Defining Improvement

Surviving High Prices

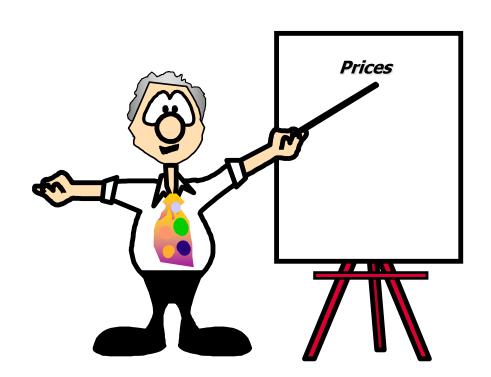
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Overview

- Goals
- Tools
- Economics



Goals

- 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

- 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

- 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