

Young Producers Symposia

Beef Improvement Federation
2020

Presenter: Bill Rishel

Great *Paradigm Shifts* in our Industry over the last 50 years...

Paradigm Shift: an IMPORTANT change that happens when the usual way of thinking about or doing something is replaced by a new and different way.

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The only thing that is not constant
is the speed at which it will change.

Paradigm Shifts in Purebred Industry

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Recommended Reading:

Beef Cattle Improvement in Virginia - A History of the Virginia Beef Cattle Improvement Association.

By: Dr. Arthur L. (Ike) Eller, Jr.

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“Management is doing things right; leadership is doing the right thing.”

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- ▶ Artificial Insemination / Estrus Synchronization / Embryo Transfer Technology

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- ▶ Genomics

Paradigm Shifts in Purebred Industry

Twenty years from today we may look back and proclaim the greatest paradigm shift was our ability to accept change and move from an industry that has been primarily a production-oriented business to one that is focused on not only providing a great product to consumers but connects with consumers in a way that they also appreciate and understand that what we do is regenerative and sustainable. I think going forward we all need to expand our participation in how we make our industry more sustainable so we can maintain its viability and provide a solid financial foundation by which our enterprises can be successfully transitioned to the next generation.

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 - ▶ “Specification” feeder cattle with a genomic predictive blueprint for health, feedlot performance and carcass merit.
 - ▶ Major push for utilizing measurable differences in feed efficiency in our genetic selection

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- ▶ U.S. Beef Industry Life Cycle Assessment
 - ▶ One of the highest priority sustainability efforts for the industry.

The Future Is In Your Hands

Thank You

Questions ???