

If you want to increase Profit...

Select for It!

You don't last 40 years in the Red Angus seedstock business without your customers' profitability being your Top Priority.

That's why for the better part of the last year, we've been working behind the scenes to assimilate the Mushrush cow herd inventory and data into the Leachman \$Profitshare database, which provides access to cutting edge genetic selection tools. You may have heard of the economic selection index, **\$Profit**, which quantifies differences in profitability of each animal's genetic contribution to the beef supply chain, but this system will provide **Mushrush Ranches** and our customers with even more useful and tailored tools to help make the best informed selection decisions! For example: **\$Ranch**, is a profitability index designed specifically for cow/calf producers, who sell calves at weaning and raise their own replacements - that describes the vast majority of our bull customers! We will also provide the new **FERTility** EPD pioneered by Zoetis which predicts variation in cows' lifetime production as well as identify which bulls' daughters produce the highest calf crop percentage. For years we have scored and ranked our own cattle for udder quality, foot structure and docility, but now the \$Profit system will provide genetic prediction tools to quantify the genetics which produce those phenotypic outcomes that we strive for and that our customers demand.

How \$Profit Works: \$Profit assumes that the average commercial bull will sire 100 progeny over his lifetime, that 30% of the replacements will be retained and that the rest of the heifers and all of the steers will be finished and sold on a value-based grid. Even though many ranchers sell their calves at weaning - and don't own them all the way to harvest, we have seen feedlots' willingness to pay for calves from genetics recognized for superior post-weaning value.

Example:

- Bull A has a \$Profit of \$15,000
- Bull B has a \$Profit of \$10,000

We would expect Bull A to return \$5,000 (\$50/head x 100 calves) than Bull B. This benefit would be the cumulative advantages of both Bull A's progeny that went into the feedlot as well as daughters that were retained as replacements.

What traits are included in \$Profit?

Think of \$Profit as a genetic accounting tool - adding up all of the revenue generated from some traits, and subtracting all of costs incurred by others.

Revenue Traits:

- Lower Birth = Easier Calving/More Live Calves
- Weaning & Yearling EPD = More payweight
- Fertility = more calves produced over a cow's lifetime
- Carcass Weight = worth more up to 1050 lbs.
- Marbling = valued based on grid premiums
- Ribeye area = value as impacts Yield Grade
- % Retail Product = more yield is more meat

Cost Traits:

- Cow Mature Size = in general, bigger eats more
- Cow intake = increased feed intake means increased costs
- Feed Efficiency = cost of Gain
- Carcass Weight = Discounted if over 1050 lbs.
- Marbling = valued based on grid premiums



Catch our upcoming newsletters for "deeper dives" into how specific tools will be deployed at Mushrush Ranches, and how you can put them to work to advance your program's profitability.

