



# The Latest Carcass Fad? vs. Total Beef Industry Improvement



If you spend any time talking to Angus producers, eventually you will hear discussions and concerns regarding the "latest carcass fad". Referring of course to the renewed interest in carcass traits made possible by recent technological advances in ultrasound, DNA testing and \$Value calculations.

With new breeding tools comes the temptation to over emphasize them. Maybe it's the high ratio IMF bull coming off test or a GeneStar "six star" heifer or a TenderGene "5" A.I. sire or the top \$Beef bull of the breed. Or maybe it's refusing to use a bull because he is a 0 for GeneStar marbling or one of the tenderness genes. If these are the only traits being considered individually, then mistakes are being made. At the recent BIF Genetic Prediction Workshop, it was pointed out that **the only thing worse than single trait selection is single gene selection.**

The opposite reaction is to ignore the latest technology and rely strictly on older, more familiar breeding tools. These would include the "weigh 'em and rank 'em", "eye of the master" concepts that may or may not include EPDs. These breeding programs are usually justified by "They have to work in my environment" which is absolutely correct but by itself can be just as much of a limitation as any other single trait selection.

**At Roseda, we can't afford to single trait anything.** We interact on a weekly basis with commercial herds, custom feedlots, packing plants, retail stores, restaurants and consumers. We buy 100% of the steers from our commercial herd partners who keep the heifers as replacements. We custom feed the steers, have them harvested and then merchandise them directly to wholesalers, retailers and consumers. This is not a cooler sort program. Virtually all the steers purchased go to the consumer with the Roseda logo. Bottom line is that Roseda genetics have to perform well at each stage of the production cycle.

So what kind of genetics work in our type of program? Prairiedge Marbull Design931 is a prime example. He proved himself first as a commercial herd sire before entering the purebred ranks as our leading herd sire. He is not the best at any one trait but offers the best combination of economically important traits as evidenced by topping the Roseda economic selection index and ranking in the top 1% of the breed for the \$Beef index. His steers perform well in the feedlot and are among the most profitable on the rail. His tenderness genotype is among the more tender genotypes. He is from an outstanding cow family and his first commercial daughters are performing well above average.

This spring consider adding Marbull Design to you're A.I. program for total beef industry improvement.

Visitors Welcome

## Prairiedge Marbull Design931 13383630



Semen - \$15/straw  
Certificates - \$35  
Free shipping on 10+ straws.  
Volume discounts  
Export semen available  
Contact: Roseda Farm or  
Angus Semen Service

Ranks No. 4 in the breed for Marbling EPD

Prime	Prime & CAB®	Choice or better	YG 3 or better
68%	87%	93%	100%

Steers averaged \$80 more per carcass than contemporaries

Seven commercial daughters had an average weaning ratio of 104 on first calf

Profitable combination of growth, maternal, marbling and retail product

\*\* for the GeneStar Tenderness marker (Homozygous Tender)

CG GG for Tender Gene SNP316 & SNP530 (CC GG is ideal)

Finks Marbull 68	Finks 5522-6148	Emulation N Bar 5522
	Finks Pride 445 04 71	Finks Proud Formera 614
		G D A R Traveler 71
		Finks 04 of 85 5522
Eldorene of Prairiedge 12	B/R New Design 036	VDAR New Trend 315
		B/R Blackcap Empress 77
	Eldorene of Prairiedge 9	G D A R Executive 727
		Eldorene of Prairiedge 6

	Birth	Wean	Milk	Yearling	Marb	REA	FAT	%RP
EPD	3.4	.54	.24	.89	+.85	+.04	-.031	+.43
acc	.80	.73	.56	.68	.78	.74	.72	.72

\$Feedlot: +26.28 (Top 5%) \$Grid: +30.88 (Top 1%) \$Beef: +47.59 (Top 1%)



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