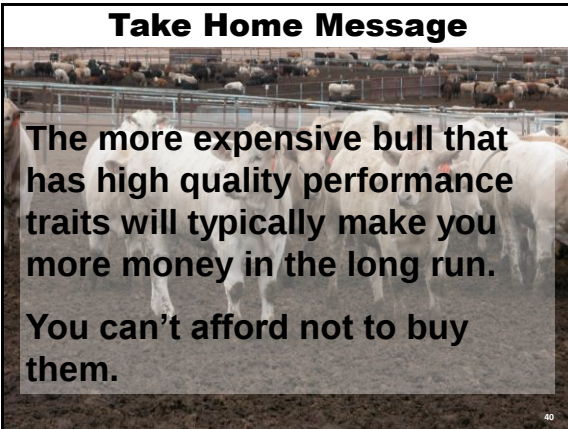
	Bull # 1	Bull #2
Bull Purchase Price		
	\$2500	\$4500
Total Annual Bull Cash Costs/cow		
	\$24.28	\$43.33
Bull #1/Cow Advantage	XX	(\$19.05)

Increased Value at Weaning (October)

	Bull #1 520 lbs @ Weaning	Bull #2 585 lbs @ weaning
Selling price, \$/lb	\$ 1.4374	\$ 1.3634
Value of calf	\$ 754.64	\$ 818.04
Bull #1/Cow Advantage	XX	(\$19.05)
Adjusted Calf Value	\$ 754.64	\$ 798.99
Difference	XX	\$ 44.35
Increased Revenue \$/25 cows/yr	XX	\$1,108.75
Net increase revenue \$/bull (5 yr) (-\$250.25)	XX	\$5,544.43

Increased Value after Backgrounding (December)

	Bull #1 655 lbs @ Backgrounding	Bull #2 779 lbs @ Backgrounding
Selling price, \$/lb	\$ 1.2536	\$ 1.2036
Value of calf	\$ 821.11	\$ 937.30
Bull #1/Cow Advantage	XX	(\$ 19.05)
Adjusted Calf Value	\$ 821.11	\$ 918.25
Difference	XX	\$ 97.14
Increased Revenue \$/25 cows/yr	XX	\$2,428.50
Net increase revenue \$/bull (5 yr)	XX	\$12,143.24



HERD BULL PROSPECTS

Magnum 1628 /
Lot 113

112

Birth Date: 9-2-01

Bull #16088712

Tattoo: 565

AI/R Magnum 126

Allison Max 602C

Magnum 863

Magnum 892

AI/R Lantz Blackcap 620

AI/R Blackcap Empire 127

AI/R Lantz Blackcap 620

10876676

AI/R Lantz Blackcap 620

AI/R Destination 727

AI/R Traveler 1489

AI/R Rudy of Tiffin 213

AI/R Blackcap Empire 127

AI/R Rudy of Tiffin 213

AI/R Rudy of Tiffin 213

AI/R Blackcap Empire 127

AI/R Rudy of Tiffin 213

AI/R Rudy of Tiffin 213

AI/R Blackcap Empire 127

AI/R Rudy of Tiffin 213

AI/R Rudy of Tiffin 213

AI/R Blackcap Empire 127

AI/R Rudy of Tiffin 213

AI/R Rudy of Tiffin 213

AI/R Blackcap Empire 127

AI/R Rudy of Tiffin 213

AI/R Rudy of Tiffin 213

AI/R Blackcap Empire 127

AI/R Rudy of Tiffin 213

AI/R Rudy of Tiffin 213

AI/R Blackcap Empire 127

AI/R Rudy of Tiffin 213

AI/R Rudy of Tiffin 213

AI/R Blackcap Empire 127

AI/R Rudy of Tiffin 213

AI/R Rudy of Tiffin 213

AI/R Blackcap Empire 127

AI/R Rudy of Tiffin 213

AI/R Rudy of Tiffin 213

AI/R Blackcap Empire 127

AI/R Rudy of Tiffin 213

AI/R Rudy of Tiffin 213

AI/R Blackcap Empire 127

AI/R Rudy of Tiffin 213

AI/R Rudy of Tiffin 213

AI/R Blackcap Empire 127

AI/R Rudy of Tiffin 213

AI/R Rudy of Tiffin 213

AI/R Blackcap Empire 127

AI/R Rudy of Tiffin 213

AI/R Rudy of Tiffin 213

AI/R Blackcap Empire 127

AI/R Rudy of Tiffin 213

AI/R Rudy of Tiffin 213

AI/R Blackcap Empire 127

AI/R Rudy of Tiffin 213

AI/R Rudy of Tiffin 213

10876676

AI/R Lantz Blackcap 620

AI/R Blackcap Empire 127

AI/R Lantz Blackcap 620

AI/R Destination 727

AI/R Traveler 1489

AI/R Rudy of Tiffin 213

AI/R Rudy of Tiffin 213

AI/R Blackcap Empire 127

AI/R Rudy of Tiffin 213

AI/R Rudy of Tiffin 213

AI/R Rudy of Tiffin 213

AI/R Blackcap Empire 127

AI/R Rudy of Tiffin 213

AI/R Rudy of Tiffin 213

AI/R Rudy of Tiffin 213

AI/R Blackcap Empire 127

AI/R Rudy of Tiffin 213

AI/R Rudy of Tiffin 213

AI/R Rudy of Tiffin 213

AI/R Blackcap Empire 127

AI/R Rudy of Tiffin 213

AI/R Rudy of Tiffin 213

Review the Data

Backdown ID	DOB	Age as of (Months) 5/1/2009	BVRank	BV	VV	VVRank	YV
7589 P	9/29/07	19	15%	-0.9	34	10%	
85 P	10/22/07	19	20%	-0.7	34	10%	
9 P	9/28/07	19	30%	0	41	2%	
7597 P	9/21/07	20	35%	0.2	42	2%	
8 P	10/19/07	19	35%	0.2	35	8%	
345 P	10/25/07	18	35%	0.2	31	20%	
7119 P	10/5/07	19	35%	0.2	31	20%	
73003	9/18/07	20	40%	0.4	40	3%	
8010 P	10/19/07	19	40%	0.4	28	30%	
7016 P	9/27/07	19	45%	0.6	39	4%	
P	10/8/07	19	50%	0.8	40	3%	
P	10/5/07	19	55%	1.1	43	1%	
P	10/8/07	19	55%	1.1	43	1%	
9 P	9/17/07	20	55%	1.1	38	4%	
771 P	9/21/07	20	55%	1.1	38	4%	
3 P	10/2/07	19	60%	1.3	42	2%	
335 P	10/4/07	19	60%	1.2	39	4%	
19 P	10/26/07	18	60%	1.3	37	6%	
	10/11/07	19	60%	1.3	33	15%	

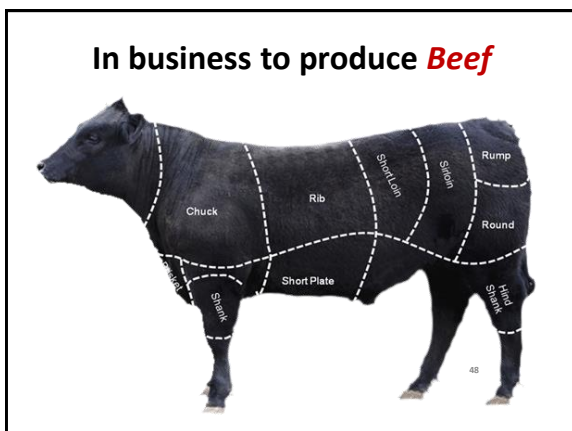
charolaisusa.com

Home | Journal | Juniors | Performance | Registration | Headquarters | Promotion | Site | Search

Performance Basics
SEP
Terminal Profit Index
Fall EPD Statistics
Monthly Column
Articles
Ultrasound
Seedstock Tour

Non-Parent Percentile Ranking

Percentile	≤ -5.0	≥ 45.6	≤ -5.0	≥ 45.6	≤ -5.0	≥ 45.6
1	≤ -5.0	≥ 45.6	≤ -5.0	≥ 45.6	≤ -5.0	≥ 45.6
2	≤ -4.0	42.3	75.4	19.5	34.0	1.3
3	≤ -3.5	40.5	71.8	18.2	32.6	1.2
4	≤ -3.1	38.8	68.5	17.5	31.6	1.2
5	≤ -2.7	37.9	66.3	16.8	30.7	1.1
6	≤ -2.5	37.1	64.6	16.2	30.0	1.1
7	≤ -2.3	36.2	63.4	15.6	29.4	1.1
8	≤ -2.0	35.4	62.0	15.1	28.7	1.0
9	≤ -1.9	34.7	60.9	14.8	28.1	1.0
10	≤ -1.7	34.2	59.7	14.4	27.5	1.0
15	≤ -1.1	31.7	55.3	12.8	25.4	0.9
20	≤ -0.6	29.7	51.7	11.6	23.6	0.8
25	≤ -0.2	28.1	48.8	10.5	22.2	0.8
30	0.1	26.4	46.3	9.6	21.0	0.7
35	0.4	25.3	44.0	8.8	20.0	0.7
40	0.7	24.0	41.8	7.9	19.0	0.6
45	0.9	22.7	39.9	7.1	18.0	0.6
50	1.2	21.3	37.8	6.3	17.0	0.5
55	1.5	20.0	35.8	5.5	16.0	0.5



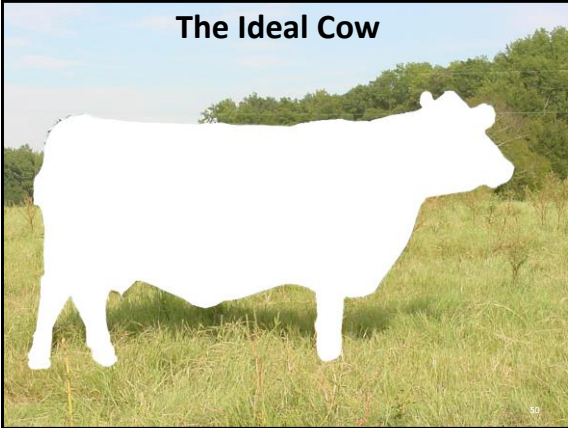


NOBLE RESEARCH INSTITUTE

Science Serving Agriculture

Robert Wells, PAS, Ph.D.
580-224-6434
rswells@noble.org

The Ideal Cow



Start with the End in sight.



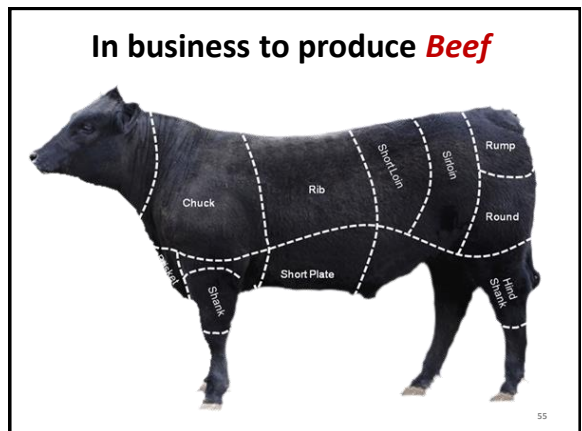
Develop a Plan



Don't go to the weekly cattle sale



In business to produce **Beef**



The Ideal Cow

- Early puberty
- Never misses a breeding season (1 calf/365 d)
- Calves unassisted
- Doesn't require a lot of supplemental feed
- Easy fleshing
- Converts forage to lbs of raised calf
- Stays in the herd a long time
- Good temperament
- Good muscling and carcass characteristics
- Adequate but not too much milk
- Looks good doing all the above

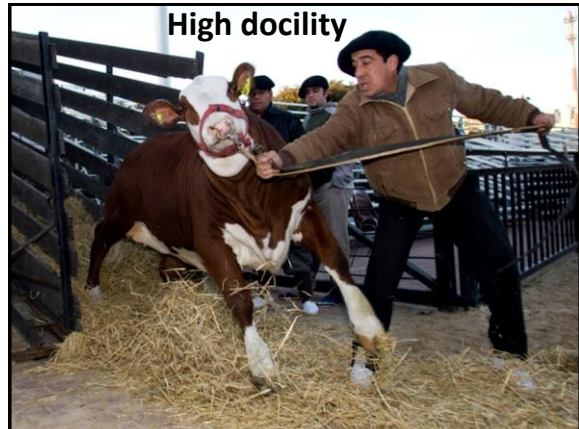
The Ideal Cow



Easy fleshing

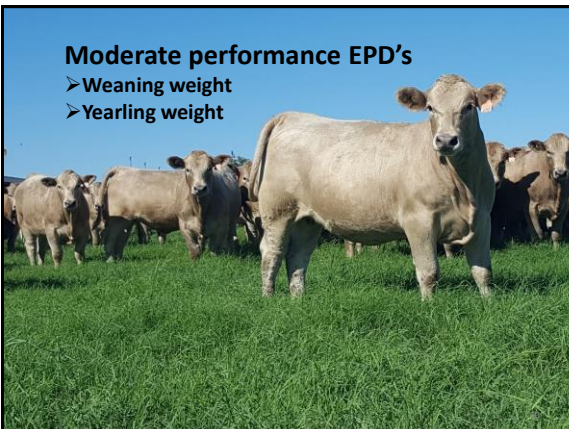


High docility



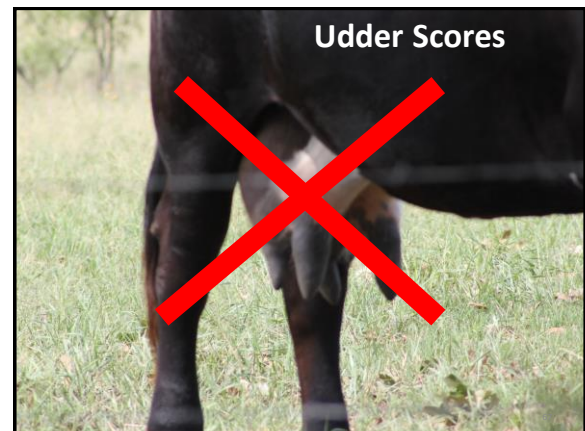
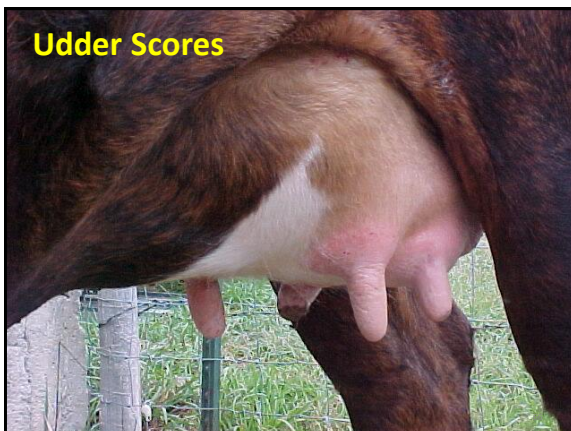
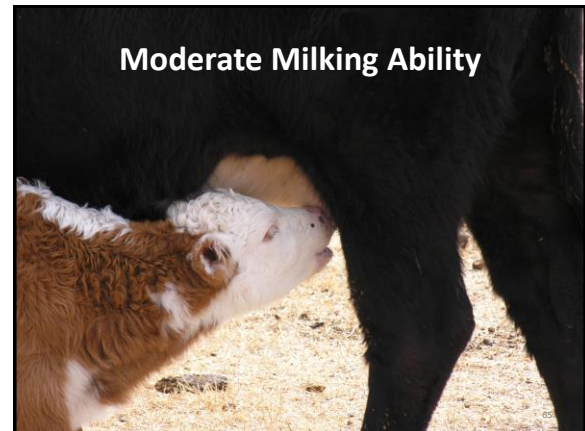
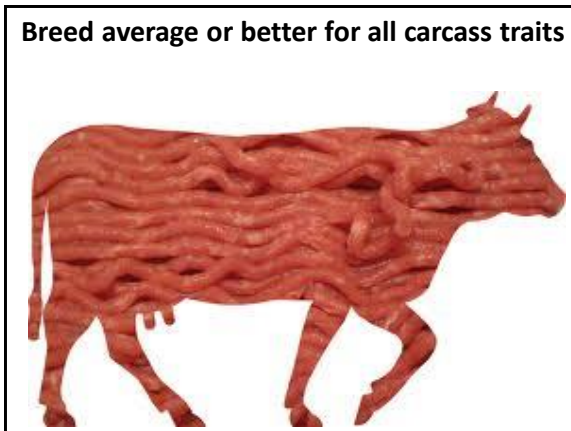
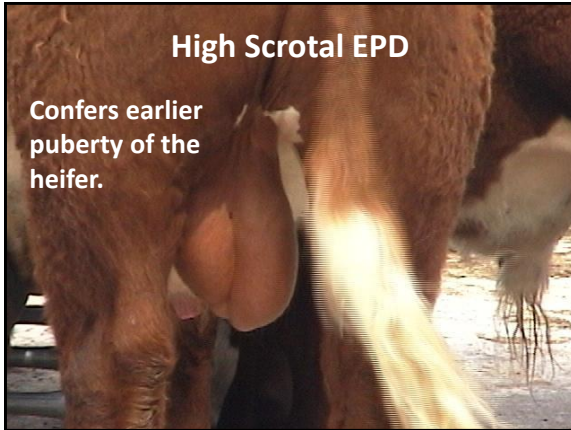
Moderate performance EPD's

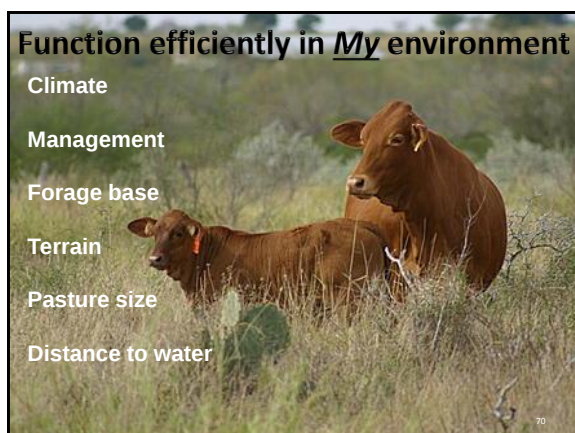
- Weaning weight
- Yearling weight



Moderate yearling and mature height, mature weights



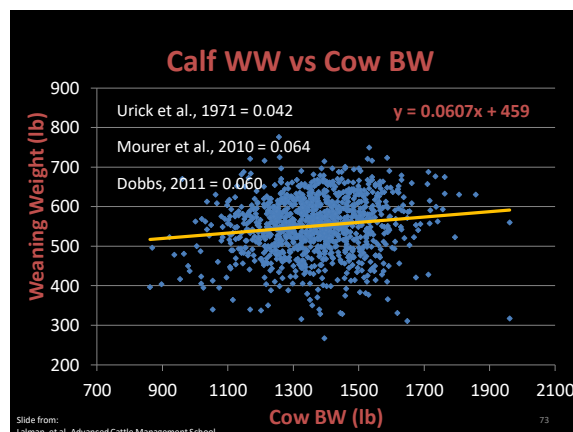




Nutrient Requirements

1100# Cow vs 1300# Cow
Average Milk

	Calving to Breeding		Breeding to Weaning		Weaning to Last 1/3		Last Trimester	
	10.2%		10.6%		13.1%		13.7%	
Dry Matter, lbs	26.4	29.1	25.5	28.5	21.4	24.2	22.7	25.8
CP, lbs	2.75	3.06	2.18	2.5	1.41	1.6	1.93	2.03
TDN/Energy, lbs	15.5	17.3	14.3	15.7	10.1	11.4	11.9	13.57



Sensitivity Analysis

Value of Added Gain (\$/cwt)	Value of Added Income ¹ (\$/cwt)
0.80	4.86
1.00	6.07
1.20	7.28

Annual cost / 100 lb of additional cow BW = \$42
(Doye and Lalman, 2011)

Slide from:
Lalman, et al. Advanced Cattle Management School

74

Summary

- Every 100 lb increase in additional cow BW resulted in 6.07 lb increase in weaning weight
- Every 1 lb increase in birth weight resulted in 2.07 lb increase in weaning weight
- The response determined (6.07 lb) was only 11%-17% needed to breakeven to offset the cost of the larger cow size

Slide from:
Lalman, et al. Advanced Cattle Management School

75

How does cow size affect stocking rate?

- 500 acre property
 - (350 grazable, no brush)
- Forage production (2300 lbs/ac.)
 - Average/good production 115 lbs/ac. in.
 - 30% utilization = 690 lbs edible forage/ac (as fed)
 - **550 lbs dry matter basis**
 - 550 lbs/ac * 350 ac = 192,500 lbs available forage
- 1100 lbs cow consumes 26.4 lbs/d (9,636 lbs/yr)
 - **20; 1100 lbs cows.**
- 1300 lbs cow consumes 29.1 lbs/d (10,621 lbs /yr)
 - **18; 1300 lbs cows.**
- 1500 lbs cow consumes 36.0 lbs/d (13,140 lbs/yr)
 - **14; 1500 lbs cows.**

76

Economics of Cow Size

Every 100 lbs increase in cow weight yields
6.07 lbs increase in calf weaning weight

	Cow weight, lbs		
	1100	1300	1500
Calf WW, lbs	550	562	574
# Cows on pasture	20	18	14
Total lbs weaned calves	11,000	10,116	8,036

Function efficiently in My environment

Cow Size

Milk production



78

Milk vs. Efficiency

Increased milk = increased feed for maintenance
AND increased feed for milk



79

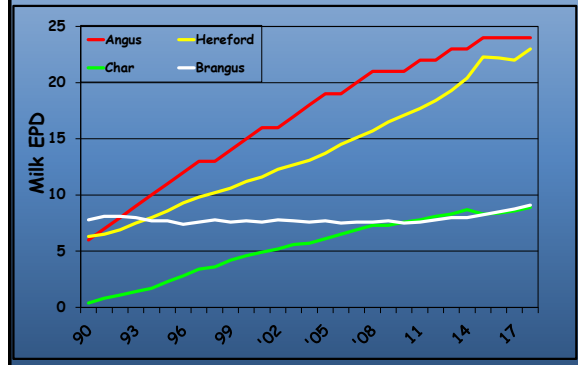
Nutrient Requirements

1100# Cow vs 1300# Cow
Average Milk

	Calving to Breeding		Breeding to Weaning		Weaning to Last 1/3		Last Trimester	
Dry Matter, lbs	26.4	29.1	25.5	28.5	21.4	24.2	22.7	25.8
CP, lbs	2.75	3.06	2.18	2.5	1.41	1.6	1.93	2.03
TDN/Energy, lbs	15.5	17.3	14.3	15.7	10.1	11.4	11.9	13.57

80

Genetic Trend for Milk

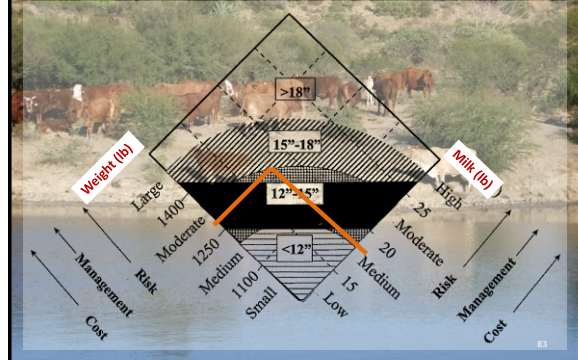


The cow should fit her environment



82

Match cow and environment



83

Weaning a calf is 5x more important than growth



A cow's ability to wean a calf (reproductive performance) is directly related to how well she fits her environment.

84

The cow should fit her environment

What happens if she doesn't:

- Body condition score is low
- Rebreeding rate is low
- Weaning weights are affected.
- Increase in supplemental feed and hay requirements



85



Robert Wells, PAS, Ph.D.
580-224-6434
rswells@noble.org