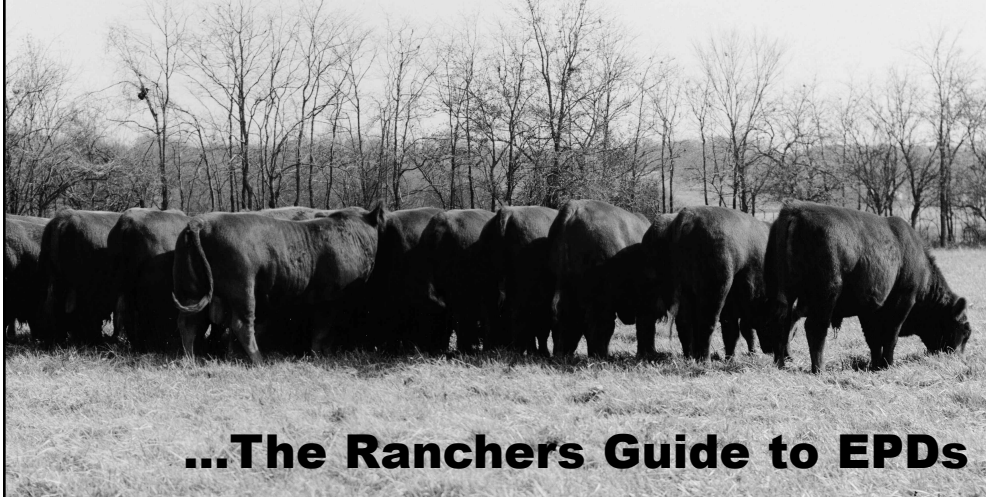


# Predicting Profit...



...The Ranchers Guide to EPDs

**With a long standing commitment to better serve this continually changing beef industry, Red Angus has prepared for tomorrow's challenges through New & Improved Genetic Predictions (EPDs).**

Red Angus has combined databases and subsequent EPD calculations with the American Simmental Association in order to simplify producers' use of crossbreeding programs by supplying them with true multi-breed EPDs. This enhancement enables Red Angus to provide reliable EPDs on all animals in the database, regardless of breed composition. Additionally, with the recent changes to carcass value Red Angus has added Carcass Weight and Yield Grade to its arsenal of ERTs.

## Cowherd Building Traits

### Profit starts at Reproduction!

Placing selection pressure on traits that will have a direct impact on your marketed product (weaned calves, yearlings, carcasses sold in the meat) can certainly increase your revenue on a per calf basis. However, in order to achieve the higher goal of increased revenue per cow exposed, selection pressure must be placed on cow herd building traits.

### Profitable reproduction can be boiled down to success in these four Economically Relevant Traits:

**Calving Ease Direct (CED):** The expected progeny difference of calves being born unassisted from two year-old heifers. The Red Angus CED model accounts for contemporary group birth weight differences and calving ease scores.

**Heifer Pregnancy (HPG):** The expected progeny difference of heifers conceiving to calve at two years of age.

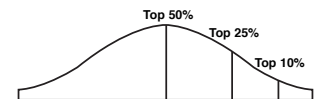
**Calving Ease Maternal (CEM):** The expected progeny difference of a given animal's daughters calving unassisted at two years of age.

**Stayability (STAY):** The expected progeny difference of a bull's daughters remaining in the herd until at least six years of age. Females that don't stay in the herd that long are losing money, and they also contribute to a higher rate of replacement females that the rancher can't cash crop.

**Cows Eat Money!** That's why Red Angus published the Mature Cow Maintenance Energy EPD (ME EPD), becoming the first beef breed to evaluate the expense side of the ranchers' profit equation. Here are the facts:

- ME predicts differences in maintenance energy requirements of mature daughters of a bull.
- Maintenance energy requirements are directly related to feed cost - often producers' largest single expense.
- The lower the ME EPD, the less feed daughters require to maintain body condition.
- ME can be used to ensure environmental fit, and to estimate additional feed required by increased growth & milk.

EPDs are the most reliable predictors of an animal's true genetic merit. As the only major beef breed to mandate Total Herd Reporting (THR), Red Angus EPDs have the built in advantage of being calculated from 15 years of complete contemporary group data. EPDs have "fast-tracked" beef cattle improvement and removed much of the guesswork associated with selecting range bulls.



Trait	Abbrev.	Expressed In (units)	50%	25%	10%
Calving Ease Direct	CED	% Probability	5	8	10
Birth Weight	BW	Pounds	-0.1	-1.4	-2.7
Weaning Weight	WW	Pounds	32	39	45
Yearling Weight	YW	Pounds	60	72	82
Milk	MILK	Pounds	17	20	23
Total Maternal	TM	Pounds	33	37	41
Maintenance Energy	ME	Mcal/Month	4	2	-1
Heifer Pregnancy	HPG	% Probability	10	11	13
Calving Ease Maternal	CEM	% Probability	3	5	7
Stayability	STAY	% Probability	9	11	13
Marbling	MARB	USDA Marbling Score	0.08	0.20	0.30
Yield Grade	YG	USDA Yield Grade	-0.03	-0.09	-0.13
Carcass Weight	CW	Pounds	36	44	51
Ribeye Area	REA	Square Inches	0.09	0.20	0.31
Backfat	FAT	Inches	0.00	-0.01	-0.02

To receive a FREE 8-page "Rancher's Guide to EPDs", contact this breeder or the Red Angus Association of America.

Ranch Tested. Rancher Trusted.

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