

# Defining Improvement

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**Surviving High Prices**

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TEXAS A&M  
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# Overview

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- Goals
- Tools
- Economics



# Goals

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- As Many Goals as There are Producers, Probably
- Uniformity, Grade, Looks, Low Cost, Premium Prices Production, etc
- What is Your Market Niche
  - Replacements, Bulls, Commercial Herds, Calves, Stockers, etc

# Tools

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- Visual
- EPDs
  - Host of them and indices of multiple traits
- Genetic Testing, AI, Timed Synchronization, ET
- Choices – Lots of Choices Which Bring Us Back to Goals

# Economic

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- Cattle That Thrive in the Location
- Top Determinant of Profit
  - Live calf to sell
- Industry Segments and Selection
  - Cow/calf, stockers, feedlot, beef
  - Different factors important
- Costs
- Price Premiums and Cattle Traits