




**STEP #2**  
**Select for rapid early growth by using—**  
**Expected Progeny Differences (EPDs)**

- Weaning Weight EPD
- Yearling Weight EPD
- \$\$ 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!

**Step #3**  
**Utilize Current Technology to improve**  
**Quality Grades, Yield Grades and**  
**Consumers eating experiences**


- Marbling EPDs
- Retail Yield EPDs
- Real Time Ultra-sound
- \$\$ Beef (Angus)
- TPI Index (Simmental)



**Step #4**  
**Utilize DNA genetic profiles in the selection**  
**and systematic culling of seedstock.**


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

**Step #5**  
**Aggressively pursue**  
**Marketing Partners.**





Nobis Corporate Partnerships





**Critical - Absolute Necessity!**

Those farms, ranches, seed stock breeders, and industries, who ignore their customers' real or perceived values, and lack the guts or the tools to control costs are doomed to the trash can of history — e.g. Bock Island Railroad, Braniff Airlines, Farmland Industries, and Furon.



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



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