

A photograph of a herd of cattle in a field. The focus is on a young brown cow in the foreground, looking towards the camera. It has a small orange ear tag with the number '217' on its left ear. The background shows other cows and a blurred landscape under a clear sky.

THE CATTLEMAN'S  
Source

2021-2022

# CHAROLAIS BULLS BUILT TO PERFORM

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Rogers Bar HR's focus is on Charolais. Our program is designed to produce the best Charolais in the breed. We are the largest breeder in the South, and one of the oldest breeders in the country. We have been performance testing to produce only the best Charolais for over 60 years. Let us put our bloodlines to work for you and your operation.

## Proven Performance:

- Our bulls have won more BIF Certified rate of gain tests than any other Charolais breeder
- **Winners of the 2021 Florida Bull Test - #1 out of 101 bulls**
- Be it grass or grain, our bulls will put on the pounds for you
- **More pounds, more money!**

## True Forage Based Program:

- Bulls are not creep fed
- Weaned bulls are **not** put in a grow yard - they are **developed on GRASS** (bermuda, bahia, and ryegrass)

## Resilient:

- Our bulls are **bred in the South, raised in the South, and they will work for you in the South**
- The **heat** and **humidity** of the South will not slow these bulls down
- They will not melt on you during the summer
- Rogers Bar HR bulls do not need an adaption period - **they just do their job with no additional pampering**


**2021 Fall "Turn-Out"  
Charolais Bull Sale**

Saturday, October 30, 2021

**2022 Spring "Turn-Out"  
Charolais Bull Sale**

Saturday, February 26, 2022



Find us on 

**Rogers Bar HR**

Doug Rogers

Cell: 601-765-7751

P.O. Box 1718 - Collins, MS 39428

[www.RogersBarHR.com](http://www.RogersBarHR.com)

601-765-8848

[rogersbarhr@hotmail.com](mailto:rogersbarhr@hotmail.com)



# PLYLER & SON CHAROLAIS BULL SALE

**GET THE  
BRAND**  
VOL. 6



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USDA INSPECTED PLANT

# THE CATTLEMAN'S Source 2021-2022

Volume 21, No. 1  
Fall 2021



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mschoen@charolaisusa.com





# HF

October 22nd & October 23rd  
Females @ 4pm                      Bulls @ 11am



**HF REWARD 83264**  
Reward x Throttle | 9-7-2019



**HF ATLANTA 468H2**  
ATL of Salacoa X Hard Rock | 01-03-2020



**OHF STOGIE 9910**  
Stogie x OHF Windy | 09-10-19



**HF BEACON 40613**  
Majestik Beacon x Atlanta | 12-27-2019



**HF REWARD 83267 ET**  
Reward x Throttle | 09-12-19

**L.G. HERNDON, JR FARMS**  
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L.G. HERNDON, JR 912.293.1316  
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COMMERCIAL BRED ON  
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## Registered Charolais Bulls and Females For Sale Annually Private Treaty!



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LT Affinity 6221 Pld



LT Horizon 6303 Pld

Added pounds at weaning means, more money back in your pocket. Our bulls are proven to add pounds to your calves. Our range ready bulls will be able to handle a large ranch or small operation and cover every cow in between. They are stout made, big boned bulls out of an extremely maternal cow herd. If you are looking for a terminal cross or replacement females, we have what you need. We feed out many of our customers' calves in our feedlot and have seen the results of our genetics. You can't beat a Charolais cross, in rate of gain and muscle volume.

We offer 150 Spring born yearlings and two year olds annually, and strive to offer the best seedstock available at affordable prices. Whether you are looking for one bull or 20 we have what you are looking for. All bulls are trich and fertility tested upon purchase and are ready to go when you pick them up. A select group of females are available annually by private treaty. If you want the best pick, it's good to come early!

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P.O. Box 2670 • Moriarty, NM 87035

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2021 Seedstock 100 Producer  
- Beef Magazine



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# CHAROLAIS

VIEWPOINT

J. Neil Orth, Executive Vice President

## Supply & Demand!

The Foundation for a Rock Solid Relationship

It's hard to imagine a beef industry scenario that is not based on a fundamental supply and demand relationship. While the different sectors involved are rarely in agreement, the broad spectrum of the industry agrees that the basic "laws" of supply and demand have served us all well over the history of beef production.

A theoretical definition of the law of supply and demand is relatively simple. However, the equitable implementation of this economic principal in an industry as complex as meat protein production is about as complicated as it can get.

Prior to the early 1990s, production sectors were completely disconnected from processing sectors, thus, a chasm as wide as a Grand Canyon existed between a cow-calf producer anywhere in the country and a single mom in any inner city. Then, the demand for beef began to decline, yet the supply continued resulting in more beef than we could sell. That's how supply and demand works, or, in the case of beef production, it wasn't working.

Once the National Cattlemen's Beef Association (NCBA) Strategic Alliance Field Study (SAFS) was released, we slowly began to recognize the pitfalls of supply and demand economics unless information is consistently shared with every industry stakeholder. Consumers were moving away from beef and research data indicated the demand decline was due to an inferior product. The family shopper told us the product was too fat. Food service and restaurant professionals told us beef quality was too inconsistent. The study told us just about everyone involved, from calf to carcass, was losing money.

The SAFS was released in 1993. The study revealed significant production and processing problems that, at the time, had very few solutions. Expected progeny differences (EPDs) had been implemented in all major beef breed associations but were not entirely embraced by seedstock producers. Seedstock or commercial producers, regardless of breed or breed influence, did not have information from the end of the supply chain, nor did they have access to science and technology to begin to make genetic improvements. Information streams were considered proprietary and individual carcass data collection was rare and expensive.

The study documented serious problems with beef at the retail level and shrinking consumer confidence. Possibly the tectonic shift that began because of the study was the shocking revelations of deficiencies in health, feedlot performance, carcass condemnations and financial losses due to bruising, injection site and hot iron brand blemishes. The bad news-good news was all these issues could be fixed by producers and would likely have been minimized

continued page 12



# Leachman Charolais

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### 80 BULLS SELL




**Saturday, Nov. 13<sup>th</sup>**


Leachman Bull Barn  
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*Featuring sons of breed-leading sires like in-house herd bull **OW Lead Time 6294**. Other sires include WCR Icon 756, Leachman Liberty P041E, Leachman Gold Strike P029E, VPI Free Lunch 708T, and HCR Flash 5074.*

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6<sup>TH</sup> ANNUAL

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*on the Platte*

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CCC *Telephone Romeo* 9023 P

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Carcass Merit - Sound, Ready to Work  
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- October 16 Bred Heifer & Bull Sale**
- April 15 Missouri State Sale**
- May 21 Missouri Field Day**
- Call for Information & Catalogs**

**B/B BRADLEY  
CATTLE**

Bruce & Janna Bradley  
Marshfield, MO  
417-848-3457

[BRUCEMBRADLEY@HOTMAIL.COM](mailto:BRUCEMBRADLEY@HOTMAIL.COM)





by simply having the correct information.

It's been 28 years since the initial SAFS was released. Beef production and processing bear little resemblance to production prior to 1993. Producers and cattle feeders largely embraced the challenges to make cattle moving into the supply chain healthier. Vaccination protocols were changed to reduce carcass value losses.

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*The demand for Charolais and Charolais influence throughout the supply chain is more aggressive today than ever. Registered and commercial producers have access to information and technology to make live cattle healthier, more efficient, and more profitable.*


---

Academia, industry thought leaders and stakeholders began massive collaboration and research efforts that resulted in science and technology tools we use to make genetic progress.

The SAFS was the first documented study that looked at every production sector as well as illustrated our relationship with consumers. The pandemic in 2020 proved that the beef industry has taken nothing for granted in the past 28 years and is acutely aware of our relationship with consumers and their relationship with beef.

Processing and supply limitations created by COVID-19 and consumers' shift to cooking at home because of quarantine did not curtail demand. In fact, National Cattlemen's Beef Association (NCBA) market research report consumers spent \$31.9 billion in 2020 on beef purchases, increasing the volume sales by more than 600 million pounds. Beef accounted for more than 60% of the total increased value of supermarket meat department sales.

The demand for Charolais and Charolais influence throughout the supply chain is more aggressive today than ever. Registered and commercial producers have access to information and technology to make live cattle healthier, more efficient, and more profitable. Producer-packer relationships and branded beef programs more closely connect production with consumption. As a breed and as a stakeholder in a complex industry challenged to supply meat protein to a global consumer, we respect the importance of a complicated economic system that relies almost entirely on the laws of supply and demand.

Sincerely,  


J. Neil Orth, Executive Vice President

# AM I FULL OF CRAP?

*Dr. Pereira*

  
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Azores Veterinary Practice

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# State Listings

## ALABAMA

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### 1 – Meadows Creek Farm

Richard & Glenn Meadows  
4421 Co. Rd. 33 N. • Columbia, AL 36319  
Richard (334) 797-4870 cell  
Glenn (334) 797-5808 cell  
www.meadowscreekfarm.com  
(see page 23)

## ARKANSAS

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### 2 – Plyler & Son

Caleb, Briana & Huck Plyler  
1748 Hempstead 7 • Hope, AR 71801  
(870) 703-1394  
calebplyler@hotmail.com  
Facebook: Plyler-Son-Charolais  
(see page 2)

## COLORADO

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### 3 – Leachman Cattle of Colorado

2056 West County Road 70  
Fort Collins, CO 80524  
(970) 568-3983  
Lee Leachman, Managing Partner  
Jerrod Watson, Bull Customer Service  
(303) 827-1156  
Semen Division (970) 444-2855  
www.leachman.com  
(See Page 9)

### 4 – Wagner Charolais

Bob & Jan Wagner  
18025 County Road 128 • Nunn, CO 80648  
(970) 420-2336  
bob@wagner-ranch.com  
www.wagnercharolais.com  
(see page 27)

## GEORGIA

---

### 5 – L.G. Herndon Jr. Farms

1035 Hwy 56 West • Lyons, GA 30436  
L.G. Herndon, Jr., Owner (912) 293-1316  
(912) 565-7640 office  
bo@vidaliasfinest.com  
Sky Herndon, Co-Owner (912) 245-0428  
sky@vidaliasfinest.com  
Kevin Asbury, General Manager  
(850) 252-7290  
kasbury397@gmail.com  
www.lgherndonjrfarms.com  
(see page 5)

## KANSAS

---

### 6 – Argabright Charolais

Michael D Argabright  
1154 Co Road 60  
Olpe, KS 66865  
(620) 794-5049  
margabright@usd252.org

### 7 – Schrader Ranch

Spencer, Laci, Weston & Josi Schrader  
2118 Oxbow Road  
Wells, KS 67467  
(785) 488-7204 Spencer  
(785) 488-2135 Home  
Schrader@twinvalley.net  
www.schraderanch.com  
(see pages 31)

## MISSOURI

---

### 8 – Bradley Cattle

Bruce & Jana Bradley  
PO Box 165  
Marshfield, MO 65706  
(417) 848-3457 cell  
brucebradley@hotmail.com  
(see page 11)

### 9 – Mead Farms

21658 Quarry Lane • Barnett, MO 65011  
Alan Mead, Owner (573) 216-0210  
Office (573) 302-7011  
Jennifer Russell, sales (573) 721-5512  
meadangus@yahoo.com  
www.meadfarms.com  
(see page 32)

### 10 – Peterson Farms Charolais

Steve & Sandy Peterson  
8767 Outer Road • Mtn. Grove, MO 65711  
(417) 926-5336 • (417) 259-1493  
www.PetersonFarmsCharolais.com  
petersoncompany@centurytel.net  
(see page 29)

## MISSISSIPPI

---

### 11 – Rogers Bar HR

Doug Rogers  
PO Box 1718 • Collins, MS 39428  
(601) 765-8848 • (601) 765-7751 cell  
rogersbarhr@hotmail.com  
www.rogersbarhr.com  
Facebook: RogersBarHR  
(see page 1)



## **NEBRASKA**

---

### **12 – Rennert Ranch**

Kristian & Becky Rennert  
11168 746 Road  
Elm Creek, NE 68836  
Kristian (308) 440-9463  
Becky (903) 563-9177  
rennertranch@gmail.com  
www.rennertranch.com  
Facebook: RennertRanchCharolais  
(See Page 10)

### **13 – Schnuelle Ranch**

Gabe & Nichole Schnuelle  
101 Curtiss Street  
Jansen, NE 68377  
(402) 520-4871 Cell  
(402) 754-4000 Home  
schnuelleranch@hotmail.com

## **NEW MEXICO**

---

### **14 – Bill King Ranch**

P.O. Box 2670  
Moriarty, NM 87035  
(505) 220-9909 Bill King  
bill@billkingranch.com  
Tom Spindle, Foreman  
(505) 321-8808  
www.billkingranch.com  
Facebook: billkingranch  
(see page 6)

## **OREGON**

---

### **15 – Romans Ranches Charolais**

Bill Romans Family  
3820 Old Stage Rd. • Harper, OR 97906  
Bill (541) 358-2921 • Jeff (541) 358-2905  
romansranches@hotmail.com  
www.romanscharolais.com  
Facebook: Romans-Ranches-Charolais  
(see page 7)

## **SOUTH DAKOTA**

---

### **16 – Keppen Charolais**

Steve, Myrna, Greg & BJ Keppen  
405 Samara Ave. • Volga, SD 57071  
(605) 627-5229 • (605) 690-3218 cell  
keppenchar@valleyfibercom.net  
www.keppencharolais.com  
(see page 28)

### **17 – Vedvei Charolais Ranch**

Alan & Deb Vedvei  
44213 204th St. • Lake Preston, SD 57249  
(605) 847-4529 • (605) 860-1135 cell  
vedveicharolais@gmail.com  
www.vedveicharolais.com  
(see Back Cover)

### **18 – Wienk Charolais Ranch**

44210 205th St. • Lake Preston, SD 57249  
Jeff Eschenbaum (605) 860-0505 cell  
Sterling Eschenbaum (605) 203-0137 cell  
Ty Eschenbaum (605) 203-1082 cell  
charolaisbulls@outlook.com  
www.wienkcharolais.com  
(see Inside Front Cover)

## **TEXAS**

---

### **19 – Bar J Charolais**

Larry Ludeke  
P.O. Box 186 • Liverpool, TX 77577  
(832) 439-4666 Larry cell  
larryl@qiminc.com  
Daryl Renfrow (832) 444-5241  
www.barjcharolaisfarm.com  
(see pages 3)

### **20 – Thomas Charolais, Inc.**

P.O. Box 595 • Raymondville, TX 78580  
Mitch Thomas (956) 535-0936  
Tonnyre Thomas Joe (956) 535-0942  
thomasra@gte.net  
www.thomascharolais.com  
(see page Inside Back Cover)

## **SERVICES**

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### **Gallagher USA**

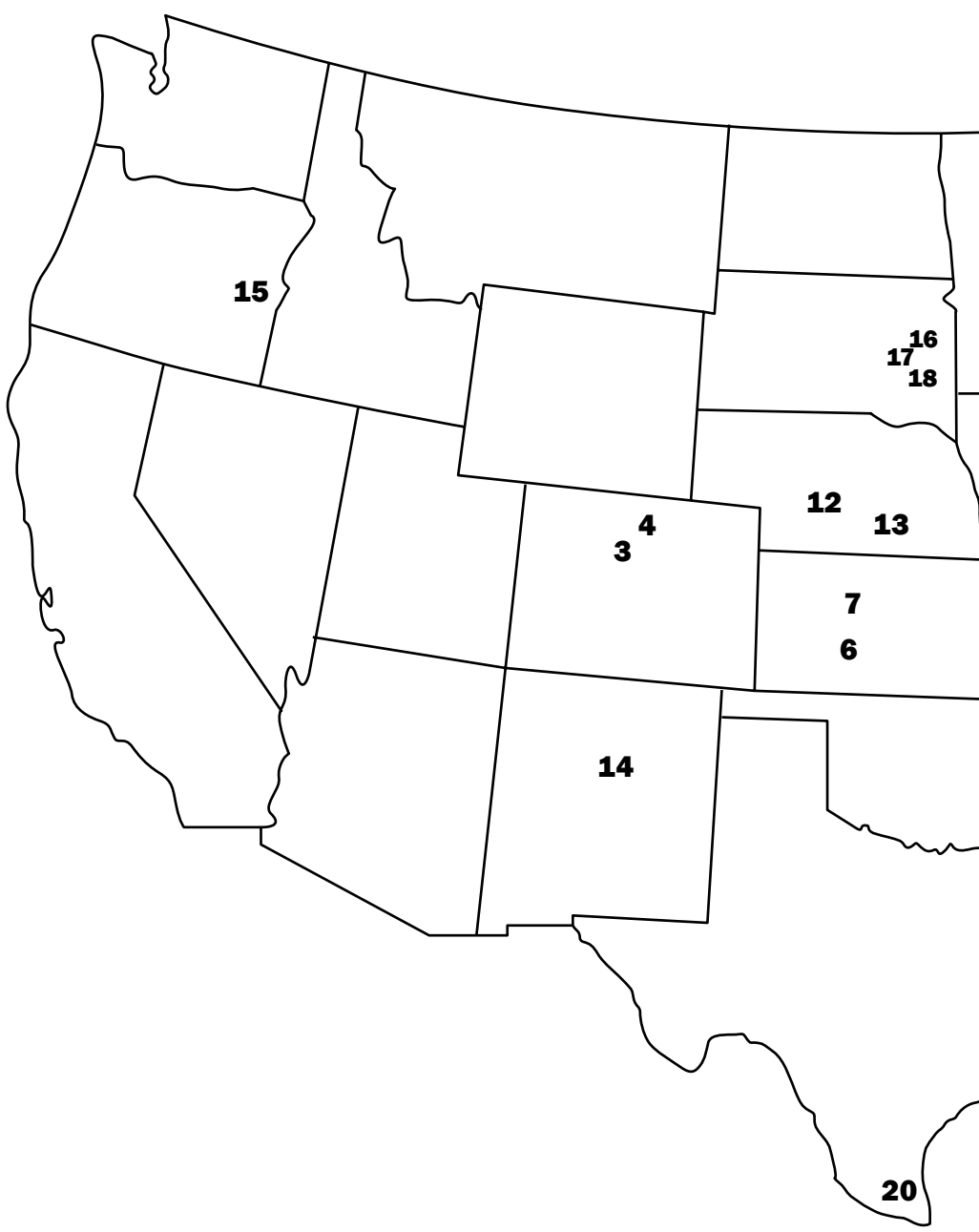
www.GallagherUSA.com  
1-800-531-5908  
(see page 30)

### **ImmuCell**

First Defense  
www.firstdefensecalfhealth.com  
(see page 13)

### **Legacy Custom Meat Processing**

4315 E SH-71  
LaGrange, TX 79845  
(979) 249-2571  
www.legacycustommeatprocessing.com  
(see pages 3)



**Numbers on map correspond to state listings, page 14-15.**





**AICA “LISTENING & LEARNING” INDUSTRY SESSION  
SATURDAY, OCTOBER 2, 2021  
WEST VIRGINIA UNIVERSITY  
REYMANN MEMORIAL FARM  
WARDENSVILLE, WEST VIRGINIA**

**OBJECTIVE:**

To illustrate the Charolais advantage in the future of Precision Livestock Management.

**SCHEDULE**

11:00 a.m.	Registration
12:00 p.m.	Lunch
12:45 p.m.	Welcoming Remarks
<b>Segment 1</b>	The Future of Precision Livestock for the Cattle Industry Justin Sexten, Performance Livestock Analytics
<b>Segment 2</b>	Feed Efficiency’s Role in Precision Livestock Management Guy Ficeto, Vytelle
<b>Segment 3</b>	The Value of Data Submission Sally Northcutt, Method Genetics, LLC
<b>Segment 4</b>	WVU Feed and Water Intake Research Update Kevin Shaffer/Matt Wilson, West Virginia University
<b>Segment 5</b>	Cattlemen’s Question & Answer with Presenters
4:00 p.m.	Social Hour/Tour of WVU Feed Efficiency & Research Facility Jerry Yates, WVU Wardensville Bull Test

More Information & Pre-Registration  
Available at [www.charolaisusa.com](http://www.charolaisusa.com)



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(816) 464-2474 • [dhobbs@charolaisusa.com](mailto:dhobbs@charolaisusa.com)

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Floyd Wampler • AICA Southeast Field Representative  
(413) 612-2144 • [fwampler@charolaisusa.com](mailto:fwampler@charolaisusa.com)



# Cattle Producers Gather in Joplin for Annual Listening & Learning Session



by Linda Eck

**P**redictability, consistency, uniformity, opportunity and versatility were buzz words at the American International Charolais Association's (AICA) 2020 Listening & Learning Industry Session held in southwest Missouri.

Bringing progressive cattle breeders from across the country together, the informative session covered everything from genetic evaluations and ultrasound advantages; to bull selection, backgrounding and consumer demand for an afternoon filled with presentations by experts in their field. Following the formal presentations, those attending had the opportunity for one-on-one discussions in a relaxed atmosphere that included a steak dinner prepared by the Southwest Missouri Cattlemen's Association and entertainment by up and coming country music entertainer Caitlyn Ochsner of Kersey, Colo.

## **Charolais Provide a Uniform Product, Added Yield and Quality**

"It's all about what goes into our pocket," Jackie Moore, owner of Joplin Regional Stockyards and host of the event told those in attendance. "The cattle business is a struggle, and it's all about making money."

"When you've just got any kind of a cow, put a Charolais bull on them and you create uniformity right off the bat," said Moore, who also backgrounds cattle and owns part of a feed yard. "I love any kind of a cow with a Charolais bull on them, and uniformity in color makes them real easy to sell."

Jim Hacker, a cow/calf producer from Bolivar, Mo. provided testament to the use of "any kind of a cow" discussing his use of Charolais bulls as a terminal sire on commercial crossbred cows. Hacker focuses on strong bull selection for his cow herd which is prominently comprised of cattle he has purchased that are "usually poorly managed wet bags". Upon purchase, new replacements are taken home to

Bolivar where they are quarantined and then serviced by Charolais bulls.

"I try to buy something to improve them," said Hacker, whose bull selection focuses on traits for Yearling Weight, Calving Ease, Marbling and a required Terminal Sire Index (TSI) over 200. Cows are wormed twice a year and bred for early spring calving beginning in February.



*Jackie Moore, Joplin Regional Stockyards*

Utilizing intensive grazing on fescue forage, Hacker says “management is key.” He culls hard, including all short breeds. Cows that are in good shape and producing remain in the herd.

Also sold on the use of Charolais bulls, Max Martin of JX Ranch in Loving, Texas puts data to work for him when buying bulls. During his presentation, “Adding Beef Value with Bull Genetics in a Commercial Operation,” Martin credited the use of EPDs, 20 years of data in his record keeping and feed yard results for building carcass value by improving both yield and quality.

“Our feedlot buyers want uniformity; health and disease immunity; and gain performance, along with carcass yield and quality that will perform on the grid,” noted Martin, whose ranch covers 13,000 acres in north central Texas. When asked about the genetic makeup of his cow herd, he admitted, “I don’t have a clue. There’s more variation in females than I want.”

JX Ranch sells to US Premium Beef and Martin is an avid believer in the value of EPDs.

“EPDs not only work, but they’re pretty darn accurate,” he said.

When it comes to bull selection, Martin focuses on four EPDs - Yearling Weight, Ribeye Area, Marbling and Carcass Weight, while also paying attention to an animal’s TSI.

“I am very happy with the progress Charolais breeders are making in marbling and we are very happy with our Charolais carcass data,” Martin said, adding that 35 percent of their premium comes from quality.

Uniformity again hit a high note with Ken Danzer, a stocker and feeder cattle buyer from Manhattan, Kan. who joined the group by phone.

“Charolais calves are in demand,” he said emphasizing the need for quality and uniformity. “You need calves that are going to weigh something, have been vaccinated twice and they have to have uniformity.”

Danzer, who has purchased calves from the Hacker program in Bolivar, said Charolais cattle have a lot to offer, including calving ease, docility, increased weaning weights, better yield grades and when crossbreeding the hybrid vigor provides added weight.

“Producers who do the work at home, they’re the ones making the money,” he concluded.

## ***Finding the Right Market***

Danzer’s thoughts on “doing the work at home” easily tied into information provided by Colt Keffer with CharAdvantage, an age and source verification



*Mark Henry, The CUP Lab, LLC*

program “with added benefits” provided through a partnership between the AICA and IMI Global.

“It’s a program you get out of what you put into it,” said Keffer, “A program to document and add value to Charolais-influenced feeder cattle and promote them to the appropriate market.”

Serving as the AICA’s Director of Industry Relations and Sales, Keffer noted there’s a little more cost and paperwork involved for smaller seedstock breeders wishing to assist their bull customers in attaining added value. However, the program can also be used as an asset in promoting the value of high-end Charolais bulls.

CharAdvantage gathers information about the calves and disperses information into a market atmosphere of buyers seeking that type of product.

“We wanted to make sure we put the right information in front of the right people,” said Keffer who added the association’s TSI has become “a really pertinent number” for buyers. “The program has seen great success this year with a little under 9,000 head enrolled.”

### **Cowboy Math, Heritability and Genetics**

“Genetic evaluation and selection tools offer cattle breeders the opportunity to make better cattle,” said Bill Bowman, of Method Genetics, LLC headquartered in Saint Joseph, Mo., as he urged producers to do the “Cowboy Math” when it comes to making valuable decisions.

He said it is important to understand heritability and to know what is a result of genetics and what is due to environment, when making breeding decisions. He cited the following heritability estimates:

- Reproduction (low) <.20
- Growth (moderate) .20 to .40
- Carcass (high) >.40

Noting good technology of the Single Step program used to build the AICA’s Genomic Pedigree and Genomic Enhanced EPDs, he also stressed the importance of performance data in building accuracy.

“Performance measures matter in Single Step,” he said. “Birth, weaning and yearling weights and measures as well as ultrasound data are all important.”

Reiterating the importance of ultrasound data, Mark Henry, owner of Centralized Ultrasound Processing (CUP) Lab in Ames, Iowa, was on hand and supported Bowman’s push for collecting performance data, most specifically through the use of ultrasound to track carcass traits.



*Bill Bowman, Method Genetics*



“Charolais has the opportunity for improvement in the area of marbling,” said Henry, noting that more variation equals more heritability. “Using ultrasound, we can determine carcass traits.”

CUP Lab recently introduced new equipment to spread readings and better identify valuable traits.

“With a greater spread on readings, hopefully that improves EPDs,” said Henry.

“Charolais cattle have developed versatility,” Bowman said, crediting the AICA as the first beef breed association to develop a TSI to rank animals on profit potential. The TSI combines EPDs for BW, WW, YW, REA, CW, MARB and FAT into one single value which can be used in making selection decisions.

Bowman also cited the breed’s progress in genetic trends.

“While keeping birthweight level, growth traits have made tremendous improvement,” he said, urging breeders to understand the basics to create performance strategies. “If you sell by weight, look at growth and weight EPDs; if you sell by grid, look at carcass EPDs.”

New prediction tools established by AICA and released this year include EPDs for udder quality.

“Nearly 84,000 scores are used in the genetic evaluation of udder suspension and teat size,” Bowman said, noting both traits are moderately heritable and highly correlated. He also said the association is looking to add a Docility EPD, as breeders continue to provide chute scores on weaned calves.

## ***The End Product - Consumers, Quality and Quality Grade***

Quality, loyalty and consistency play important roles when understanding who your consumer is, according to Gretchen Mafi, animal and food sciences professor at Oklahoma State University. Appropriately, Mafi concluded the formal setting of the afternoon session by prompting those attending to factor in the end product when making selection decisions.

“There’s a big difference in quality and Quality Grade,” said Mafi noting that the goal of Quality Grade is “palatability or eating satisfaction - tenderness, juiciness and flavor. Intramuscular fat depends on diet and genetics.” Quality grades are determined by intramuscular fat and maturity.

“We’re at 80% Choice,” Mafi told producers, “It’s really a balance of ribeye size and weight.”

Noting the value of Charolais for added carcass weight, she chided in with Moore’s earlier remarks. “Money drives everything. We’re still paid on price per pound. The overhead costs are the same for slaughter of a 600- vs. 1,000-pound carcass. A little more goes a long way.”

“They’ll yield 60 to 65 percent on a 900-pound carcass, with 75 to 80 percent grading Choice” Moore said of his calves produced by Charolais bulls. “That earns \$60 extra in yield.”

“Consistency is key,” said Mafi, pointing out that many of today’s consumers are consciously seeking locally sourced beef produced through the use of sustainable practices.

She encouraged producers to take advantage of the breed’s growth and efficiency and to understand their product.



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# PROGRESSIVE ENHANCEMENTS TO THE AICA GENETIC EVALUATION

*by Dr. Sally L. Northcutt,*

*Genetic Consultant*

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With the July 2021 rollout of the AICA genetic evaluation update, breeders again have access to progressive enhancements to their genetic prediction tools. The AICA membership has historically embraced new technologies and revisions to their national cattle evaluation procedures to deliver industry relevant EPDs to seedstock and commercial cattle producers.

In recent years, the use of DNA technology has grown with the implementation of single-step genetic evaluation procedures, and Charolais breeders have capitalized on this genomic application. DNA testing of registered Charolais cattle has been on a rapid increase and seamless incorporation of the genotypes has provided genomic-enhanced EPDs along with timely bi-monthly EPD updates.

The latest enhancements to the AICA genetic evaluation are two-fold. First, the genetic parameters utilized in generating EPDs are updated. Secondly, the growth and maternal predictions and TSI index are delivered on a beef cattle industry relevant base for genetic selection.

## Genetic parameter revisions

It is important to periodically revisit the heritability and genetic correlation estimates that are represented in a genetic evaluation. The AICA National Cattle Evaluation (NCE) was well overdue for a review of its genetic parameters, particularly for the growth traits. The latest NCE update reflects revised structure for weaning weight, yearling weight, and maternal milk trait relationships. Specific genetic parameters can be accessed at the following link:

*<https://charolaisusa.com/genetic-evaluation.php>*

In the past, a strong negative genetic correlation was set between weaning weight (direct genetic effects) and milk (maternal genetic). This strong correlation was commonly evident when a sire was characterized with high weaning weight potential and his maternal milk EPD would tend to be driven down numerically. This negative association between weaning



weight and milk was difficult to explain in the real world, particularly where contemporary weaning weights for calves and daughters' progeny were being aggressively submitted by breeders. The latest evaluation results reflect a zero correlation between direct weaning weight and maternal milk.

Another new element to the recent EPD update is the softening of genetic relationships between birth, weaning, and postweaning gain traits. The correlation strength between birth weight and subsequent growth measures is reduced. Growth trait EPDs released under the updated genetic parameters tend to move more independently than in the past. Charolais breeders must continue to submit large contemporary groups of growth trait data to better leverage the evaluation enhancements.

REGISTRATION \* ASSOCIATION \* SHOWS & EVENTS \* AWARDS \* JOURNAL \* GENETICS \* LINKS \* WHY CHAROLAIS? \* CHAROLAIS USA

## GENETIC EVALUATION

CLICK HERE TO VIEW

### NON PARENT EPD AVERAGES

CE BW WW YW MILK MCE MTL SC MUMBI TEAT CW REA FAT MARB TSI

**DOWNLOADS:**

- HERITABILITY & GENETIC CORRELATIONS
- GENETIC TREND GENETIC TREND GRAPHICALLY
- EPD DISTRIBUTION/BREED AVERAGES
- PERCENTILE RANK SIRE (DAMS) NON-PARENTS

## Industry relevant EPDs for Charolais cattle

The correct use of EPDs is to focus on differences between animals or comparisons to breed averages, as well as the use of percentile rankings. Yet, commercial producers seeking Charolais genetics may still be influenced by the numeric presentation of selection tools. With the popularity of Charolais genetics in the commercial industry and the need to update the EPDs for industry relevance, the latest NCE update has a modern delivery of growth trait EPDs. While no changes are evident in the birth weight EPDs, the weaning weight, yearling weight, milk, and total maternal EPDs are updated. Breed averages and percentile rank tables also illustrate the new presentation of AICA selection tools. As one would expect the Terminal Sire Index (TSI) values are re-tooled with these revisions. The link for <http://search.charolaisusa.com/> provides statistics for this and future NCE updates and is a good reference point for AICA evaluations.

# Best use of AICA Selection Tools

While the update to AICA NCE results paints a more modern characterization of Charolais cattle, it is important to remember the key basics about use of EPDs:

- EPDs, or expected progeny difference, are to be used to sort out relative differences among animals.
- Breed average EPDs are a key resource in understanding cattle evaluation population for animal classes such as active sires, active dams, and nonparent animals.
- Percentile rank tables are an excellent resource for reviewing the distribution of various traits, rather than focusing on absolute numeric values of EPDs.

The goal of these changes is to improve the genetic predictions on the growth traits in the Charolais breed. The drive by breeders to adopt technology and provide genomic-enhanced EPDs in a user accepted format will continue to positively impact production systems in the beef industry.

The screenshot shows the 'AICA DATABASE SEARCH' website. At the top is a blue navigation bar with links for Home, Animal Search, Member Search, Sire/Dam Selector, Sales, and Links. Below the navigation bar is a white content area with a sidebar on the left and a main content area on the right. The sidebar contains four red links: Members, Animals, Sire/Dam Selector, and Statistics. The main content area is titled 'Search Options' and contains four paragraphs of text describing each search option.

Search Option	Description
<b>Members</b>	The member search page allows you to search the database for our current active members listed.
<b>Animals</b>	The animal search page enables you to search the whole AICA herdbook. The results allow you to view extended pedigrees, ownership and EPD information.
<b>Sire/Dam Selector</b>	The EPD search page allows you to search the active Sire and Dams database for animals that meet your EPD requirements.
<b>Statistics</b>	The Statistics and breed averages from the latest North American Genetic Evaluation.

The screenshot shows the 'AMERICAN-INTERNATIONAL CHAROLAIS ASSOCIATION NATIONAL CATTLE EVALUATION' website. The page title is 'EPD Percentile Ranking for Active Sires'. Below the title is a horizontal line with various trait abbreviations: Top %, BW, WW, YW, Milk, SC, CE, MCE, MTL, UDDER, TEAT, CW, REA, FAT, MARB, and TSI.

Trait	Value
Top %	
BW	
WW	
YW	
Milk	
SC	
CE	
MCE	
MTL	
UDDER	
TEAT	
CW	
REA	
FAT	
MARB	
TSI	



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**ACE-ORR Makers Mark 689** (M738574)  
Pld EPD/R: CE 7.1/40 TM 11.5/5 TSI 267/10



**EC Cracker Jack 234** (M896459)  
Homo Pld EPD/R: CE 11.9/10 TM 69/2 TSI 290/1



**KC Dakota Bob 8147** (M910893)  
Homo Pld EPD/R: CE 12.7/7 TM 64/6 TSI 258/25



**KC Jack 0891** (M942431)  
Homo Pld EPD/R: CE 10.2/15 TM 79/1 TSI 301/1

**KC Loaded 7949** (M895702)  
Homo Pld Top 25% CE • 9% TM • 1% TSI

**WCF Mr Rock Star 615** (M885538)  
Pld Top 15% CE • 15% TM • 25% TSI

**EC Double Down 253** (M912490)  
Homo Pld Top 90% CE • 55% TM • 20% TSI

**KC Dakota Bob 7373** (M895487)  
Homo Pld Top 15% CE • 35% TM • 25% TSI

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LT Rio Blanco 1234 P  
M6 Grid Maker 104 P ET  
VPI Free Lunch 708T

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U1113 PLD Lock N Load x Waldorf x Kojack  
BW: 69 AWW/R: 770/122 AYW/R: 1,266/108  
Top 4% CE, WW, CW • 5% YW, TSI • 20% MB



M953898

U1167 PLD Milestone x Blue Value x Waldorf  
BW: 97 AWW/R: 746/118 AYW/R: 1,266/108  
Top 2% WW, REA • 5% YW • 15% MB • 8% TSI



M953955

U1209 PLD Affinity x Bootlegger x Rapid Fire  
BW: 54 AWW/R: 752/121 AYW/R: 1,200/102  
Top 1% CE, BW • 20% WW, TM • 25% MB, TSI

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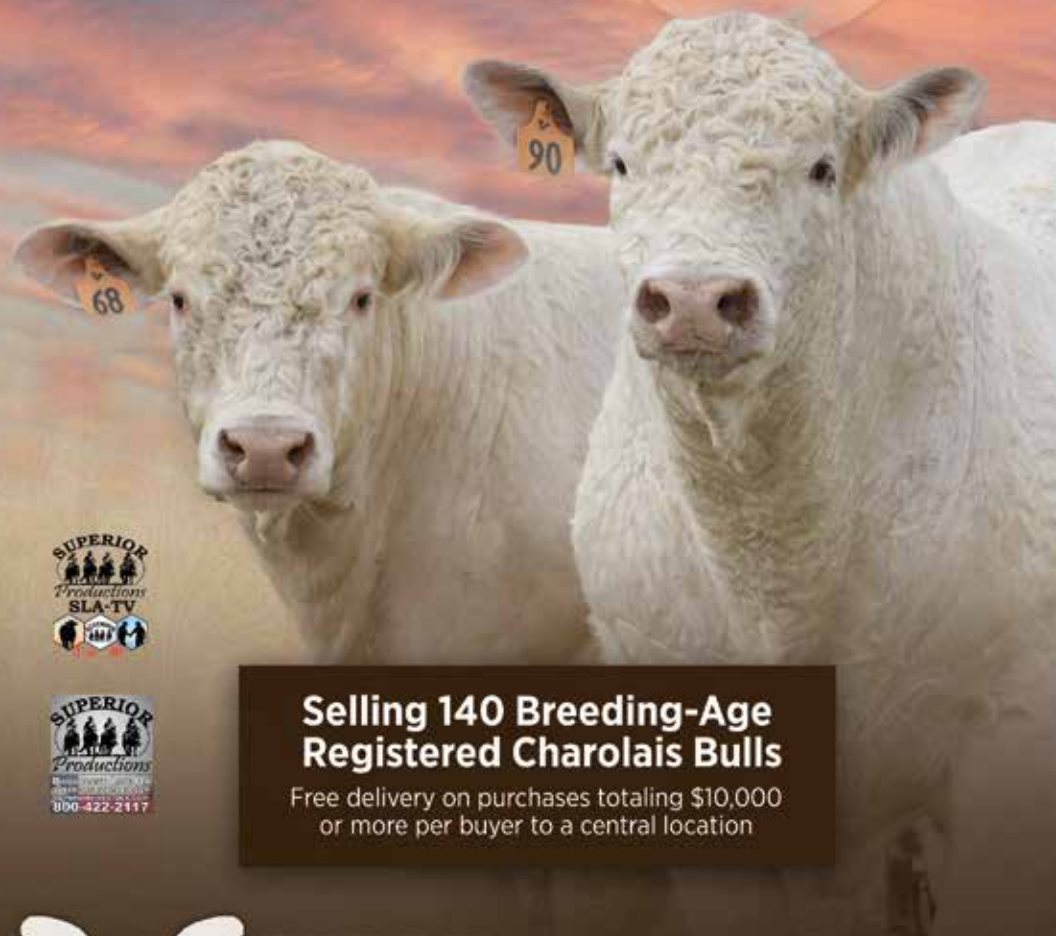
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VCR SIR SILVERMAN 508 P x LT LEDGER 0332 P  
EPDs: BW 1.7 WW 65 YW 126 Milk 14 TM 46 TSI 266.46



**VCR LEDGER 9130 P** M928497  
LT LEDGER 0332 P x VCR SIR SILVERMAN 508 P  
EPDs: BW 2.2 WW 69 YW 126 Milk 17 TM 51 TSI 263.05

**M6 SLAM DUNK 3115 P ET** EM84484  
SIRE: M6 COOL REP 8108 ET | MGS: M6 NEW STANDARD 842 P ET  
EPDs: BW -1.6 WW 52 YW 98 Milk 28 TM 54 TSI 242.45

**IKE STONERIDGE 9140** M926673  
SIRE: SCR STONERIDGE 3171 | MGS: M6 NEW STANDARD 842 P ET  
EPDs: BW -4.9 WW 60 YW 116 Milk 23 TM 53

**SCR SIR COUNTY 882** M922244  
SIRE: WCR SIR COUNTYLINE 5187 P | MGS: SCR WIND POWER 8166  
EPDs: BW -2.9 WW 69 YW 132 Milk 23 TM 58 TSI 274.22

**SCR WIND POWER 827** M922243  
SIRE: SCR WIND POWER 8166 | MGS: EC SCANNER 6034 PLD  
EPDs: BW -0.1 WW 83 YW 140 Milk 29 TM 71 TSI 274.19

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