

SANDHILL FARMS NEWSLETTER



Designing Your Breeding Program

Have you listened to your customers?

We all have customers that buy our product, whether that be freezer beef, carcasses hanging on the rail, live cattle to the feed yard, calves at weaning, bred heifers or any combination. Have you found out what your buyers' profit drivers are? I encourage you to talk to them and find out how you can improve your product to improve their bottom line.

Your profit drivers are likely different than your customer. A cow-calf operation's main profit driver is fertility, but a cattle feeder is not impacted by your breeding percentage. Traits that are important to both you and your customer need to be in your cow herd. We can help you find bulls that drive your profits up, while adding traits that will make your customers prefer your cattle.

Fig. 1 shows a scenario of this. You breed heifers and calve them out. A buyer then takes the heifer calves to a breeding development program and yet

another buyer will be finishing out the steers. You need bulls with good calving ease and growth. However, the heifer customer needs increased maternal traits, Sustained Cow Fertility. The steer buyer needs Carcass weight and Carcass Merit; these traits should be considered when selecting your next bull. We are here to help you design your breeding program and select bulls to maximize your profit and demand for your cattle. After all, if your customer makes more profit, they will most likely be back to purchase and pay more on your product again next time.

We have embraced technology and genomics to give you accuracy in selecting a breeding bull. For example, we have been able to identify genetics that produce carcass and performance while keeping calving ease in check. Gone are the days when you had to buy one bull to sire feeder calves, and another to run with your first calf heifers. If our epds say a bull can do both, we are confident he can!



Post Sale Service

You don't buy a vehicle from a company that doesn't provide support and service after the sale. Why should buying a bull be different? At Sandhill, we strive to offer problem-free cattle. You can rest assured if you have a problem, we will be here for you.

- 100% replacement on 1st year reg. purchases - know we stand behind our cattle
- Market assistance with US Premium slots - market access and data feedback on your calves
- We are a Superior Progressive Genetic provider - industry experts respect our program
- Feedlot placement assistance or Sale-barns - use our connections to your advantage
- Repeat buyer discounts - another reason to have a consistent program
- Free Delivery - relax on sale day knowing you don't have to worry about delivery

Fig 1. Heifer Calving Operation Example

