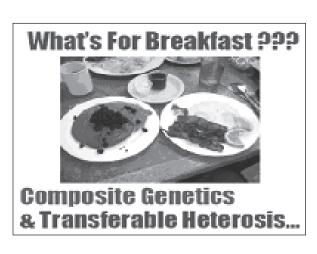
## **Integrated Producer Perspective**

David Nichols Nichols Farms









Texas feedlol San Angelo, Texas January 30, 2008	lowa Feedlot Bridgewater, Iowa January 81, 2008
-750 lbs. Okie Steer	- 750 lbs. Okie Steer
• \$600 @ \$80.00 avt.	• *\$647.25 @ \$86.30 cwt
• \$5.91 per bushel - Com	• \$4.48 per bushel - Com
• \$111.00 - Cost of gain - cwt.	•\$83.81 - Cost of gain - cwt.
• 595.00 - Sale price - cwt.	• \$95.00 - Saleprice - cwt.
\$0.00 Profit	\$75.26 Profit
	Pedudu \$531 helyeta Erdgewiter, awa

# 

#### 3000 # Z

Select for rapid early growth by using— Expected Progeny Differences (EPBs)

- Weaning Weight EPD
- Yearling Weight EPU
- SS Feedlot (Angus)

Feeder Cattle, Yearlings, Finished Cattle, Boxed Beef, Retail Beef, Big Mac Hamburgers and Steaks at White Table Restaurants are ALL Sold — Weight Times the Money!

#### 2160 # 3

Otilize Gurrent Technology to improve Quality Grades, Yield Grades and Consumers eating experiences

- Martifing EPBs
- SS Beef (Annus)
- Retail Yield EPOs
- TPI Index (Simmental)
- Real Time Ultra-sound



### Sten #4

Utilize DNA genetic profiles in the selection and systematic culting of seedstock.

- Tenderness
- Ribeye Area
- Hair Color
- Carcass Weight
- % Choice
- Marbling
- Yield Grade
- Polled



## Critical - Absolute Necessity

Those larms, ranches, seed stock breeders, and industries, who ignore their customers' real or perceived values, and lack



the guts of the tools to control casts are doomed to the trash can of history — e.g. Bock Island Railroad. Braniff Airlines, formbood Industries, and Euron.

## Smart People Told Columbus the World Was Flat. He Didn't Insist It Was Round . . . He Got In the Boat!



Beel producers, their associations, and Universities should harness their best minds and allocate the necessary resources to improve the efficiency and heterosis of their beel herds with specific genetic inputs, while improving the tenderness, taste, and healthfulness of beel.