



# Identify the Bottom Line

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## Value Opportunity for Ranchers in Animal Identification

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Jim Lowe, President  
Midwest MicroSystems L.L.C.  
Lincoln, Nebraska



## Overview

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- Beef industry context
- Value opportunities
- Methods of identification
- Identification tools
- Is identification right for you?
- Getting started



## Beef Industry Context

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- National Animal Identification System
- Age verification
- Value added production
- Certified programs



## Value Opportunities

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- Identify the bottom line.
- Your cow herd is a factory.
- Performance evaluation
- Example 1: Sell at weaning
- Example 2: Sell at harvest



## Example 1: Sell at Weaning

Which cow is better?

**Cow A**

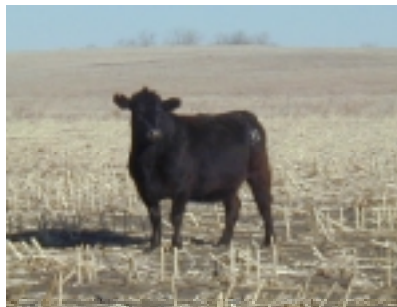


**Cow B**



## Example 1: Sell at Weaning

**Cow A**



**Cow B**



**MPPA 89**  
AVG WW on 5 Calves  
**377#**

**MPPA 112**  
AVG WW on 5 Calves  
**548#**



## Example 1: Sell at Weaning

**Cow A**

$$1885\# \times \$1.05 = \$1,979$$

**Cow B**

$$2740\# \times \$1.05 = \$2,877$$

**That's a \$898.00 Difference**



## Example 1: Sell at Weaning

**Cow A**



**Cow B**



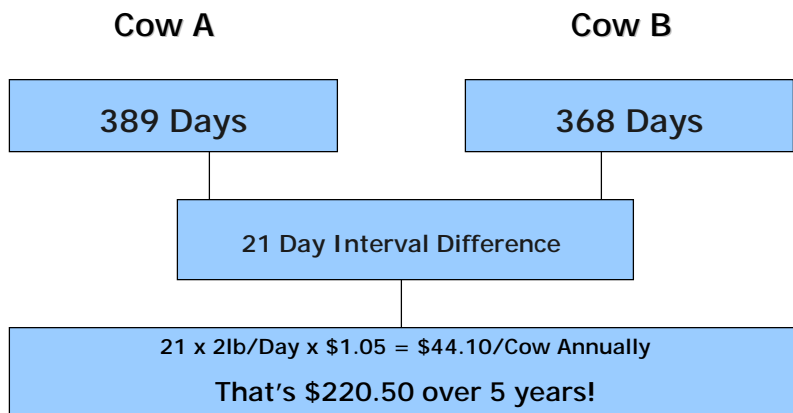
Average Calving Interval:

**389 days**

**368 days**



## Example 1: Sell at Weaning



## Example 1: Sell at Weaning

### Total Savings

**\$1,119 !!!**

(\$224 annual)



## Example 1: Sell at Weaning

The bottom line ...

*How many Cow A's  
do you have  
in your  
herd?*



## Example 1: Sell at Weaning

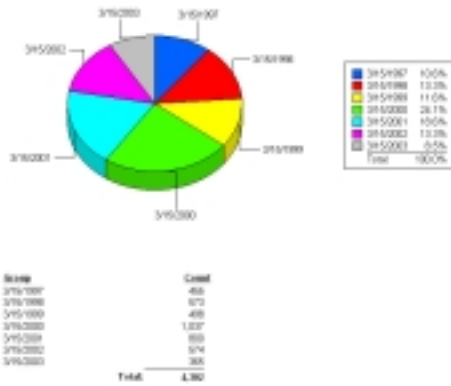
Cow economics: Systematic culling improves the bottom line.

*Identify them!*



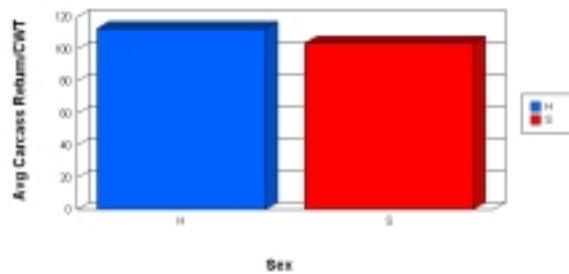
## Example 2: Sell at Harvest

Cohort Start Date Breakdown  
For 4002 Marked Calves



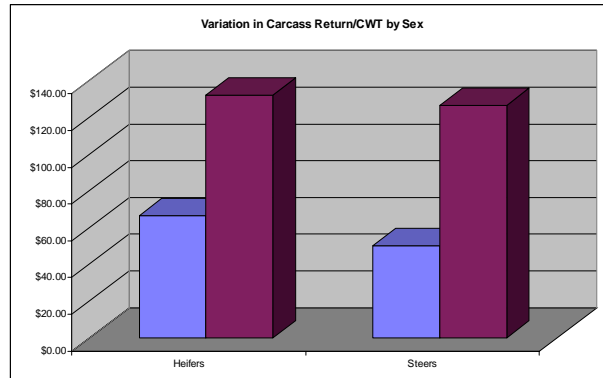
## Example 2: Sell at Harvest

Avg Carcass Return/CWT for Sex  
For 4002 Marked Calves





## Example 2: Sell at Harvest



## Example 2: Sell at Harvest

Carcass Return/CWT by Sex

For 4302 Marked Calves

	Sex	
	Heifers	Steers
Average	\$112.79	\$104.00
Minimum	\$66.61	\$50.21
Maximum	\$132.24	\$126.69
Difference	\$65.63	\$76.48
Hot Wt	774	761
Value Difference	\$507.98	\$582.01





## Example 2: Sell at Harvest

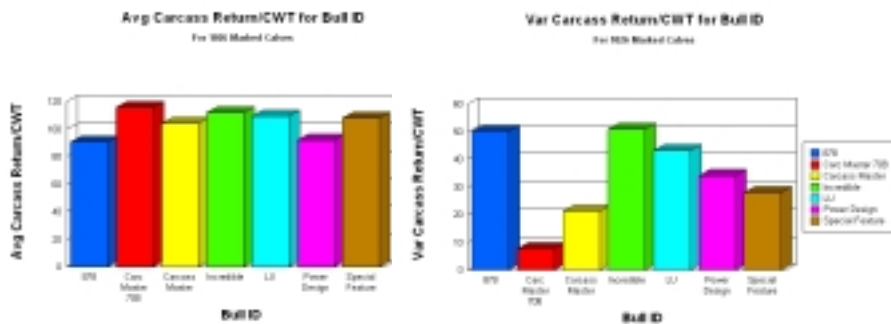
The bottom line ...

*How can you market more high value cattle?*



## Example 2: Sell at Harvest

*Identify them!*





## Identification Tools

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- ID methods
  - Visual tags
  - Electronic tags
  - Others
- Recording systems
  - Manual
  - Electronic
- Information systems



## Is Identification Right for You?

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- Identify your role.
- Identify the bottom line.
- Does it fit your management?
- Do you want to change your management?
- Will you *have* to?



## Getting Started

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- Identify your objectives.
- Set manageable goals.
- Choose your partners.
- Implement, review, revise.
- Resources



## Thank you!

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Midwest MicroSystems L.L.C.

**Cow Sense**<sup>®</sup> Herd Management Software

3100 'O' Street, Suite 7

Lincoln, Nebraska 68510

(800) 584-0040

<http://www.cowsense.com>

