

# Breed more Profit

2023 is our 40th year of supplying Red Angus genetics to the beef industry. We have always believed that sustainable profitability begins in the cow herd. Now we have the BEST selection tools yet, to describe genetic differences in that complex of traits that influence profitability for cow/calf operations.

In our June 2023 Mushrush Ranches newsletter we announced our utilization of the \$Profit suite of economic selection indices and related genetic selection tools and explained how \$Profit, quantifies differences in profitability of each animal's genetic contribution across the beef supply chain. Many traits (both cow-herd and post-weaning) go into \$Profit. For producers who raise their own replacements and sell calves at weaning, we believe no index describes your profitability scenario as aptly as \$Ranch. It combines both the financial rewards and expenses generated from all those traits that impact profitability for a cow/calf operation: Fertility, Cow Feed Intake, Calving Ease, Milk, Weaning Weight, Mature Cow Size, Longevity

**\$Ranch** accumulates profit when cows' production/reproduction provides positive answers to these questions:

## Market:

What does her Calf Weigh? **MORE**

What is her calf Worth? **MORE**

## Reproduction:

Calving Ease/Live Calf? **EASIER CALVING (More Live Calves)**

Breed at 15 Months? **YES**

Breed Back after calving? **YES (to calve earlier in the calving season)**

## Longevity:

Stay in the Herd? **LONGER**

## Cow Costs:

How Much Does she Eat? **LESS**

Depreciation Costs/Replacement Rates? **LOWER**



**Fertility** is the key to sustained profitability for cow/calf operators, and is the single most important trait in \$Ranch. Defined by the number of calves a bulls' daughters produce over an 8 year productive life span, high fertility cow herds invariably wean a higher percent calf crop, and require lower replacement rates. Our next Mushrush newsletter will explain how this cutting edge prediction works to increase cow lifetime productivity and decrease cow herd depreciation associated with higher replacement rates.

# into your Cow Herd...



**PICTURE OF SUCCESS:** 3 1/2 Year-Old Mushrush Red Angus cow getting ready to wean an A.I. sired calf (born at the beginning of the calving season. She's bred back to have her 3rd calf as a 4-year-old, and has maintained her Body Condition to make it through the winter.

## What \$Ranch will do for your program...

\$Ranch doesn't sell out your bottom line just for bragging rights about heavier weaning weights. Instead selection for \$Ranch will move herds towards these higher profit outcomes:

- Improved stocking rates
- Increased calf crop percentage,
- Lower cow depreciation costs due to lower replacement rates,
- Lower cow herd maintenance costs
- Increased pounds of calf produced per acre

**Our Entire Crop of Fall 2022 Born Bulls average Top 10% for \$Ranch**

**MUSHRUSH**  
RANCHES