



QB
QUALITY BEEF
BY THE NUMBERS

Putting it all together


The Foundation of QB

- Quality pays.
- Targeting your genetics
- Reproductive management to stack quality genetics in your herd
- Economic analysis of the different production phases

Adding value from proven genetics in SMS.....

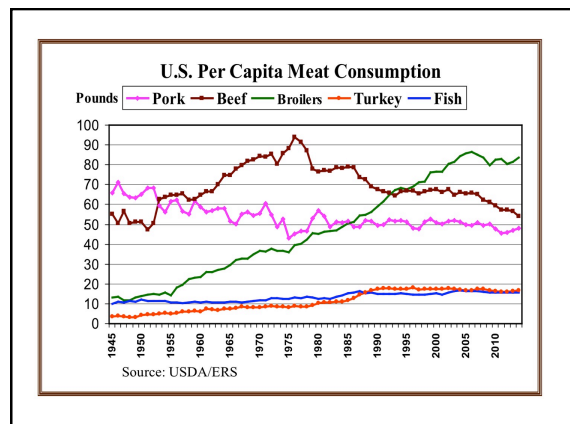
Tier One	NS bred	\$1638	Baseline
Tier One	AI bred	\$1830	+\$192
Tier Two	NS bred	\$1854	+\$216
Tier Two	AI bred	\$1967	+\$329

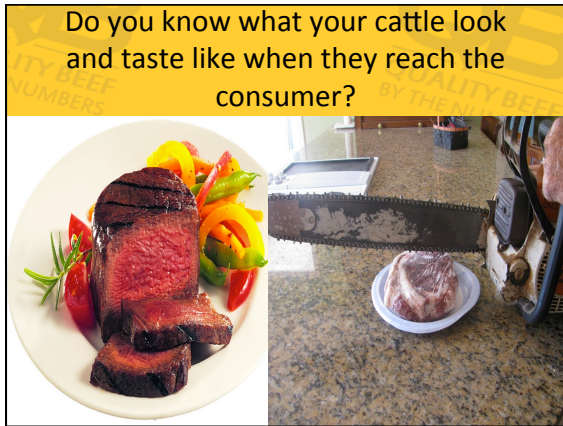
Targeting Your Genetics



Fixed Time AI

The incredible tool!!





Tale of three calves

Calf Number	X294	X285	X382
Birth date	8-27	8-24	9-6
WW	572	654	574
In weight	642	760	692
Finished #	1555	1547	1100
Feed Yard ADG	5.07	3.94	2.27
Carcass #	997	990	705
Carcass grade	Prime	CAB	CAB
Yield grade	4.3	3.2	3.2
Sale value	\$2,316.05	\$1,992.49	\$1,503.05
Difference over		\$323.56	\$813.00
Net profit	\$633.03	\$206.57	-\$249.97
Pen profit per head	\$164.35		



- Economic Analysis
Who's the best
- 5 Generations of top AI sires
 - 369 day calving interval on 4 calves
 - 105 average weaning ratio
 - 3 steers, all prime
 - 1 heifer, her Genemax scores 94-5-5
 - Average return in the feed-yard \$366.56

Life time difference

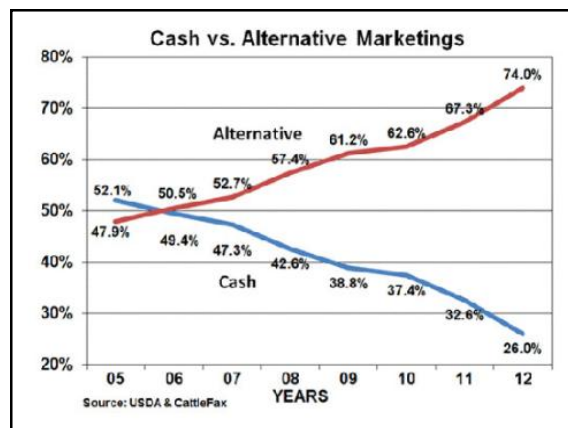
Net profit	\$633.03
Average per head profit	\$164.35
Difference	\$468.68
5 steers X \$350.	\$1,750.00
5 heifers X \$200.	\$1,000.00
Total life time advantage	\$2,750.00

Multiple generations of AI

Generations	CH-	CH	CH+	Prime
1	0%	28%	57%	14%
2	0%	0%	28%	72%
3	0%	13%	13%	73%
4	0%	5%	11%	83%

What makes you money in the feed-yard?

	Net Profit
ADG of over 4 lbs. per day.	\$109.21
All Primes	\$170.79
Prime grade that had over 4 lbs. ADG	\$273.29
Average profit per head	\$35.30



X294

We can have it all!!



Performance over carcass

F236
Nursing 15th calf
Average calving interval 367
Average weaning ratio 107 on 14 calves
Average yearling ration 107 on 14 calves
2 CAB's
3 Selects

All Genetic Improvement Comes Through the Bull?

A black bull stands in a field with trees and a building in the background.

Replacements

Y323, Y324
5 Generations of AI
Dam and grand dams have always had prime calves
Genemax scores of 99 5 5

A woman with long blonde hair, wearing a black t-shirt with 'CMB' on it, is reading a document and looking surprised. To her right, the text 'It's not that scary' is displayed on a black background.

Looking at data is fun?



- Data makes you happy!
- Getting my data is more fun than Christmas!
- Most of all data makes you money!

Focus

“It’s time we as an industry begin thinking more of our cows than merely by-products of land ownership, and instead begin adopting on-the-shelf technologies that can help all of us make more money” Dr. David Patterson

QB PROGRAM COLLABORATORS



Accelerated Genetics

Cooperative Resources International

SELECT SIRES

IRIS & DOLL

CERTIFIED ANGUS BEEF BRAND

PRATT FEEDERS LLC