

























Beef Production Today

- Composites
- Clones
- Genome Mapped Marker assisted selection
- Whole Genome Selection
- EID
- Implanted Thermometer
- Retinal Scanning
- Sexed Semen Value Based Marketing
- Instrument Grading
- Predicted Eating Quality





Reproduction is the single most important factor for profitable beef production.

Can you cull a cow based on one year's progeny carcass data when you don't know who the sire is?







Trait Selection

- Calving Ease (direct and Maternal)
- Birth Wt
- Gestation Length
- Heifer Pregnancy
- Stayability/Longevity
- Scrotal Circ
- Weaning Wt
- Milk
- **TM (M&G)**

- Yearling Wt
- Carcass Wt
- Marbling (%IMF)
- **REA**
- **Fat**
- Tenderness
- % Retail Product
- Grid Merit

Reproductive Traits

- **1. Puberty/ Resume cycling**
- 2. Fertile ovulation
- **3.**Conception (Cow and Bull)
- 4. Maintenance of Pregnancy
- 5. Give birth to live calf
- **These interdependent traits** culminate in a qualitative response, measured 1 time every year.















Replacement Heifer Selection

- 1. Cull daughters of "bad mark" cows
- 2.
- 3.
- 4.
- 5.
- 6.

What are "Bad Mark" Cows* ?

- 1. Cows that need help calving
- 2. Cows that calve late (+42 days)
- 3. Cows that fail to wean a calf
- 4. Cows that have big teats/need help
- 5. Cows that wean a light wt. calf
- 6. Cows that have "attitude" problems
- * assume opens are culled

Replacement Heifer Selection

- 1. Cull daughters of "bad mark" cows
- 2. Cull light wts., big birth wt & 6 frame
- 3. Cull youngest (born +45 d. calving)
- 4. Select daughters of oldest cows
- 5. Optimum (not maximum) preg. rate
- 6. Pigmented eyes & udder
- 7. Form = depth rib, chest width, guts

Feeding to a '	'Target	t Weight"		
<u>% of Mature Wt @ breeding</u>				
Item	55%	65%		
Pre-breeding wt	600	683		
Conception (21d)	30	62		
Calving wt.	834	897		
Calf birth wt.	71	73		
Calving difficulty,%	52	29		
Calf death loss,%	6	5		



What is the appropriate Target Weight??

- ▶ 3-year study
- > MARC II heifers 80 each year
- Developed to either 53 or 58% of mature weight
- Placed with bulls May 20 45 d
- Data collected through 4th pregnancy diagnosis

What is the appropriate Target Weight??					
<u>% Mature Weight</u>	<u>53</u>	<u>58</u>			
Pregnancy Rate – 1st	92	88			
-2nd	91	91			
-3rd	94	92			
-4th	96	96			

What is the appropriate Target Weight??

<u>% Mature Weight</u>	<u>50</u>	<u>55</u>
Breeding Season	60 d	45 d
Pregnancy Rate	87	90
Calve Date	3/15	3/9
Birth Weight	75	75
PG Wt. 2 nd Calf	903	926
2 nd Preg. Rate	91	92
(3 years - 261 head Creis	hton, et al. 2	2005)





Heifers developed to 50% mature weight				
	MGA	No MGA		
April 24	577	577		
Cycling, %	83	78		
45 d preg, %	90	90		
Wt. Preg check, lb	795	785		
Calving Date	3/8/05	3/6/05		













































Lighter Target Weights

- Lower Development Costs \$20-\$30
- > Selling open heifers was profitable
- > Determine adaptability early?
- Short breeding season
- Lighter breeding weights
- Lighter mature weights?
- > Must continue to grow through calving

<figure>









"If you are looking for additional fertility and production from your cowherd, Sim x Angus or Sim x Red Angus females are the way to go. In over 48,000 comparisons from our heifer development program, we routinely observe an 8 to 10% increase in fertility from these hybrid-line females

from these hybrid-line females when compared to straightbreds. This combined with superior milk and maternal traits, make these females hard to beat in any production system."

Dr. Patsy Houghton, General Manager, Heartland Cattle Company, McCook, NE

Advantage of Cro	ossbred Cows
Trait	Maternal Heterosis
Longevity	1.2 yrs (44%)
Calf Weight/Cow Expose	d 74 lb (25%)
Net Profit/Cow Exposed	\$70
	M.



Scrotal Circumference

- 21 day reduced age at first estrus;
 1.6cm increase in scrotal circumference in progeny from 141 sires selected for scrotal circumference (Morris, 1993)
- Daughters of bulls with a high SC EPD reached puberty 62 days earlier than a low SC EPD line (Hough, 1991)









