

Merging genetics and management for improved profitability



Management changes are easier to quantify than genetic changes.



5 specific things you want the audience to know about you and your philosophy

- **Fifth generation** in the R.A. Brown family to produce both seedstock and commercial cattle.
- Have been calculating and using **SELECTION INDEXES** for 20 years.
- Sells 600 bulls each year at their annual auction on the ranch. Two purebreds and two hybrid composites.
- Firm believer in **PLANNED CROSSBREEDING** to obtain the ideal combination of **GENETIC MERIT** and **COMPLIMENTARY TRAITS** with **HETEROSIS** to improve **EFFICIENCY**. "I long for the day when every cow in our herd is a hybrid cow."
- It is easier to sell what people want to buy than it is to try selling what you want to raise. But it is our duty to help customers get what they need to more **efficiently, effectively and profitably produce beef** using their available resources.

Large ranches expect us to take care of logistics, provide low risk, no surprise genetics.



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- Best Known as Troy's Wife (*Better Half*) and Wyatt, Justis and Wynn's mom
- Simplicity, risk management, and avoiding mistakes are key for large herds. Genetics are pretty far down the list of priorities for large ranch managers.
- An animal Breeder that still believes that we can't solely breed beef cattle off of paper and the industry has done a mediocre job of helping producers objectively select for type traits that effect longevity
- Nothing can match power of crossbreeding and no one breed can or should do it all
- AI is an under utilized, value adding technology in the beef industry!

I'm not that interested in sexy technology – just give me a simple, disciplined approach.



specific things you want the audience to know about you and your philosophy

- Land managers have an inherent obligation to maintain or enhance choices for future generations.
- Optimization of production systems provides flexibility to respond to changing markets and environments.
- Keep it simple.

In Pursuit of Answers, our panel found.....



Big Questions

Have we clarified the difference between want and need?

Does selection occur from an informed perspective or is it based on perception?

Is selection pressure focused on the traits that matter most?

Big Questions

What will my resources allow me to do in the way of generating meaningful (profitable) genetic change?

(feed/nutrition - DB; financial - LM; labor - JDR)

Big Questions:

Should selection indices be developed for the industry or the individual ranch/production environment?

Can a user friendly index be customized to my ranch with heterosis factored in, and will it deliver predictable outcomes?

How does selection based on indices impact my bottom line?

Final Thoughts

Requests and challenges from the panel to those of you in the audience to move from Genetic Provider to

SOLUTION SUPPLIER!

The transition from Genetic Provider to Solution Supplier

	"GENETIC PROVIDER"	"SOLUTION SUPPLIER"
Focus	Purity for the customer	Profit for the customer
Decision Drivers	Perception	Fact
Enhance reproduction through	More Feed	Measure Reproductive Traits and/or Use Heterosis

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Information	Countless data points primarily focused on output that easily leads to single trait selection for maximums without regard to the consequences of increased input costs	Selection Indexes that include both output & input that lead to multi-trait genetic selection for increased profit

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Primary reason in the cattle business	Lifestyle enjoyment and a by-product of land ownership	More efficiently feeding the world and enhancing the profitability of the business model that can make it sustainable