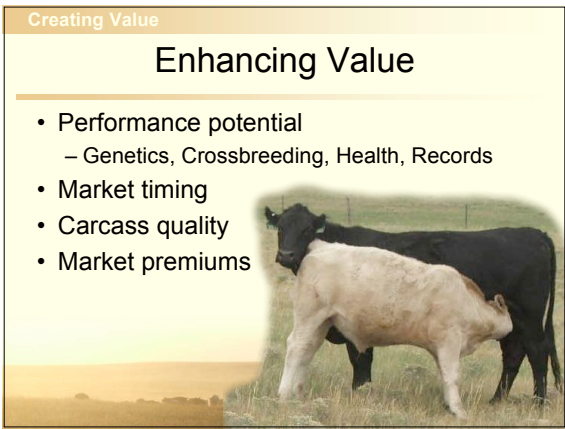


## Maximizing Revenue

- Creating value
  - Measurable or perceived
  - Grow out and finishing
- Managing input costs
  - Greatest margin potential
  - Reduce non-contributors



## Creating Value

### Enhancing Value

- Performance potential
  - Genetics, Crossbreeding, Health, Records
- Market timing
- Carcass quality
- Market premiums



## Creating Value

### Crossbreeding

- Charolais sires vs. Straight bred
  - \$70 to \$100 additional return/cow

## Creating Value

### Record Keeping

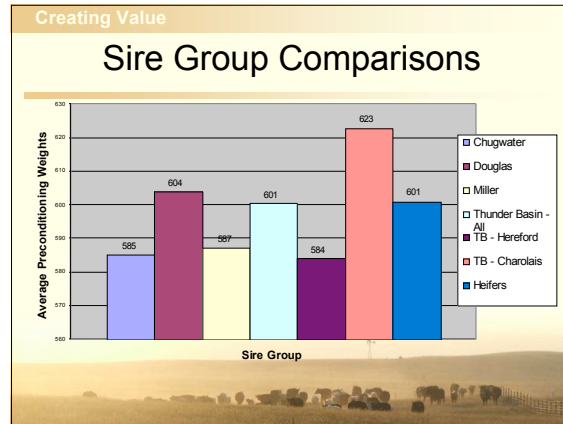
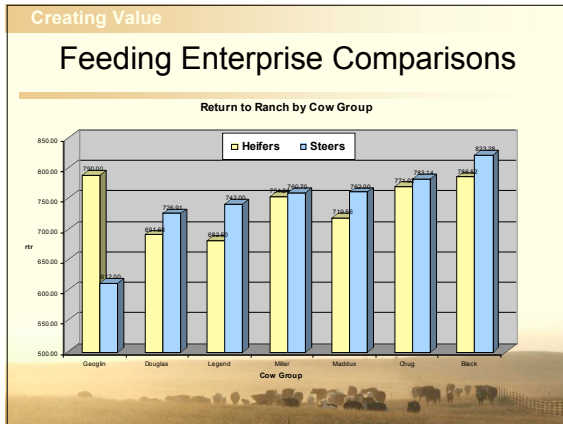
Cow/Calves Detail											LBC	
Dam ID	#	Breed	DOB	Gender	EV	Age	Weight	VW	AVN	Adj Wean/Total Heu	TV	AVP
Dam ID: 010												
488	300	2042003	Heifer	05	227	630	839	87%				
488	300	2042002	Heifer	07	241	638	78%		888	963		87%
489	300	2042003	Heifer	02	460	493	8%					
488	300	2042004	Heifer	08	589	652	86%					
488	300	2042004	Heifer	08	224	572	639	84%				
488	300	2042007	Heifer	03								
Averages: 6 Calves												
					88	289	493	90%	888	963		87%
Dam ID: 808												
488	300	2042003	Heifer	05	554	624	81%		104	101		93%
488	300	2042002	Heifer	03	435	485	82%					
488	300	2042004	Heifer	03	238	704	77%					
488	300	2042006	Heifer	05	235	660	852	88%				
488	300	2042006	Heifer	08	435	707	82%		182	180		10%
488	300	2042007	Heifer	03								
Averages: 6 Calves												
					85	388	579	84%	188%	1,027	1,108	98%
Dam ID:												
488	300	2042006	Heifer	08	622	708	88%					
488	300	2042003	Heifer	08	640	828	87%		300	923		82%
488	300	2042006	Heifer	08	493	626	82%					
488	300	2042002	Heifer	08	463	701	49%					
488	300	2042004	Heifer	05	235	642	672	86%				
Averages: 6 Calves												
					85	395	594	88%	88%	1,088	1,070	92%

## Creating Value

### Record Keeping

2006 Steer Calves - Decatur												
#	LOC	NR/HD	TCOG	Proc	other	TREAT	Cost	fm1	WTR	CLWT	DOFF	
3	Geoglin	-128.67	74.67	8.57	10.46	10.80	740.33	3.63	548.33	1180.33	218.33	
141	Douglas	-54.77	77.33	8.58	11.71	13.40	761.68	4.44	604.16	1256.81	236.63	
21	Legend	-50.10	77.00	8.49	10.09	0.04	792.38	3.98	624.14	1170.24	206.67	
40	Miller	-20.38	77.10	8.54	8.09	2.51	781.18	4.29	621.18	1226.05	224.73	
9	Maddux	8.33	73.89	8.58	7.70	0.00	753.67	4.07	579.78	1222.89	219.78	
70	Chug	22.07	75.14	8.53	9.03	6.18	761.10	4.43	590.67	1252.14	230.63	
40	BLACK	-19.30	78.45	8.43	10.16	6.76	642.63	4.86	696.89	1334.03	215.56	

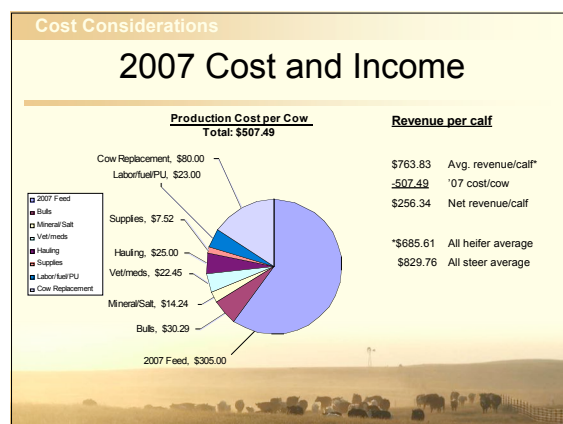
2006 Heifer Calves - Decatur													
#	ADG	FE	QG	YG	REA	REQ	REA	HCW	C/CWT	L/CWT	ACV	ADJ	rtf
4	2.64	6.16	2.00	3.25	11.10	12.23	701.50	156.73	101.97	32.50	-294.25	682.50	
106	2.59	6.54	2.61	2.45	11.98	12.51	725.77	155.20	98.00	-6.28	-356.75	691.68	
9	2.63	6.22	1.67	3.00	11.44	12.34	712.78	159.83	104.46	67.67	-272.00	719.56	
29	2.86	6.59	2.10	2.69	12.48	12.88	757.34	156.86	102.31	43.59	-317.34	754.24	
63	2.63	6.55	2.19	2.52	12.81	13.03	768.75	158.71	103.35	58.08	-300.13	771.02	
33	2.80	6.62	2.58	2.16	13.83	13.56	813.30	155.55	100.82	29.67	-325.61	786.52	
1	2.68	7.15	2.00	3.00	10.80	12.70	742.00	161.06	102.05	33.00	-310.00	790.00	



### Cost Considerations

## 2007 Cost Considerations

- Cash costs
- Opportunity costs
- Non-economic costs
- Interference costs



### Cost Considerations

## Bred Heifer Costs

\$62.40	Replacement Heifer Opportunity Cost (1.3*\$1.20*40 lbs)
<b>+748.00</b>	Avg. price/heifer (same cow group 2007)
<b>\$810.40</b>	<b>Opportunity Costs at weaning</b>
<b>+ 70.00</b>	15 months interest from weaning till ready to calve
<b>\$880.40</b>	<b>Total Opportunity Costs</b>
\$140.00	Grazing costs (\$14/month – June to December plus weaning to January)
<b>+225.00</b>	<b>Feedlot costs + breeding costs</b>
<b>\$365.00</b>	<b>Total Feed, Grazing and Breeding Costs</b>
\$40.50	Fallout costs (20% fallout, spread over all heifers)
<b>+20.00</b>	<b>Interest on operating</b>
<b>\$60.50</b>	<b>Added Overhead Costs</b>
<b>+175.00</b>	<b>Displacement Cost (cow vs. hfr occupy space, depends on profitability of cow)</b>
<b>\$1480.90</b>	<b>Total Cash + Opportunity Cost</b>

