

Unit A: Introduction to Cattle Management

Lesson 1: Exploring the Beef Industry

Terms

- ▣ Cattle feeders
- ▣ Conformation
- ▣ Cow-calf operation
- ▣ Cutability
- ▣ Demand
- ▣ Dual-purpose breed
- ▣ desirable traits
- ▣ Feeder calves
- ▣ Frame Score
- ▣ Marbling
- ▣ Performance
- ▣ Polled
- ▣ Purebred breeders
- ▣ Supply
- ▣ Yearling feeders

Angus

- ▣ Originated
 - Northeast Scotland
- ▣ Most popular purebred beef animal because:
 - vigorous
 - perform well in feedlots
- **Polled:** born naturally without horns
- ▣ Solid black or red
- Known for their **marbling:** desirable presence of fat in the muscle



Charolais



- Originated in:
 - Charolais, France
- Pink skin
- White to straw colored
- Large breed
- Polled or horned
- Heavily muscled
- Popular crossbreeding

Hereford



- ▣ Originated in:
 - Hereford County, England
- ▣ White faces & red bodies
- ▣ White markings on switch, underline, below the hocks, and on their crest & flank
- ▣ Horned
- ▣ Easily handled
- ▣ Moderate Sized

Limousin

- ▣ Originated in:
 - Southwestern France
- ▣ Wheat to rust red or orange colored
- ▣ Polled & horned
- ▣ Long & Shallow bodied
- ▣ known for calving ease
- ▣ also their leanness & large loin eye area
- High **cutability**: amount of available retail cuts from the carcass



Shorthorn



- ▣ Originated in:
 - England
- ***Dual-purpose breed:*** traditionally used for both milk and beef production
 - ▣ Red, white, or roan
 - ▣ Horned or polled
 - ▣ Short
 - ▣ Docile
 - ▣ Good mothering ability

Simmental



- Originated in:
 - Western Switzerland
- White face is dominant
- Red & white spotted or solid red
- Black strains have been developed
- Polled & horned
- Rapid growth
- Thick muscled

Brahman

- ▣ Originated in:
 - United States
- ▣ Used in crossbreeding programs
- ▣ Light gray or red & sometimes black
- ▣ loose skin, large hump over shoulder & large drooping ears
- ▣ Resistance to disease, insects
- ▣ Tolerant to heat, rapid weight gain, quality carcasses
- ▣ unpredictable temperament
- ▣ Excellent ability to forage on poor range



Brangus

- Originated from:
 - a cross between Brahman & Angus
- 3/8 Brahman & 5/8 Angus
- Polled
- Solid black
- Many of the same characteristics as the Angus & Brahman



Beefmaster



- Developed in:
 - United States by combining $\frac{1}{2}$ Brahman, $\frac{1}{4}$ Shorthorn, $\frac{1}{4}$ Hereford
- Coloration varies but red is dominant
- Horned or polled
- very hardy and good milking ability
- Good temperaments
- Heavy weaning weights
- Rapid weight gain

How do I know what beef animals are better than others?

- In order to improve your herd, you must be able to select animals with more desirable traits.
- ***Desirable traits*** that are in demand at the marketplace.
- Mainly, selection is based on conformation and performance records.
- ***Conformation*** describes the shape, form, and type of animal.
- ***Performance*** describes the ability of an animal to reproduce, wean, gain weight, and stay strong.

How do I know what beef animals are better than others?

- Select based on the frame score
 - measurement based on animals being observed and evaluated at 205 days
 - 1 through 7 scale is used for frame score
- Select based on conformation score
 - 1 through 17 is used for performance score
 - 9 – 11 below average
 - 12-14 average
 - 15-17 above average

How do I know what beef animals are better than others?

- No one breed is superior in all traits
- Decide on individual priorities & select breed based on them
- Commit to good management practices
 - diets nutritious
 - comfortable living conditions
 - monitor health concerns
 - assess breeding stock

How do I know what beef animals are better than others?

- Choose a reputable breeder & producer
- Insure animals are free of diseases and genetic problems
- Look at records of the animals
- Determine if animal will profit your herd

What type of production best suits my needs?

- There are three main types of beef production setups.
- Before you decide what type of setup is best for you, make sure that you analyze all the advantages and disadvantages of producing beef to make sure it is the most profitable way to utilize your resources.
- You may also want to look at your local market and decide what supply and demand issues you may face.

What type of production best suits my needs?

- ***Cow-calf operation***

- keeping mature cattle to produce calves
- cows bred every year
- calves sold 2 ways

- ***Feeder calves***

- weaned animals under a year old until sold to feedlot and raised to slaughter weight

- ***Yearling feeders***

- calves between 1 and 2 years of age sold to another producer to feed out to slaughter weight

Cow-Calf Operations

Advantages

- utilizes pastures
- less labor intense
- low investment costs
- require little equipment & facilities
- easy to increase herd size

Disadvantages

- large initial land investment
- long time in between paychecks
 - budget feed, minerals, vet bills, and other expenses
- price may be low when time to sell calves

What type of production best suits my needs?

- Cattle feeders
 - producers that feed beef animals to slaughter weight
 - buy yearling or calves and finish them quickly

Cattle Feeders

Advantages

- production lag is only 4 – 6 months
- Quick turn-over time for money

Disadvantages

- initial investment is high
 - higher feed
 - housing & equipment
- more labor & trucking
- fluctuating markets

What type of production best suits my needs?

- Purebred breeders
 - producers that keep herds for breeding stock and replacement bulls or semen for cow-calf operations

Purebred breeders

Advantages

- provides genetic improvements to herds
- Receive higher values for animals sold

Disadvantages

- initial start-up cost higher for genetically superior animals
- time consuming
- record-keeping

What marketing options do I have with beef cattle?

- ***Supply***

- overall amount of product available at a given time

- ***Demand***

- the amount that could be purchased at a given time for a given price

What marketing options do I have with beef cattle?

- Seasonal pricing patterns exists
- Several ways to market beef cattle
 - purebred marketing
 - local sales barn
 - sell directly to packers
- Which one is best for you depends on:
 - marketing costs
 - convenience
 - market price

What marketing options do I have with beef cattle?

Purebred Marketing

- done privately or auctions
- consignment auctions
- advertising expense
- payment of auctioneer

Local Markets

- convenient to buyers
- utilized by small producers
- Selling is based on a negotiated amount
- cattle goes to the individual willing to buy

What marketing options do I have with beef cattle?

Sell Directly to Packer

- large producers
- avoid paying commission or brokers
- 70% of slaughter cattle going to packers from direct markets



Review/Summary

- What are the common breeds of beef animals?
- How do I know what beef animals are better than others?
- What marketing options do I have with beef cattle?