



FALL 2011

SIRLOIN TIPS

YOUR SUCCESS *Our Passion*

For Some, Disposition is the Most Important Trait

By Jerry Lipsey, Ph.D. and Ed Creason



Lipsey



Creason

The American Simmental Association (ASA) has adopted the phrase: We do the science, so you make the profit. Dr. Wade Shafer has been insistent that we focus on improving traits that impact profit. Wade refers to these as economically relevant traits. On the surface, it doesn't seem too difficult to determine which traits affect production system values (such as percent calf crop born alive, weaning weight and carcass value), but there are other traits that have huge impacts on seedstock market value. For example, does polledness impact value? What about coat color and conformation traits? Without doubt, conformation that impacts function such as foot symmetry, joint angulation and reasonable skeletal size have commercial value;

however, cosmetic conformation traits like topline levelness and freedom of skin on the neck impact our ability to attract customers. The following spotlights docility, disposition, gentleness, or however we define the interactions between people and SimGenetic cattle.

Fifty years ago, British breed beef cattle dominated this nation. About the only behavioral concern we had was if our 4-H/FFA heifer or steer kicked. Although we didn't have the effective livestock handling equipment of today, I don't think we were strongly focused on the genetic control of beef cattle gentleness. Certainly, by the 1940s, the Bos indicus breeds were built into a composite breed that we call Brahman. Crossbreeding Brahman primarily with Hereford, Southwest and Gulf Coast beef production "exploded" with success. Brahman provided huge heterosis benefits as well as heat and insect tolerance. We've heard that Brahman breeders were among the first to make selection decisions on docility; however, no data or genetic

evaluations (providing EPDs) would be made by any breed for several decades.

When the new breeds that some called "exotics" arrived here in the late 1960s, the first A.I.-produced calves were amazing. We had never seen growth and muscling like that offered by the Continental breeds. Even though heterosis played a significant role in the half-bloods' production appeal, the years of selection for output traits like milk, muscle and ADG were immediately visible in the Continental crossbreds. At the same time, we often saw acceleration in aggression or flight behavior.

Some producers said these Continentals were just bigger and more athletic, which was certainly true back then. Some theorized that heterosis "revved up" crossbred cattle temperament. They said that as we bred higher percentages (purebreds and fullbloods) of each breed (Simmental, Gelbvieh, Chianina, Limousin, etc.) the resulting cattle would settle down. European cattle production was generally in small herds and often dual-purpose where the cows were hand or machine milked with significant human contact and interaction. US cattle producers who traveled Europe always commented how quiet the cowherds were, but as a whole, Continental cattle seemed no more docile than the British breeds.

As the Continental breeds expanded here in the U.S., reputations for docility and handling ease grew to sometimes, gigantic proportions. Although we know criticisms were often greatly embellished, some breeds seemed to lose popularity because of the perception or reality of their disposition genetics.

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“Improved gentleness may be as important today as at anytime in our nation's cattle producing history.”



Calving Ease. Carcass. Cows.

Continued from cover

The leadership and science-driven staff of the North American Limousin Foundation (NALF) was the first beef breed to address the mechanics of databasing and developing EPDs for gentleness. In 1991, Limousin breeders identified improving disposition as the number one breed priority. The Beef Improvement Federation (BIF) ultimately adopted NALF's pioneering work, and today, several breeds collect gentleness data. Analyses of these breeds' data indicate disposition is a highly heritable trait. In fact, the genetic trend for Limousin shows significant improvement. Improved gentleness may be as important today as at anytime in our nation's cattle producing history.

Both Cattle Fax and USDA report the average age of US cowherd owners at more than 59 years. The number of children born into farm families has dropped from 4.7 in the 1970s, to approximately 1.7 today. Farm labor is scarce and health care is expensive. All these factors add to our title question: is disposition the most important

DISPOSITION MAKES A DIFFERENCE



5050

Few bulls can compete with 7AN255 New Design 5050 in terms of his EPD package from start to finish. With his CED of 10, YW over 100, +80 for \$B and 37 for docility—you get it all with 5050. One of the best proven sires available and one of our top sellers, 5050 sires high value excellence.

EPDs as of 10/26/2011	Production							Maternal			Carcass			C U		SValue					
	CED	BW	WW	YW	RADG	YH	SC	Doc	CEM	Milk	SEN	CW	Marb	RE	Fat	GfPg	GfPg	\$W	\$F	\$G	\$B
EPD	+10	+9	+56	+109	+24	+3	-22	+37	+10	+38	-13.33	+34	+87	+1.05	+0.14	26	1579	+37.37	+46.34	+43.25	+80.53
Acc	.89	.96	.94	.92	.63	.95	.93	.92	.73	.81		.69	.72	.72	.71	53	4091				
% Rank	15	15	5	4			1		20	1		10	3	1			1	4	1	1	

trait to some producers?

The American Angus Association (AAA) publishes docility EPDs, and the high-ranking Angus bulls for gentleness seem very popular. Today, SimAngus are the most popular crossbred in this nation. Although Simmental are usually characterized as easy-to-handle

cattle, ASA members are collecting disposition scores with plans to publish EPDs within the next six months.

Without doubt, Simmental, SimAngus and Simbrah breeders will advance genetic gentleness, as have Limousin and Angus breeders. We can't predict how

docility impacts your cattle enterprise, but we can provide information in the form of EPDs that allow both our seedstock producers and their customers to manage the gentleness of future calf crops. We will do the science, so you can make the profit and enjoy working SimGenetics.

Disposition is high on the list of criteria when we select a bull to add to the Select Sires lineup. The age of average beef

producers is getting older and with the selection tools now available,



A 'young' Dr. Arnett with a 616 daughter

there is no need to take chances on disposition—no one wants to fool with crazy cattle. Docility is one of the most highly-heritable traits we select for, with heritability estimates as high as 50%, so rapid improvement can be made with selection. We're glad to see the Simmental breed gathering phenotypes that can better identify the docility trait within their population. Select Sires had the good fortune to market semen on one of the Angus breed's most recognized docility leaders, 7AN194 Rito 616. In terms of prepotency, 616 definitely passed on a gentle attitude. When the American Angus Association released the Docility EPD, we were not surprised to see 616 right at the top for this trait. As our all-time high-selling Angus bull, 616 was used in many herds

where docility was the primary selection criteria. Additional Angus bulls with the same docility advantages are 7AN255 5050 and 7AN258 Total. Both were identified early as bulls with gentle attitudes and their data backs it up—and our customers have benefitted due to their high Docility EPDs. We have a question that we ask when evaluating a bull—'Would you let your grandpa use this bull?'—and we've used it several times in sire selection. If we can't answer yes, we pass on the bull. We know that our customers trust us to make decisions that impact their herds—and it's in our best interest to keep disposition on the front burner.

Select Sires • Select Sires • Select Sires • Select Sires • Select Sires

Maximizing the Return on Your AI Investment

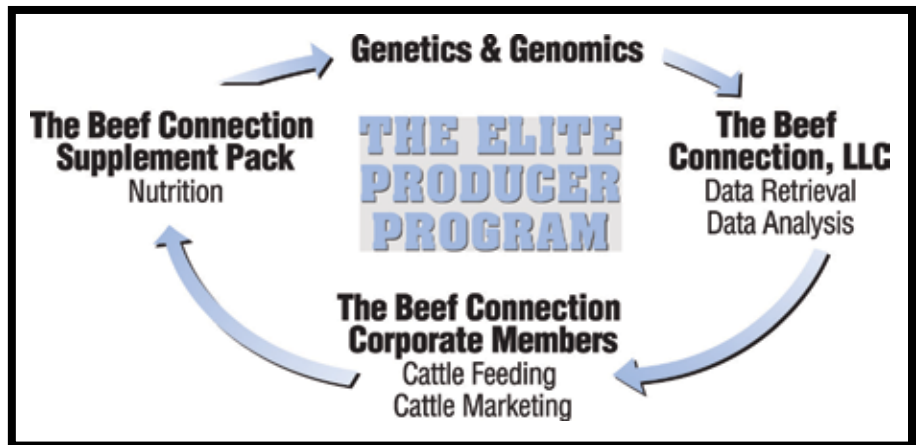
By Bob Sand, CEO, The Beef Connection, LLC



Because you're reading this article you already appreciate the important role proper genetics plays in building better beef cattle herds. This means you want to take your cattle production to the next level. And that's where The Beef Connection comes in.

Through our strategic partnership with Select Sires you can become a member of our Elite Producer Program that helps beef cattle producers get the best return on their investment of time, money and hard work. We do this through a system of proven protocols for genetics, nutrition, cattle mar-

keting and – most important – the collection and analysis of hard data, including feed performance and carcass quality. Without these critical data you simply can't make informed decisions about how to build better cattle, develop higher quality herds, and create superior heifer replacements. Fact is, raising commodity cattle is no longer cost-effective. The future belongs to those who produce high-quality animals, bred with superior genetics from Select Sires



and developed with carefully selected nutrition such as The Beef Connection Nutritional Program. It's also clear that everyone from cattle producers to feed yards, seed stock providers and feed suppliers stand to benefit from the production of Age & Source Verified, high-performance cattle. That's why The Beef Connection establishes strategic partnerships with these industry leaders, including Select Sires.

Why become an Elite Producer?

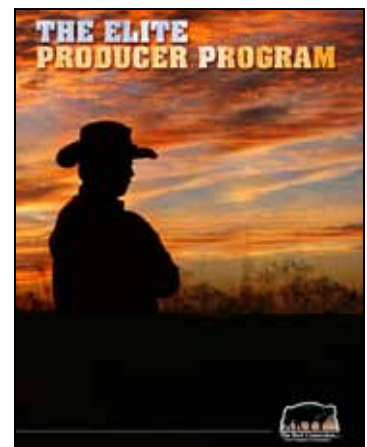
- You will use proven technologies and practices to manage and market your cattle for higher returns.
- You will have access to The Beef Connection data that validate your cattle for feed performance and carcass quality. Using these data, you can make informed decisions about genetic selection, nutrition, health, culling, and selection of superior replacement heifers.
- You will be able to develop predictable, feed efficient, Age & Source Verified, carcass quality cattle and have multi-year historical data to prove it.
- You can use data from The Beef Connection to establish marketing plans that take advantage of profitable

opportunities as the market changes. Your historical data will also allow you to minimize your risk and maximize your profit as you take advantage of such marketing opportunities.

- You can access genetic, nutritional and other information and technologies made available only to Beef Connection members through our strategic partnerships with innovative industry leaders like Select Sires.

The Elite Producer Program is Right For You

Ask your Select Sires representative about how you can maximize your return on investment by becoming a member of The Beef Connection's Elite Producer Program. You can also learn more by visiting www.thebeefconnection.com or www.selectsiresbeef.com.



What Members and Associates of The Beef Connection Say



"I joined The Beef Connection 3 years ago and by following their program of AI breeding, quality sires, and proper nutrition had my best results ever this year. The majority of my cattle exceeded the industry standards for feed performance and met the Certified Angus Beef requirement for an excellent payoff."

~ Buster Bates



"The carcass and feed performance data we receive from The Beef Connection is a vital part in making genetic decisions for our breeding program. Having this data allows us to see what combination of genetics are profitable in a feeding environment. This allows us to build better quality animals that will put more money in our customer's pockets."

~ Kevin Perkins, Taylor Cattle Farm



"Pratt Feeders LLC is extremely excited about our long-term relationship with The Beef Connection. We are happy to play a part in helping The Beef Connection and its members identify the genetics that will be more profitable for all segments of the Beef Industry."

~ Jerry Bohn, Pratt Feeders



"What you have been able to accomplish at The Beef Connection, in a short period of time, is remarkable. The cattle that you send to us work extremely well. We feel that U.S. Premium Beef is the perfect endpoint for the producers you represent."

~ Steven D. Hunt
Chief Executive Officer, U.S. Premium Beef



CONFIDENCE

7AN350 Confidence is the high-selling bull from the 2011 Connealy sale and with his 15 for CED, 33 for \$W and 74 for \$B, he's one of the most unique bulls available in the Angus breed this year. His blend of style, calving ease potential, genomically-enhanced carcass numbers and a Thunder-sired dam that's truly a model Angus female make Confidence deserving of heavy sampling as a youngster.

EPDs as of 10/20/2011	Production								Maternal			Carcass				C U		\$Value			
	CED	BW	WW	YW	RADG	YH	SC	Doc	CEM	Milk	SEN	CW	Marb	RE	Fat	G/Pg	G/Pg	\$W	\$F	\$G	\$B
EPD	+15	-1.3	+58	+105	+10	+1	+49	+15	+13	+30	-12.60	+26	+76	+96	+016	0	0	+33.34	+41.29	+41.50	+74.33
Acc	.34	.43	.34	.35	.33	.05	.33	.11	.10	.17		.26	.36	.30	.30	0	0				
% Rank	1	5	10	10				25	2	10			10	1	20			5	10	2	1



INGENUITY

7AN341 Ingenuity is a true genetic outlier . . . a bull with the promise to move the Angus breed forward in calving ease, growth and carcass merit. Sired by the docility leader 5050, Ingenuity's bottom side includes great cowmakers such as Retail Product and a full sister to Integrity. Ingenuity is the record high-selling bull from the GAR program and the #1 non-parent bull in the breed for \$Beef!

EPDs as of 10/20/2011	Production								Maternal			Carcass				C U		\$Value			
	CED	BW	WW	YW	RADG	YH	SC	Doc	CEM	Milk	SEN	CW	Marb	RE	Fat	G/Pg	G/Pg	\$W	\$F	\$G	\$B
EPD	+11	+6	+56	+109	+18	+5	+19	+28	+10	+32	-16.36	+41	+93	+1.26	-.018	0	0	+28.55	+46.34	+47.64	+86.54
Acc	.31	.36	.31	.33	.38	.38	.34	.35	.18	.22		.32	.40	.36	.35	0	0				
% Rank	10		15	5	20			1	20	3		3	2		15			4		1	1



THUNDER

7AN319 Thunder is earning more respect due to his pedigree, his tremendous structure, his muscle shape and certainly, from his first progeny. Our sales team fell in love with this bull when they saw him this fall and his dam is a powerful, high-performance female. Expect great feet, stunning good looks, more muscle and the promise of super females with Thunder.

EPDs as of 10/20/2011	Production								Maternal			Carcass				C U		\$Value			
	CED	BW	WW	YW	RADG	YH	SC	Doc	CEM	Milk	SEN	CW	Marb	RE	Fat	G/Pg	G/Pg	\$W	\$F	\$G	\$B
EPD	+8	+2	+51	+94	+11	+3	+28	+17	+12	+27	-6.63	+8	+58	+66	-.015	0	2	+29.86	+32.78	+39.60	+58.23
Acc	.45	.54	.43	.40	.39	.35	.39	.19	.18	.23		.28	.38	.32	.32	0	5				
% Rank	25	20		25				20	4	15			20	5	20			20	25	4	25

Winning...At what cost?

By Andy Vance



I've been around show cattle for the latter two-thirds of my life. From my first 4-H calf to my love of

county and state fairs, I have a thing for going to shows and looking at high quality cattle.

In my media work over the years, I've worked or consulted in almost every facet of agricultural news, marketing, and public relations. My areas of expertise are typically policy and politics related to food animal production and consumer relations, but I still keep my feet firmly rooted in the beef industry in particular, and production agriculture in general.

Over the summer I did some consulting and design work that involved laying out fliers and advertising. In so doing, I got involved in a conversation about cattle photography, and the integrity involved therein.

Taking pictures of elite livestock, it seems, is a big business. As one of my buddies put it, these days it seems every kid with a livestock background has some kind of photography on his resume. The business of marketing our stock is as important as ever, which means there is money to be made.

That being said, the technology available to us today has made the job of taking photographs "easier" than ever before. Note the quotation marks around the word "easy." Taking a great photograph takes as much skill and raw talent as ever. Taking a more or less acceptable shot, however, is more attainable for us rank amateurs than ever before.

Think about it: today I can buy a camera of exceedingly good quality for the price we paid for a basic Polaroid ten or fifteen years ago. I can then take a

more or less decent photo with my amazing camera, and with a nifty software program called Photoshop that I bought at the campus bookstore for \$169, magically turn an average bull or heifer into the next "great one."

Don't act surprised, you know what I'm talking about. It happens.

Here's what I know for sure: the great photographers in our business still take great photographs, and they do it with pride and integrity in their work. There are however, according to some of my most trusted friends in the show cattle

community, those out there with, shall we say... sketchy moral values.

For those few, the mantra is "win at all costs," which in this scenario means using the available technology to "enhance" an animal's phenotype for marketing purposes.

Think back to some of the really

great animals you've seen in sale catalogs and farm ads. The animals look amazing: fitted to perfection, with the perfect show ring profile, amazing hair, correct feet and legs, and that little extra something that makes you reach for your wallet. And then time goes by, and... you never hear about that animal again. Either the calves don't pan out, the animal blows up and goes away... who knows.

Don't misunderstand me: I'm very much in favor of presenting an animal in its best possible light. Electronically removing a halter, and cleaning up what I call "background distractions" is advisable, and understandable. Actually altering an animal's phenotype, on the other hand, is ethically wrong, and potentially dangerous to your business.

Doctoring livestock photos in the show cattle community is the equivalent to seedstock producers turning in "enhanced" birth weights and weaning weights to "game the system" and generate more desirable EPD's. Eventually the truth



catches up with you, and customers realize a bull's progeny simply don't live up to the numbers on paper.

My word of caution is this: people aren't dumb. Most of us understand the technological capabilities available today, and what they allow us to do with an animal on paper. If you are a breeder or marketer of elite livestock, don't presume your customers are too stupid to know the difference between the real deal and a PhotoShop dandy.

The short-term consequences of selling your soul for a great picture may be a sweet payday. The long-term repercussions to your reputation within a very small industry, however, could last a lifetime.

"the great photographers in our business still take great photographs, and they do it with pride and integrity"

ANSWER 71



7AN299 Answer 71 has become our go-to-guy with his ability to sire easily-born, fast-growing calves and beautiful, moderate-sized females. Our high selling bull in 2011, Answer 71 is proving to be a solid cowmaker, siring attractive, big-middled daughters with great udders. With over 400 calves in 40 herds, his 0 BW to 60 WW spread is catching plenty of attention.

EPDs as of 10/20/2011	Production								Maternal			Carcass			C	U	\$Value				
	CED	BW	WW	YW	RADG	YH	SC	Doc	CEM	Mik	SEN	CW	Marb	RE			Fat	G/Pg	G/Pg	SW	SF
EPD	+6	+0	+60	+104	+10	+1	+52	+8	+8	+22	-4.95	+21	+35	+43	+033	7	32	+32.40	+39.44	+23.19	+52.89
Acc	.67	.86	.79	.70	.45	.68	.69	.44	.21	.28		.55	.60	.58	.56	25	128				
% Rank		15	10	10														10	15		

BULLETIN BOARD



7AN222 Predestined has added more value to Angus cattle in the past decade than any bull in the breed—and he's still doing it today. Proven to add superior carcass merit, keep size under control and sire cattle that real cowboys like, Predestined is adding to his legacy with extremely nice females that excel for performance. No matter what breed your cows are, Predestined offers genetics for positive improvement.



7AN306 War Party just keeps getting better. His customer satisfaction quotient is high and additional data has moved him to 11 CED, over 60 for WW and +70 for \$B (one of only 3 bulls in the breed). Use War Party to improve structure, add length and style and for cattle that are born easily, grow fast and have added carcass merit.



7AN320 Prophet earns a double-take with his current EPD proof—his 11 CED, 78

WW, nearly 40 for \$W and over +70 for \$B will get any true performance breeder excited. He sires soundness, major rib and no-doubt low birth and high growth. Prophet's calves exhibit the same attractiveness that his sire, Bextor, is so well-known for.



Below breed average for YH at +.2, **7AN326 Connealy 062 'Vern'** offers more WW performance with an under-control BW than any bull in the breed. Expect long-bodied calves with more muscle, more growth and more pounds of payweight from this performance king!— Use for Big-Time Growth, High \$W and High \$F.



7AN328 Prosperity combines cow power with incredible phenotype. His outcross pedigree invites him to the table and his docility is an added benefit. A favorite from the 2010 SAV bull sale, Prosperity calves are making waves due to their performance, shape and style.



As the lead Final Answer son from the 2010 SAV sale, **7AN329 Mustang** made lots of friends. His first calves are making the friendship stronger—they're born with under-control BWs and possess above-average shape and capacity in an eye-appealing package. This bull saw lots of action at SAV this summer.



One of the most impressive-looking bulls in our program, **7AN331 Sterling** has matured into a powerful bull with exciting data and good looks. His first calves at Haynes Angus Ranch in CO are stunners—they are attractive, right-sized and are well-above average for muscle shape. Study the pedigree and EPDs on this one—he has a bright future in the business.



7AN332 Classic has matured into just what his name implies—a 'classic' in terms of his design, sporting a faultless profile and structure. Now at +13 for CED and minus for BW, Classic will see his share of heifers and if early reports are any indication, he'll be used on quite a few more.

From a program that specializes in breeding extremely good cows, Classic's maternal strength and outcross pedigree are just added bonuses.



7AN345 Beacon is the lowest BW EPD bull from the 2011 SAV sale. His 50K genomic-predictions make him a superior prospect for use in heifers and his Right Time granddam has 13 daughters retained in the SAV herd. Beacon is a moderate-framed, snappy-patterned sire with as much volume and capacity as any bull in the 2011 SAV offering.



Acclaimed by many as one of the best Angus bulls in Denver this past January, **7AN347 Country** is a wide-body with incredible shape. Sired by New Day 454 and out of an impressive full sister to Bextor, Country is designed to add width, capacity and female power along with added muscle and attractiveness.



7AN351 Capitalist has the attention of purebred and commercial cattlemen. He is by some measure the most

asked-about young bull we acquired this year. Capitalist is the stoutest, widest-based young Angus bull in the barn with a cowmaker pedigree (Final Answer X Bextor) that the good cowmen are demanding. This dense-bodied prospect boasts an elite script of EPDs with a great disposition from arguably the most respected program in the Angus breed.



7CH92 Revelation added some progeny data this year that lowered his birth weight and raised his growth. We commonly receive calf photos representing Revelation's ability to sire style and balance with adequate thickness. His breeder reports that the Revelation sons are always the first to sell to the commercial cattlemen selecting bulls from the yearling pen.



7AN353 Made Right is the popular high selling Lot 1 bull from the 2011 Limestone sale. His body mass and density is complemented by a smooth shoulder with extra extension and a balanced, attractive pattern...just as his name implies! His ancestry includes a number of OCC greats and he is a maternal brother to the popular OCC Paxton. His 50K genomic enhancements moved him to the top 5% for RE and the top third for \$Beef.



7SM55 Rookie has cemented his greatness as a proven choice for high growth, muscular cattle. With WW, YW, CW, REA and TI all in the top 1% of the SimAngus population, Rookie is a great choice for adding pounds at weaning and for retained ownership scenarios. Lots of young SimAngus bulls are being promoted but few have been able to prove their worth as well as Rookie!



7AR57 Covenant is becoming known as the power bull of the Select Sires Red Angus offering. His body mass, skeletal width, muscle shape and volume are hard to beat. He is truly a three-dimensional bull built on model feet and legs. If you want a range bull maker with extra power and phenotype, look no further than Covenant.



7SM63 Double Down saw heavy sampling this year and we believe this young standout deserves greater use in pure-bred and commercial circles. With API and TI in the top 1% of the Simmental breed, Double Down is positioned to

move herds forward for a variety of economically important traits. Plus, Double Down is a structurally correct, phenotypically impressive bull from a great herd and productive cow family. This is a bull worth using early and often!



7SM65 Uno Mas combines 2 legendary cowmakers — Dream On and Goldmine. Uno Mas offers pedigree power, a flawless phenotype and the promise of super females. His dam, Miss 770P, is an unbelievable cow that doesn't miss. She makes great ones every time — and Uno Mas may be the BEST! Use him only if you want to take quality to a higher level!



7SM66 Vegas was the pick of a very good flush at the Kenner Simmental Sale this spring. This impressively designed, great structured Final Answer son is out of one of Kenner's favorite Legacy daughters. Vegas spreads low birth weight and yearling growth with carcass offerings rarely packaged together. His blend

of impressive phenotype and breed changing EPDs from a respected program make Vegas a special addition to our lineup.



7HP106 Puckster has matured into an impressive bull with all the right pieces. Balancing an impressive set of EPDs across the board, Puckster comes from the historic Rausch Ranch program, where performance is part of the routine. With both Puckster and Revelation in his lineage, expect great things from this red-eyed, well-made young sire.



7MA10 First Impression is a son of Irish Whiskey out of Hairietta. He was the talk of the yards in Denver in 2010, is flawless in his pattern and defect-free. Combining 2 of the most sought-after genetic lines in the business, First Impression has sired an outstanding first calf crop and several of them will end up at Denver for their owners. You'll be impressed with what this bull can do in your herd.



For quick and easy access to these and other superior Select Sires Beef bulls, check out our online store at www.selectsiresbeef.com



SIRLOIN TIPS

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MISSION

To enhance the productivity and profitability of dairy and beef producers, Select Sires is committed to be the premier provider of highly fertile, superior genetics accompanied by effective reproductive- and herd-management products and services.

PRSRT STD
U.S. POSTAGE
PAID
Minster, Ohio 45865
Permit No. 2

COW POWER



REGIS



Dam



Granddam



Great Granddam

EPDs as of 10/20/2011

Production

Maternal

Carcass

C U

\$Value

	CEW	BW	WW	YW	RADG	YH	SC	Doc	CEM	Milk	SEN	CW	Marb	RE	Fat	G/Pg	G/Pg	\$W	SF	\$G	SB
EPD	+14	-1.4	+58	+103	+11	N/A	+.83	+8	+11	+30	-12.41	+32	+.39	+.61	+.009	0	0	+33.61	+39.21	+27.47	+62.36
Acc	.38	.44	.35	.35	.41		.35	.21	.19	.23		.29	.38	.33	.32	0	0				
% Rank	1	5	10	10			25		10	10		15		10				4	15		15