 Texas and Southwestern
Cattle Raisers Association
Protecting the stewards of land and livestock in the Southwest

Ranching 101

Bull Selection

Ranchers Guide to EPDs



Keys to Success

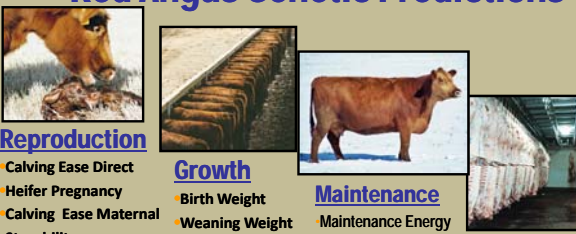
- Market End Points
- Strengths & Weaknesses
- Build Relationships
- Capture the Value of your Efforts



Economically Relevant Traits


<ul style="list-style-type: none"> • Indicator • Scrotal Circumference • Birth Weight • Mature Weight, Milk & BCS 	<p>→</p> <p>→</p> <p>→</p>	<ul style="list-style-type: none"> • ERT • Heifer Pregnancy Rate • Calving Ease • Maintenance Energy
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Red Angus Genetic Predictions



<p>Reproduction</p> <ul style="list-style-type: none"> • Calving Ease Direct • Heifer Pregnancy • Calving Ease Maternal • Stayability 	<p>Growth</p> <ul style="list-style-type: none"> • Birth Weight • Weaning Weight • Milk • Total Maternal • Yearling Weight 	<p>Maintenance</p> <p>Maintenance Energy Requirement</p>	<p>Carcass</p> <ul style="list-style-type: none"> • Marbling • RibEye Area • BackFat • Carcass Weight • Yield Grade
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Focus on Reproduction



Reproductive Traits
4x – Growth
10x – Carcass

Calving Ease Direct (CED) - Born Unassisted
 Calving Ease Maternal (CEM) - Calve Unassisted
 Heifer Pregnancy (HPG) - Fertility
 Stayability (STAY) - Breed/Calve/Re-Breed/Wean Annually
 Maintenance Energy (ME) - Reduce Feed Costs/Easy Fleshing

Performance Traits - Growth

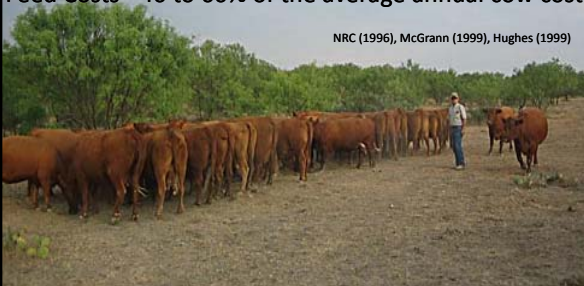


Birth Weight (BW) – Indicator Trait
 Weaning Weight (WW) Yearling Weight (YW)
 Milk (MILK) Total Maternal (TM)


Mature Cow Maintenance Energy

70% of Feed Cost – Maintenance Energy Requirements
 Feed Costs - 40 to 60% of the average annual cow cost

NRC (1996), McGrann (1999), Hughes (1999)



Carcass Traits



- Marbling Score (MARB)
- Rib Eye Area (REA)
- 12th Rib Fat (FAT)
- Carcass Weight (CW)
- Yield Grade (YG)

Build Relationships

- **Symbiotic Relationships**
 - Seedstock Suppliers
 - TSCRA / NCBA / Extension
 - Livestock Marketing Reps
 - Animal Health / Nutrition
- **Invest in the Right Areas**
 - Land / Health / Genetics / Nutrition
- **Never Quite Learning**
 - Ask Questions...

Capturing Value

- **Volume is King**
 - Market with “LIKE” kind or in Load Lot sizes
- **Reputation**
- **Added Value Options**
 - Vaccination Protocols
 - Weaned 45 Days
 - Natural / Age & Source / NHTC – Program Cattle
- **Flexible Marketing**
 - Weaning / Yearlings / Retained Ownership
- **Don't Sell your Cattle – Market your Cattle**



RED ANGUS
Ranch Tested. Rancher Trusted.

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