New Technologies in Beef Production

Applications for Institutional Agribusiness

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Overview

- Beef industry context
- Technology old and new
- Value opportunities
- Available tools
- Considerations
- Getting started

Beef Industry Context

- National Animal Identification System
  - Locate in 48
- Age verification
  - Export markets – 20 months of age or less
- Country of origin labeling - 9/30/08
- Value added production
- Branded programs
- Certified programs
  - PVP
  - QSA

Define "technology"

The American Heritage Science Dictionary -

tech·nol·o·gy

(tĕk-nŏl'ə-jē) n. *pl.* **tech·nol·o·gies**

1.The use of scientific knowledge to solve practical problems, especially in industry and commerce.
2.The specific methods, materials, and devices used to solve practical problems.

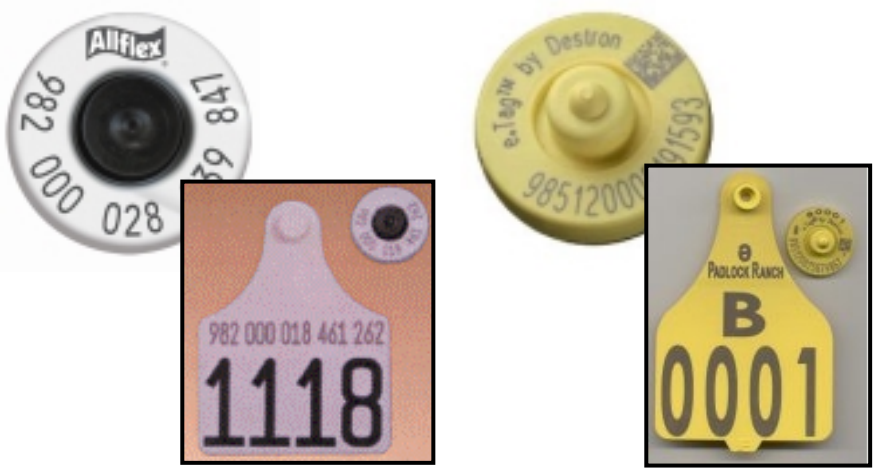
i.e. *Tools*

Traditional Technologies

Traditional Technologies

- Pickup truck
- Log splitter
- Hat
- Gloves
- Lariat
- Poncho
- Chaps
- Spurs
- Saddle
- Bridle
- Saddle bags
- Cattle panels
- Cross fence
- Vaccine guns
- Vaccine
- Castrating knife
- Branding stove
- Branding irons
- Brand
- Cow tags
- Calf catch

New Technologies-EID



New Technologies-EID

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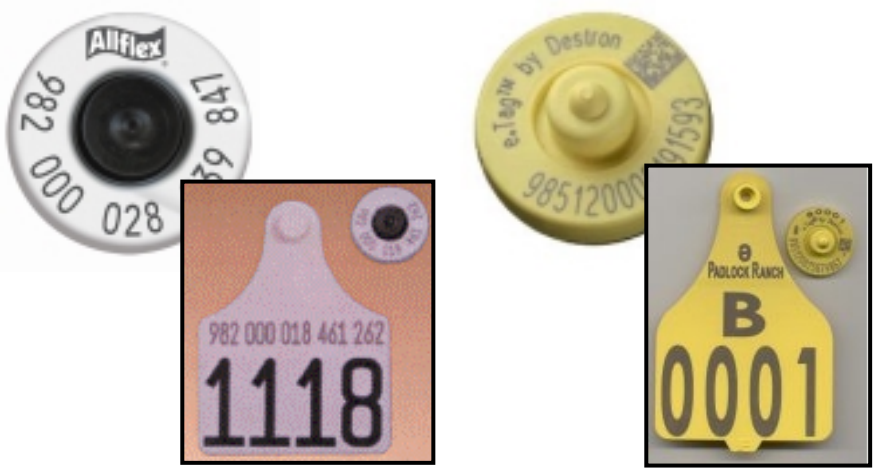
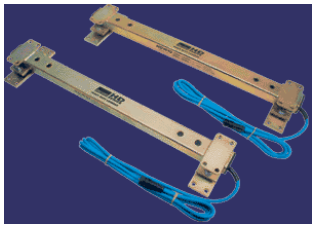


New Technologies-Readers

New Technologies-Mobility

New Technologies-Scales



New Technologies-Accessories

New Technologies-Systems

New Technologies-Systems

ACCU-TRAC®
Electronic Cattle
Management

Value Opportunities

- Identify your bottom line.
  - What do you sell?
- Your cow herd is a factory.
  - Measure and manage variation in your herd.
- Performance evaluation
  - Not single trait
  - Reproduction is foremost
- 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#

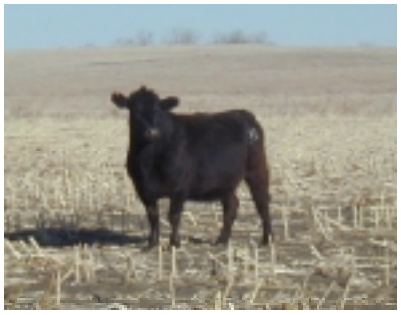
MPPA 112
AVG WW on 5 Calves
548#

Example 1: Sell at Weaning

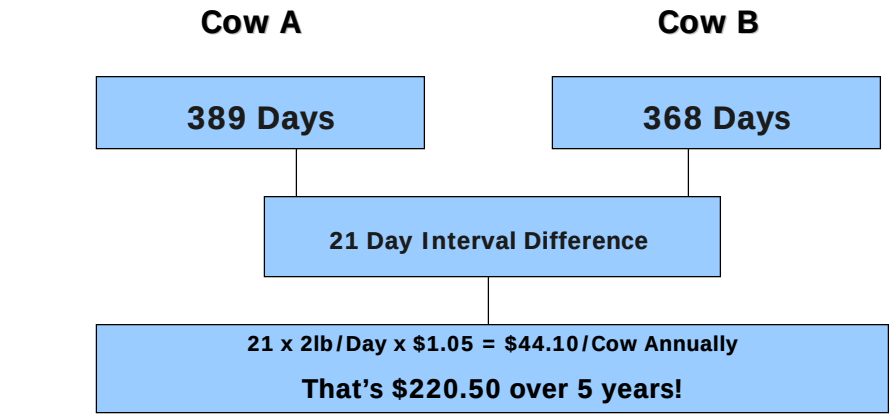
Cow A	Cow B
1885# x $1.05= $1,979	2740# x $1.05 = $2,877

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?

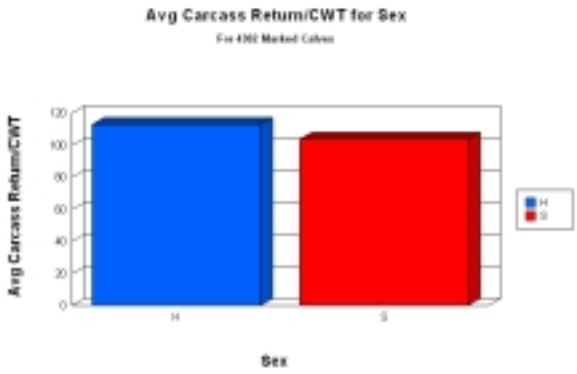
Example 1: Sell at Weaning

Cow economics: Systematic culling improves the bottom line.

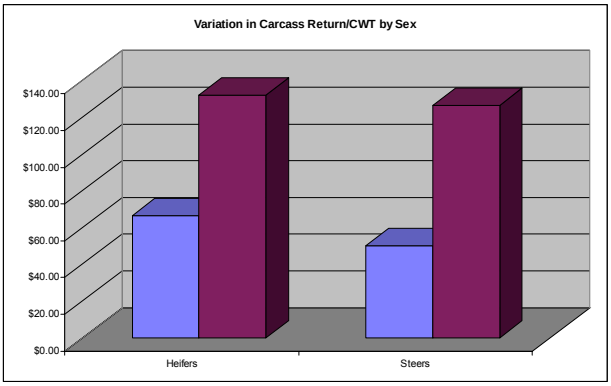
Identify them!

Example 2: Sell at Harvest

Example 2: Sell at Harvest



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

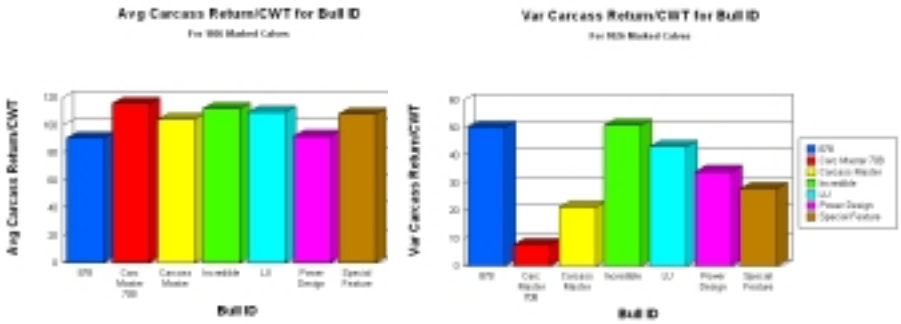
Example 2: Sell at Harvest

The bottom line ...

How can you market more high value cattle?

Example 2: Sell at Harvest

Identify them!



Available Tools

- ID methods
  - Visual tags
  - Electronic tags
  - Others
    - DNA
- Recording systems
  - Manual
  - Electronic
- Information systems
  - Accessibility
  - Information, not data
  - “Informed selection”

Think about ...

- Identify your role.
- Identify your bottom line.
- Does ‘it’ fit your management?
- Do you need to change your management?
- Will you *have* to?

Getting Started

- Identify your objectives.
  - Genetic improvement
  - Source/process verification
  - Production control
- Set manageable goals.
- Choose your partners.
- Implement, review, revise.
- Resources
  - http://www.cowsense.com/naia.htm

Thank you!

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