



SUHN CATTLE COMPANY

Established in June of 1990
by Vernon and Vicki Suhn



Headquartered in the Flint Hills of Kansas at Eureka

Maintain 350 Brangus and Ultrablack registered and commercial spring/fall calving females in production plus 100 replacement females. Develop and merchandize 250 Brangus and Ultrablack bulls from this location.

In 2009, I was instrumental in the development of GENETRUST a purebred marketing alliance.

- › Encompasses the genetics of 8 ranches plus coperator herds.
- › Merchandize yearly through four sales and private treaty
- › 750 Brangus, Ultrablack, and Charolais bulls
- › 250 registered females
- › 1200 commercial females



GENETRUST
Performance Genetics. Trusted Cattlemen.


HOW IT STARTED

- › Vernon and Vicki were both raised in South Dakota
- › Vicki's father was a veterinarian in eastern South Dakota
- › Vernon was raised on a 10,000 head commercial cow calf operation that utilized an extensive AI program prior to estrus synchronization and that ranch did some of the first research with Lutalyse.
- › Worked in the registered Angus business for several years before going to work for Brinks Brangus as Operations Manager in 1980



Ultrasound Technology

- › First involved with ultrasound technology in 1986
- › Brinks Brangus embarked on a project with Kansas State to measure muscle growth.
- › Brangus became first breed to publish Ultrasound REA EPD's in 1992
- › Brangus Association published IMF EPD's and Fat EPD's in 1999
- › 2016 marks 30th continuous years of submitting ultrasound data to IBBA
- › Since 1990 have only used two different ultrasound technicians Dr. Tommy Perkins and Donnie Robertson.



Here are the results from cull steers and heifers we fed in 2012, 2013 and 2014.

34 FALL 2011 BORN STEERS AND HEIFERS FROM SCC HARVESTED 1/16/13

- 88% choice or better (12% graded prime)
- 54.5% CAB or other quality based programs
- Dressing % 64.3
- Profit per head \$78.67

81 FALL 2012 BORN STEERS FROM 8 GT BREEDERS HARVESTED 2/5/14

- 73% choice
- 51% CAB or other quality based programs
- Dressing % 64.5
- Profit per head \$244.58

Predominately southern cattle fed during a tough Kansas winter with no death loss and only one animal pulled for sickness.

38 SPRING 2014 BORN STEERS FROM SCC HARVESTED 6/24/15

- 89% Choice
- 65% CAB or other quality based programs
- Dressing % 63.8
- Profit per head \$20.49

Will continue to collect carcass data within our own programs plus working with customers to evaluate young sires and have a project we are working with Joe Davis from South Carolina.

Plan on continuing to utilize ultrasound data for evaluation as it is the fastest and most economical way to evaluate young sires and females and their impact on our genetic base.

2014 the IBBA bylaw change enabled breeders to breed back up to Brangus by using Brangus and Ultrablack genetics. Suhn Cattle Co. and other GENETRUST Partners have utilized this to incorporate new genetics and improve carcass merit.

Suhn Cattle Co. and GENETRUST

contributed greatly to the establishment of gene markers for Brangus cattle.

All GENETRUST members have embarked on a program to have HDGE-EPD's on all AI sires and donor dams and are currently cataloging DNA on entire herds.

First in the Brangus breed to furnish GE-EPD's in our 2016 spring bull sale catalog.

