SUHN CATTLE COMPANY
Established in June of 1990 by Vernon and Vicki Suhn

In 2009, I was instrumental in the development of GENETRUST a purebred marketing alliance.
- Encompasses the genetics of 8 ranches plus copartner herds.
- Merchandize yearly through four sales and private treaty
- 750 Brangus, Ultrablack, and Charolais bulls
- 250 registered females
- 1200 commercial females

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 merchandise 250 Brangus and Ultrablack bulls from this location.

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 Lutelyse.
- Worked in the registered Angus business for several years before going to work for Brinks Brangus as Operations Manager in 1980.

BIF 2016 End Product Improvement Breakout Session
**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.

**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 Ultragold black 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.