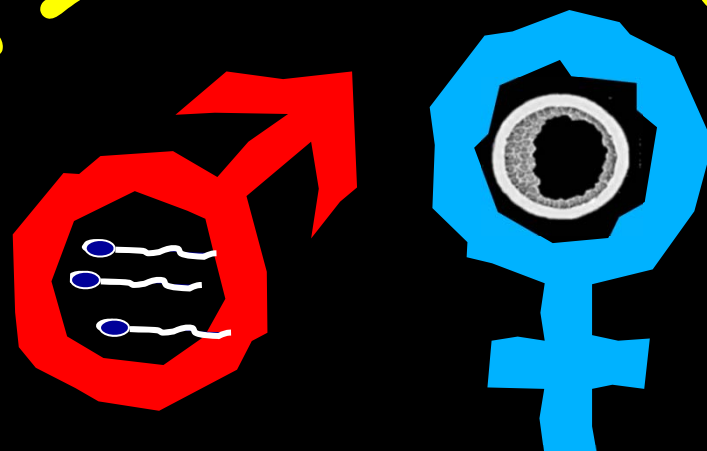
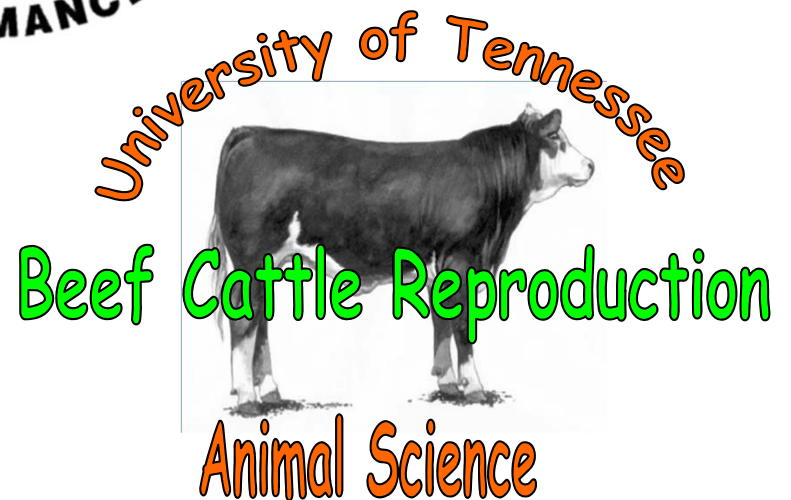


UT REPRODUCTIVE RESEARCH PROGRAM



Animal Science

Reproductive Strategies to Increase Marketing Potential



Defining Today's Beef Community



- Professional cattleman - info. driven, brand friendly
- Professional cattleman - tradition, commodity focused
- Professional farmer - cattle as a by-product of land
- Professional in other industry - cattle as 2nd income
- Recreational producer - life style, \$\$ not an issue
- Lifestyle cattle producer - margin operator
- Cause driven landowner (Nature Conservancy, etc.)
- Service provider (educators, vets, consultants, etc.)

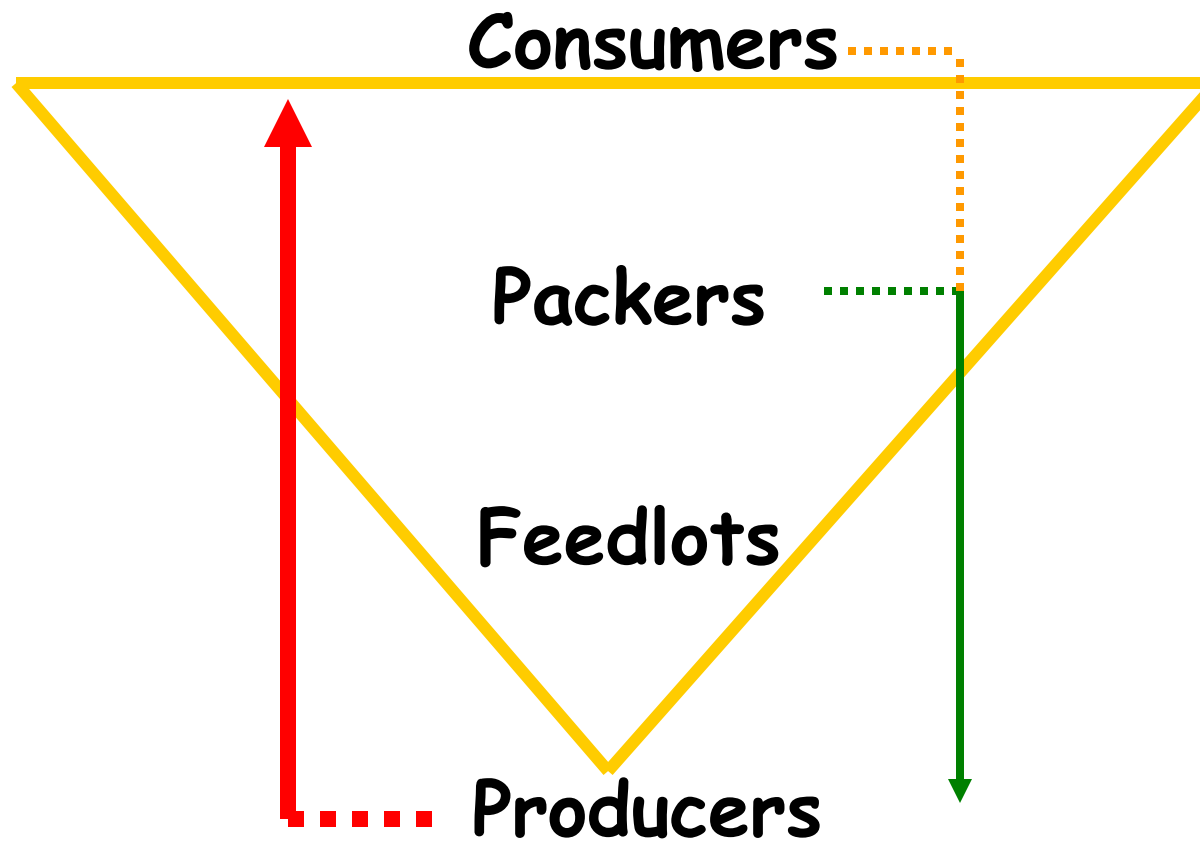
The Goal



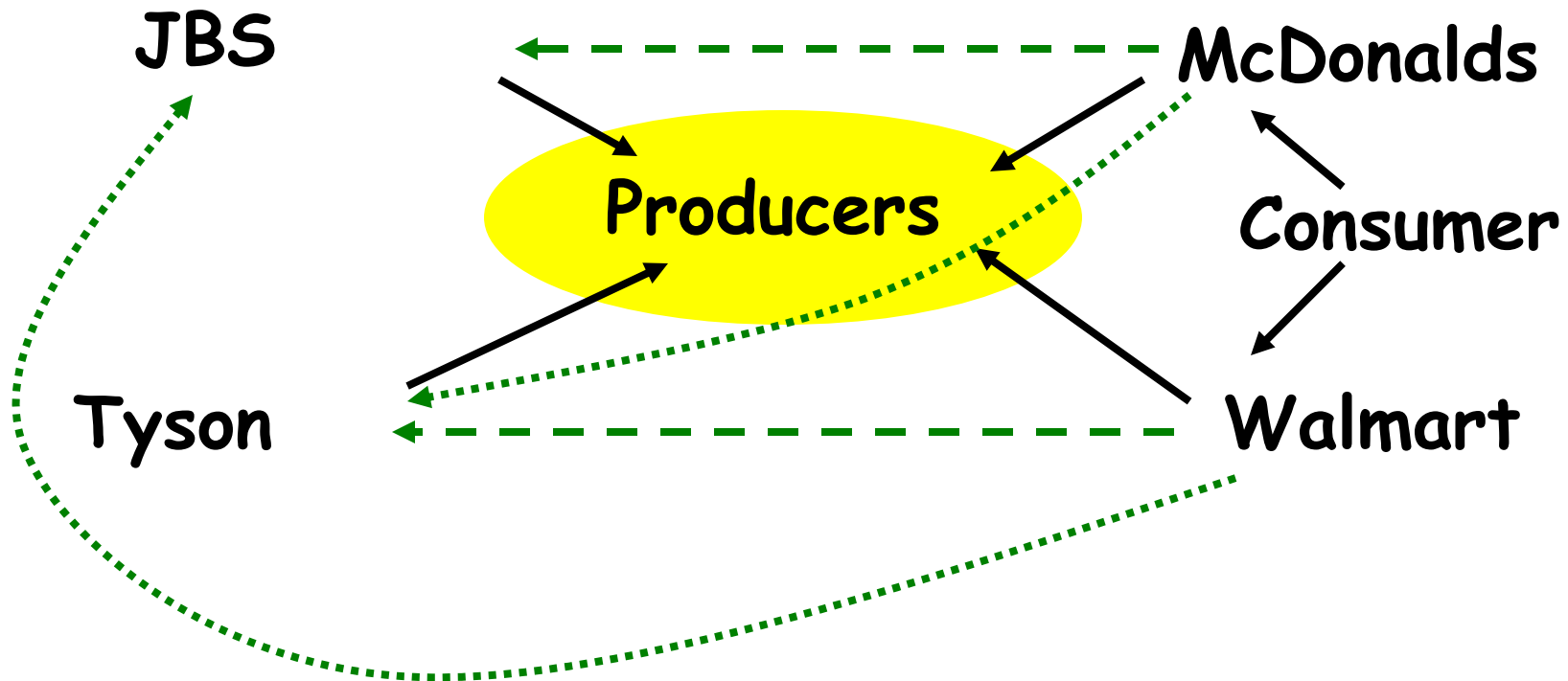
Vertical Integration (Coordination) of the Beef Industry - Consumer Driven



What is Vertical Integration?



How are these related?



Are You Prepared?

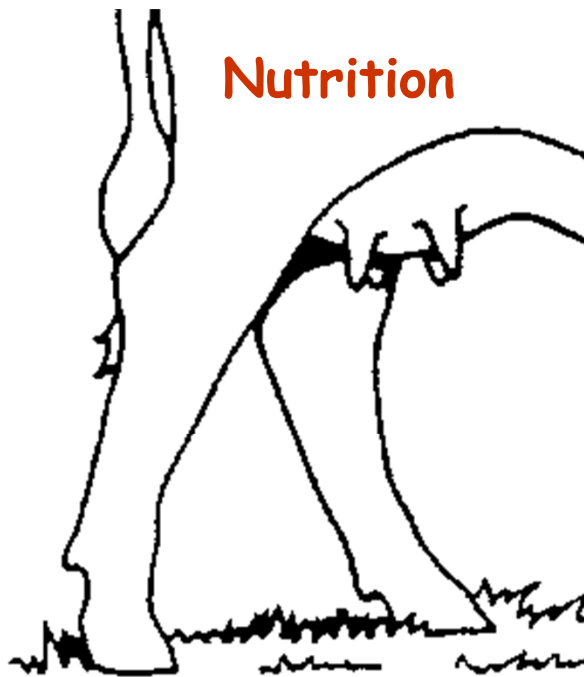


- Defined Calving Season?
- Known genetics?
- Records?
- Herd Health Plan?
- Knowledge/ Source verification?

All traits of most feeder calf sales

Putting the Puzzle together
For Today's **MANAGEMENT**

Building the Foundation



BODY CONDITION SCORING SYSTEMS

1 - 9: Beef

Most common for Producers:

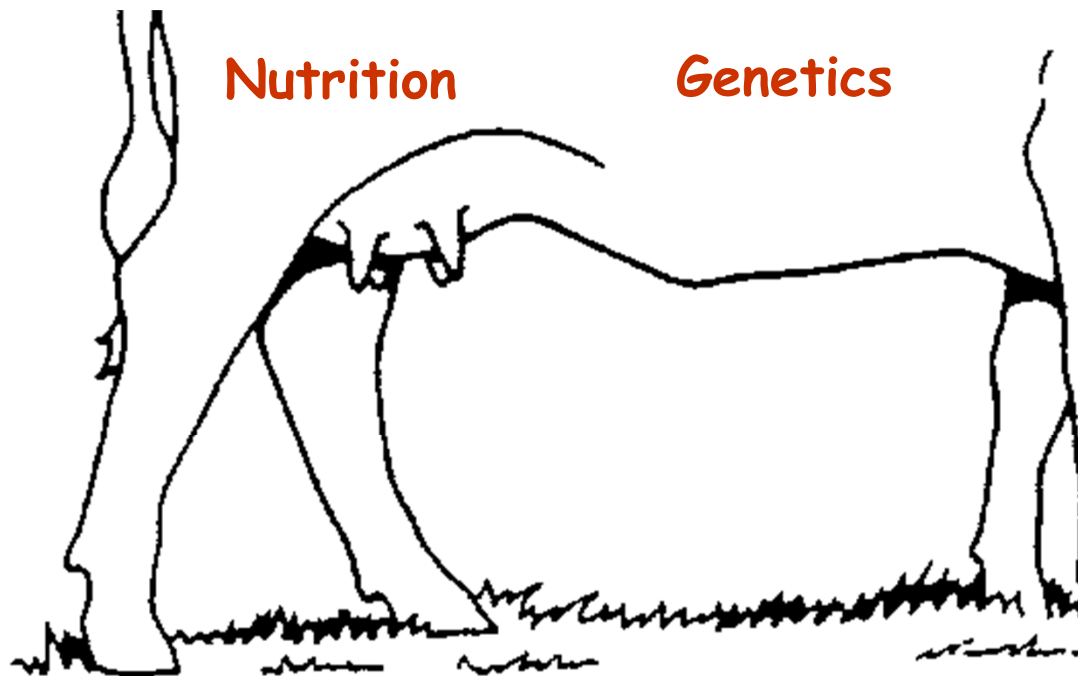
- ✓ Thin (Under Condition)
- ✓ Just Right (Optimum)
- ✓ Fat (Over Condition)

	1	Severely emaciated. Bone structure of shoulder ribs, back, and pins is sharp to the touch and easily visible. Little evidence of fat deposits or muscling.
	2	Emaciated. Little evidence of fat deposition but some muscling in the hindquarters. The backbone feels sharp to the touch.
	3	Very thin, no fat on ribs or brisket, and some muscle still visible. Backbone easily visible.
Caution	4	Thin, with ribs easily visible but shoulders and hindquarters. The backbone feels sharp to the touch.
	5	Moderate to thin. Last two or three ribs can not be seen unless animal has been shrunk. Little evidence of fat in brisket, over ribs or around tailhead.
	6	Good smooth appearance throughout. Some fat deposits in brisket and over tailhead. Ribs covered and back appears rounded.
Caution	7	Very good flesh, brisket full. Fat cover is thick and Spongy and patchiness is likely. Ribs very smooth.
	8	Obese, back very square, brisket distended, heavy fat pockets around tailhead. Square appearance.
	9	Rarely observed. Very obese. Animal's mobility may actually be impaired by excessive fat.

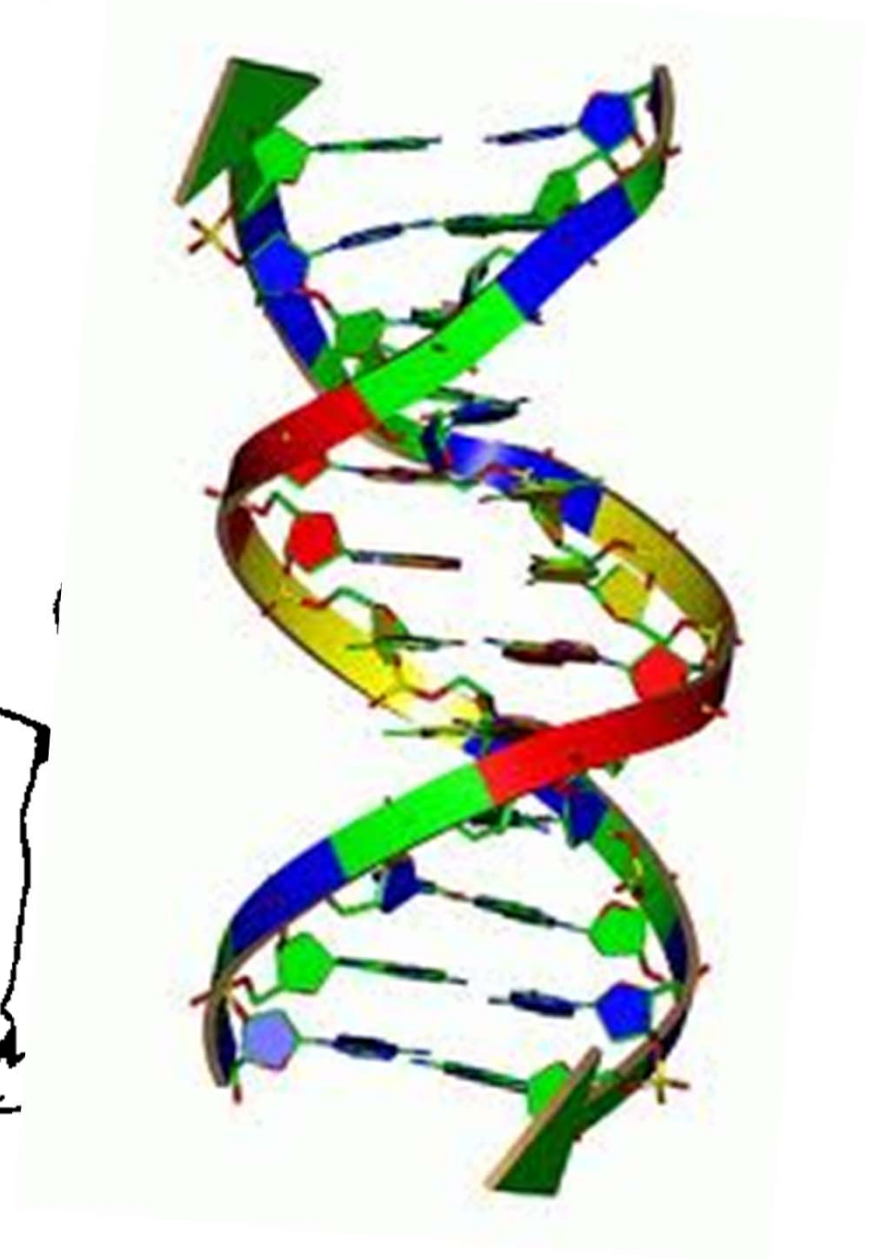
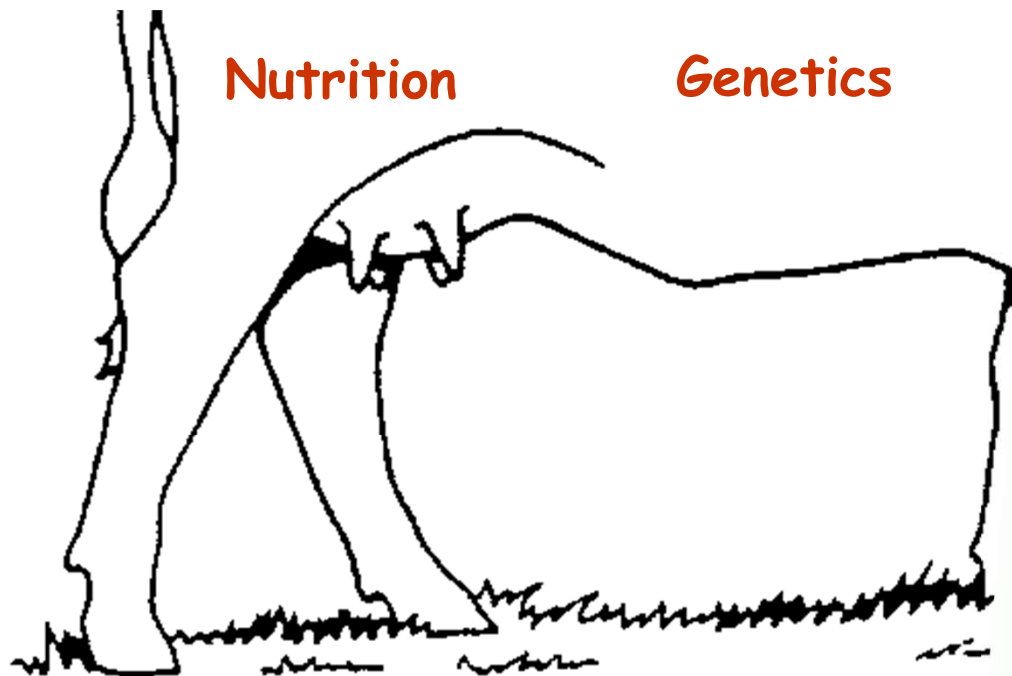
Too Thin, Just Right, Too Fat



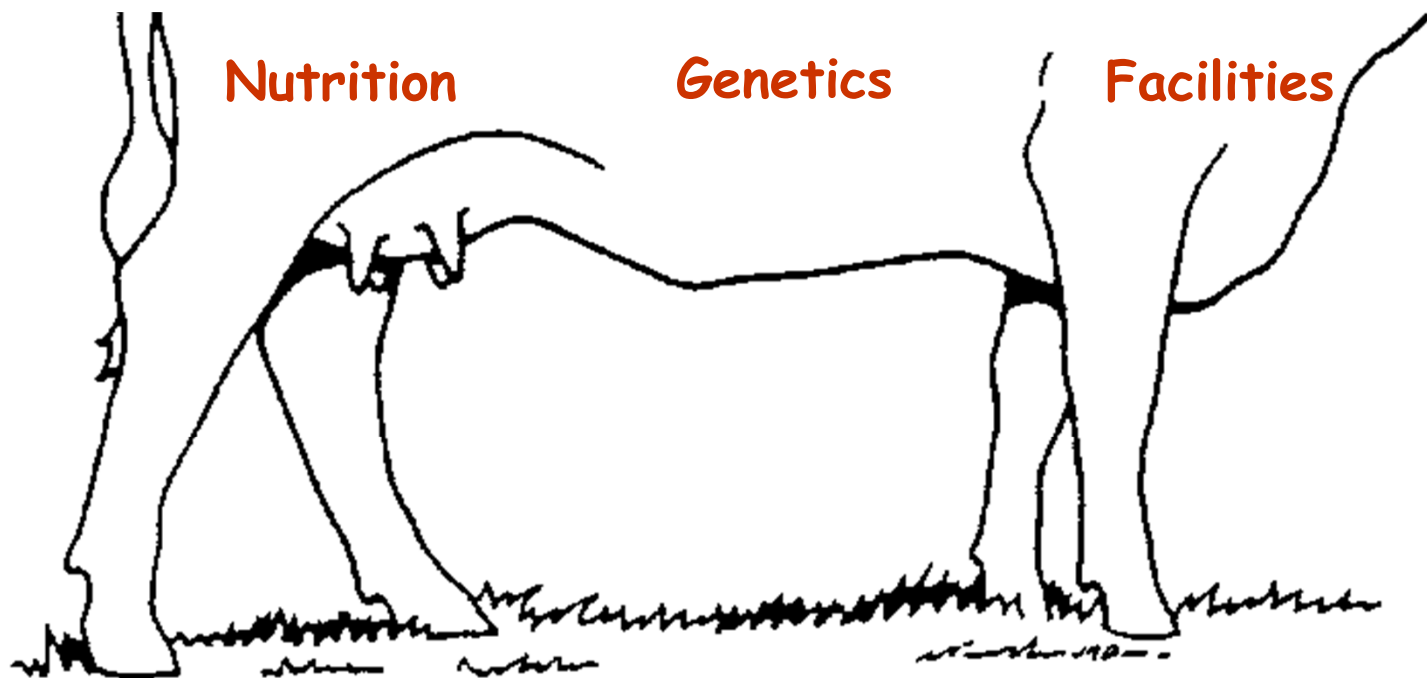
Building the Foundation



Building the Foundation



Building the Foundation





Animal Science

Info Series: AS-B 306

The University of Tennessee

Agricultural Extension Service

Considerations When Selecting a Commercial Squeeze Chute

<http://animalscience.ag.utk.edu/beef/pdf/ConsiderationsWhenSelectingaCommercialSqueezeChute-CDL-ASB306.pdf>

Clyde Lane, Jr.
Professor - Animal Science
University of Tennessee

Animal Science

Info Series: AS-B 211

The University of Tennessee

Agricultural Extension Service

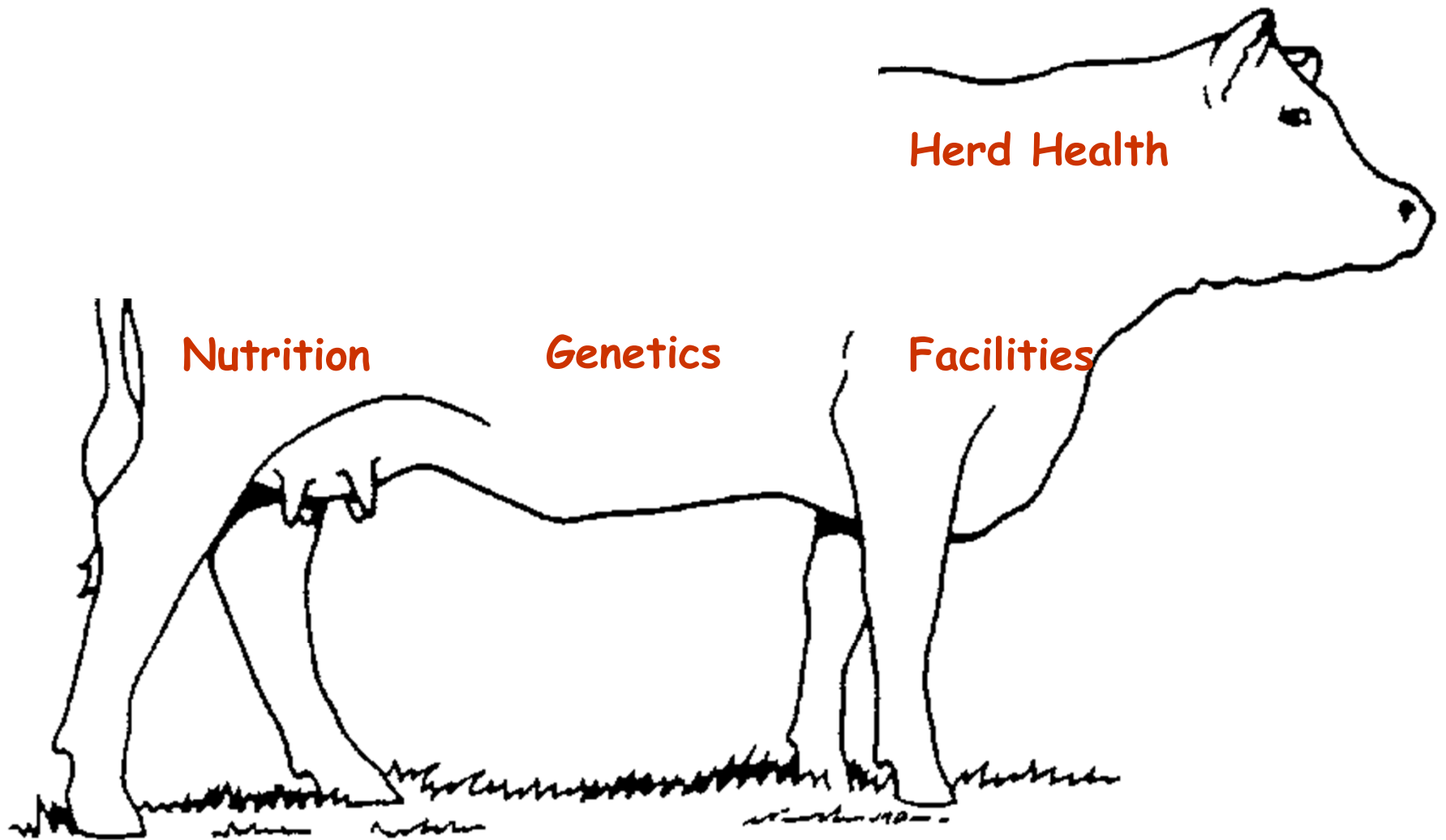
Constructing a Beef Cattle Handling Facility

<http://animalscience.ag.utk.edu/beef/pdf/Facility%20dimensions%20-%20shirt%20pocket.PDF>

Clyde Lane, Jr. and Warren Gill

Professors - Animal Science

University of Tennessee



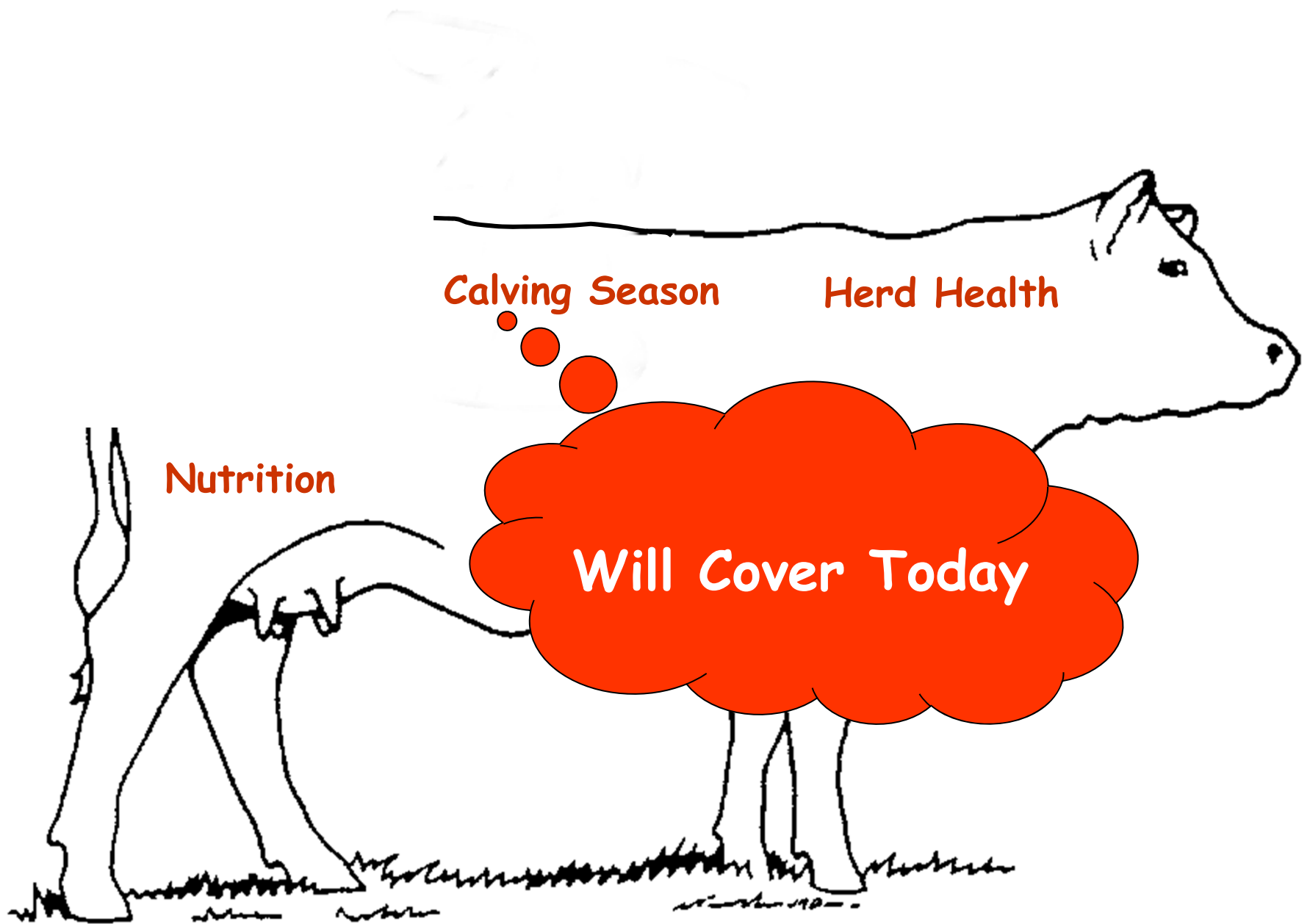
Management and Health Calendar for Spring Calving Commercial Beef Herd

Fred M. Hopkins and F. Neal Schrick
The University of Tennessee

January 1 Begin heifer calving season
Tag calves at birth
Castrate and implant male calves at birth
Dip navel with disinfectant at birth
Dehorn calves at birth
Begin feeding high magnesium mineral

January 22 Begin calving cows

<http://animalscience.ag.utk.edu/beef/pdf/ManagementandHealthCalendarforSpringCalving-FMH-FNS.pdf>



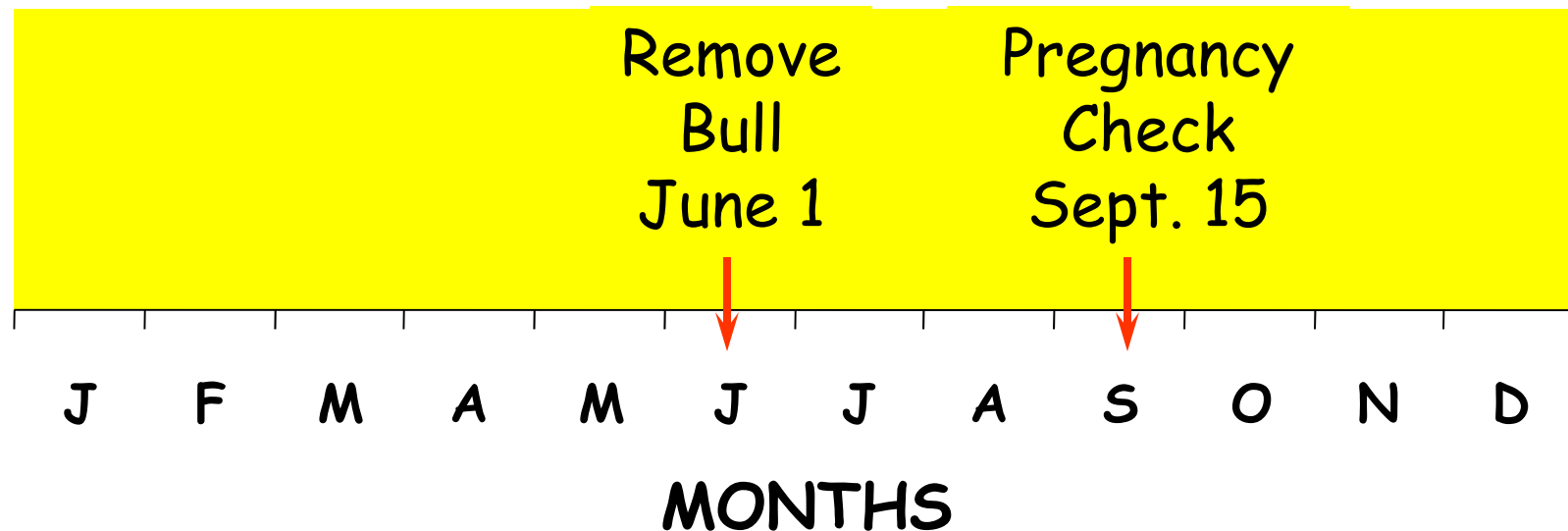
Where do I start?

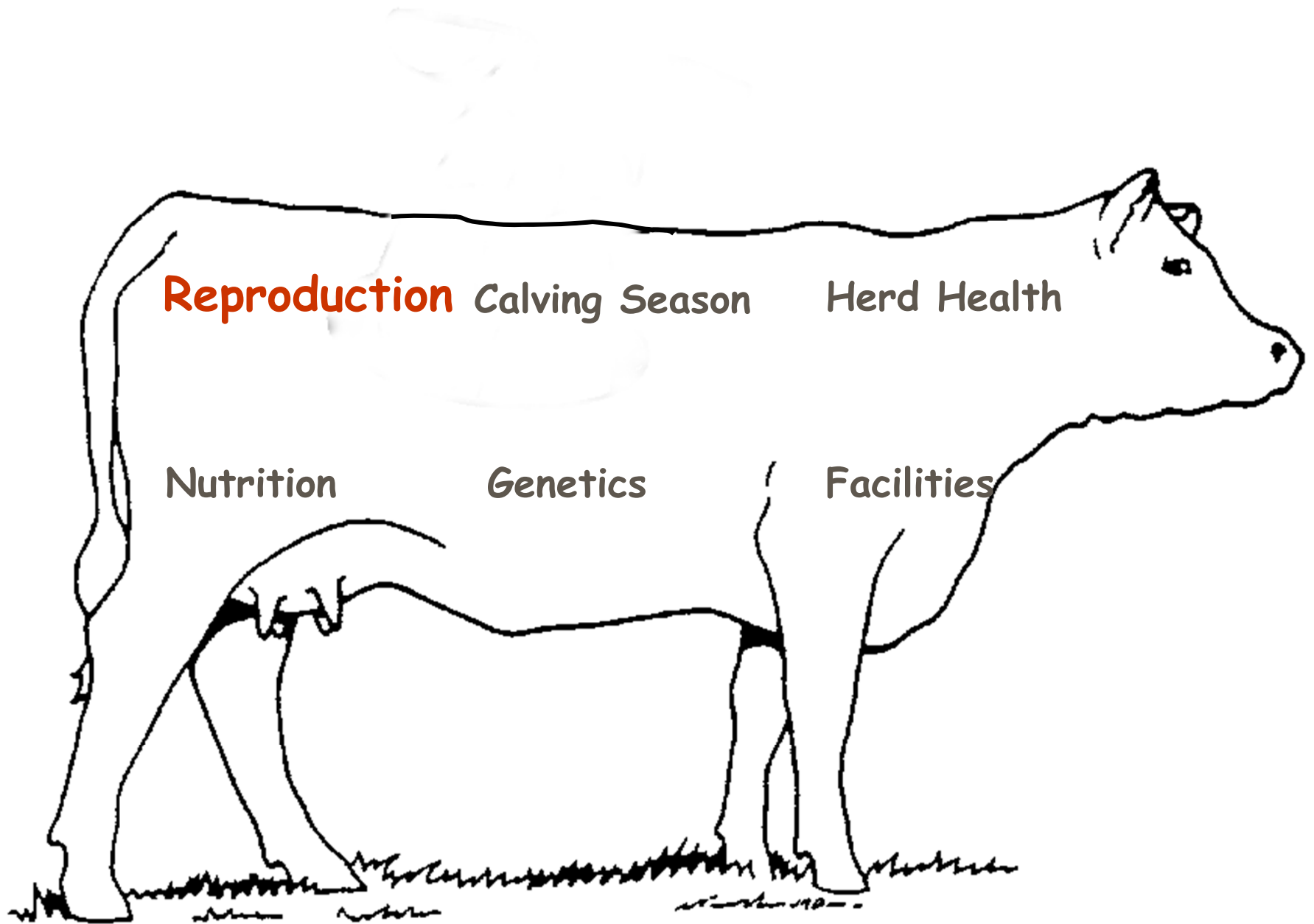
Changing From Year Round Calving to January, February, March

Year One

 Cows Calving

Calving Year Round





Reproduction

Calving Season

Herd Health

Nutrition

Genetics

Facilities

MANAGEMENT



Are You Prepared?



- Defined Calving Season?
- Known genetics?
- Records?
- Herd Health Plan?
- Knowledge/ Source verification?

All traits of most feeder calf sales

How can WE get to a 90-
day Calving Season?



Pros, Cons and "How To" of
Defined Calving Seasons

Why a Defined Calving Period?



- ✓ Uniformity in age (size?)
- ✓ Improve Marketing Potential
- ✓ Reduce "Year-a-Round" Labor!
- ✓ Aid in Herd Health Management
- ✓ Nutritional Management (Pastures)
- ✓ Did I say increase \$\$\$?

Percent Of Calves Born By Month In United States And Southeast

MONTHS	PERCENT OF CALVES	
	UNITED STATES	SOUTHEAST
JAN	7.1 %	12.7 %
FEB	15.2	17.2
MAR	27.2	20.0
APR	21.5	13.0
MAY	7.6	5.9
JUN	2.3	3.2
JUL	1.4	1.8
AUG	1.6	2.0
SEP	3.7	4.8
OCT	4.5	6.8
NOV	4.2	6.7
DEC	3.7	5.9
NAHMS		

Calving Distribution of Tennessee Cow-calf Herds

MONTHS	PERCENT OF CALVES BORN
JAN, FEB, MAR	38.1%
APR, MAY, JUN	8.4
JUL, AUG, SEP	2.8
OCT, NOV, DEC	21.1

NEEL, 1996. TENNESSEE BEEF COW-CALF SURVEY,
AGRICULTURAL EXTENSION SERVICE, THE UNIVERSITY OF
TENNESSEE

Most Common Factors Used To Determine Calving Season

FACTORS	PERCENT
WEATHER	39.4%
TRADITION	29.7
FORAGE AVAILABILTY	9.3
MARKET CYCLE	5.7
INCREASING WEANING WT.	5.3
TIMING OF HERD	4.5
MOVEMENT	3.8
LABOR AVAILABILITY	2.3

Why Is A Definite Calving Season Not Followed By Producers?

1. "It is too much trouble."
2. "Too hard to keep bull out of herd."
3. "I can breed more cows to a bull."

Why Is A Definite Calving Season Not Followed By Producers?

4. Producers fear they will miss some calves if they go to a controlled calving season.
5. Don't want to cull cows that would be "open."
6. They want to have calves for sale year-round.



Why Is A Definite Calving Season Not Followed By Producers?

1. "It is too much trouble."

2. "Too hard to keep bull out of herd."

3. "I can breed more cows to a bull."



Where do I start?

✓ The BULL (where do I put him?)

✓ Marketing Date

❖ One or Two or Three or ???

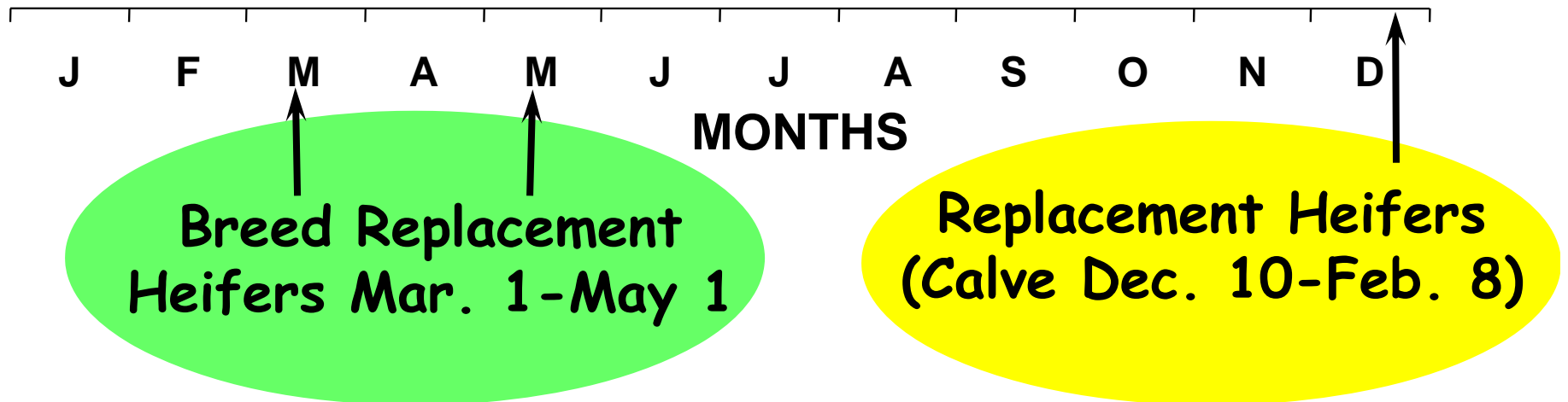
✓ Commit to Culling

❖ Pregnancy Check (facilities)

✓ Replacement Heifers

Changing From Year Round Calving to January, February, March - Heifers

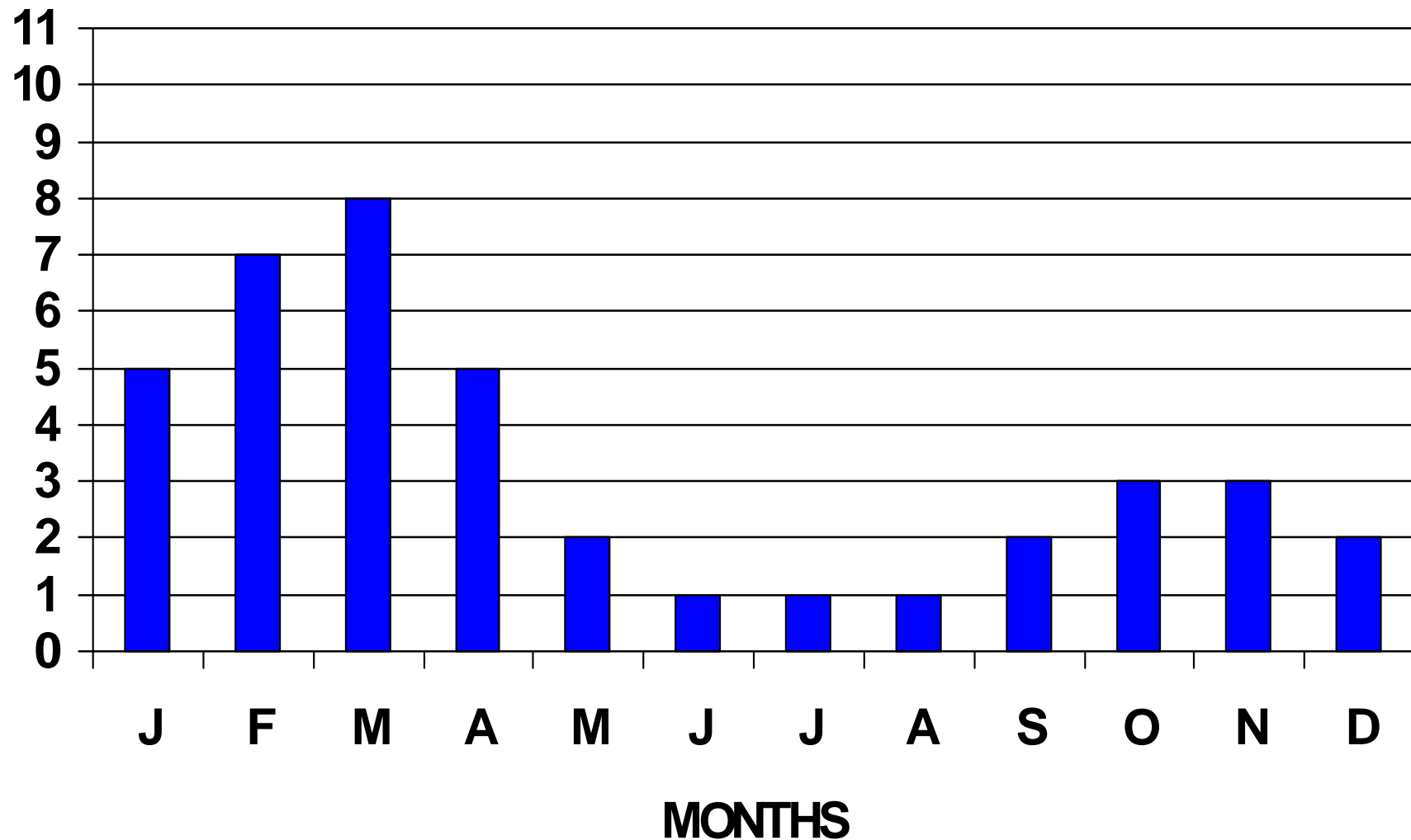
 Calving



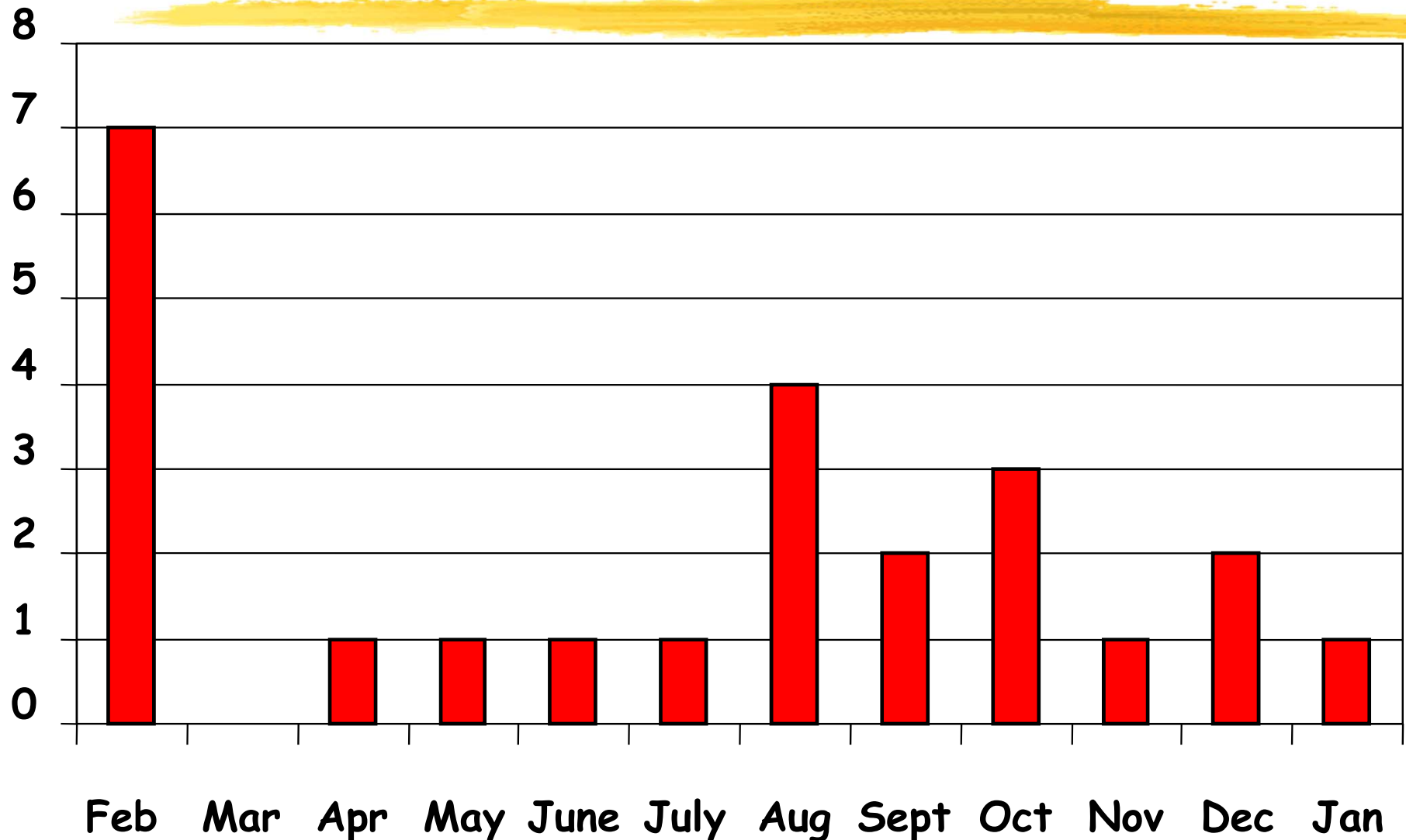
Changing From Year Round Calving to January, February, March - Cows



Distribution of Calving of a 40-cow Herd



Distribution of Calving of a 25-cow Herd



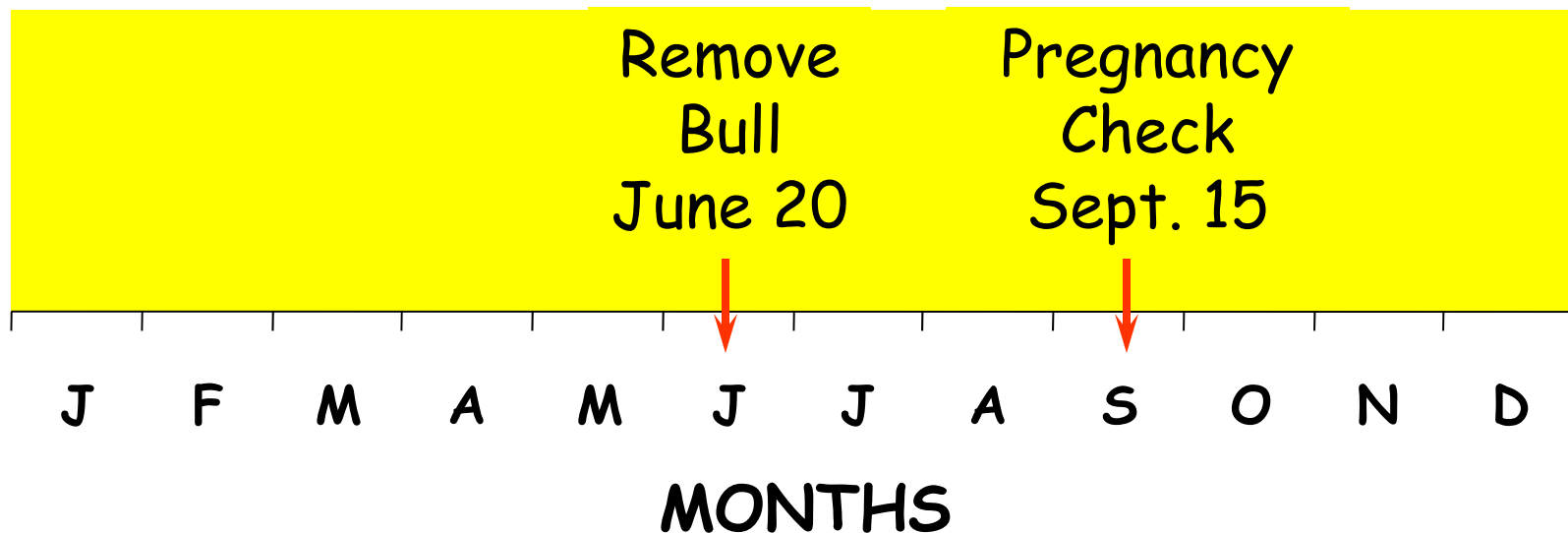
Where do I start?

Changing From Year Round Calving to January, February, March

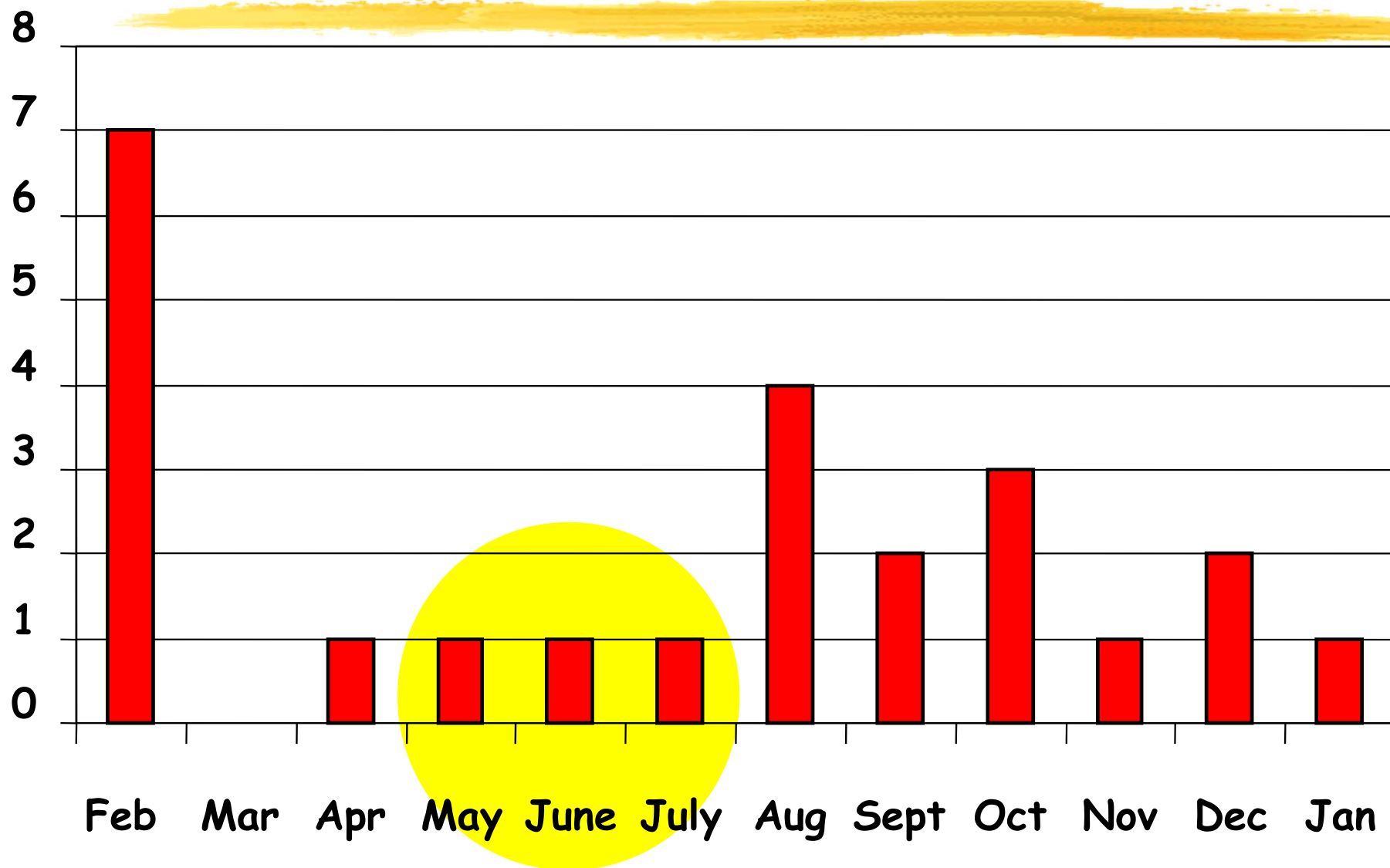
Year One

 Cows Calving

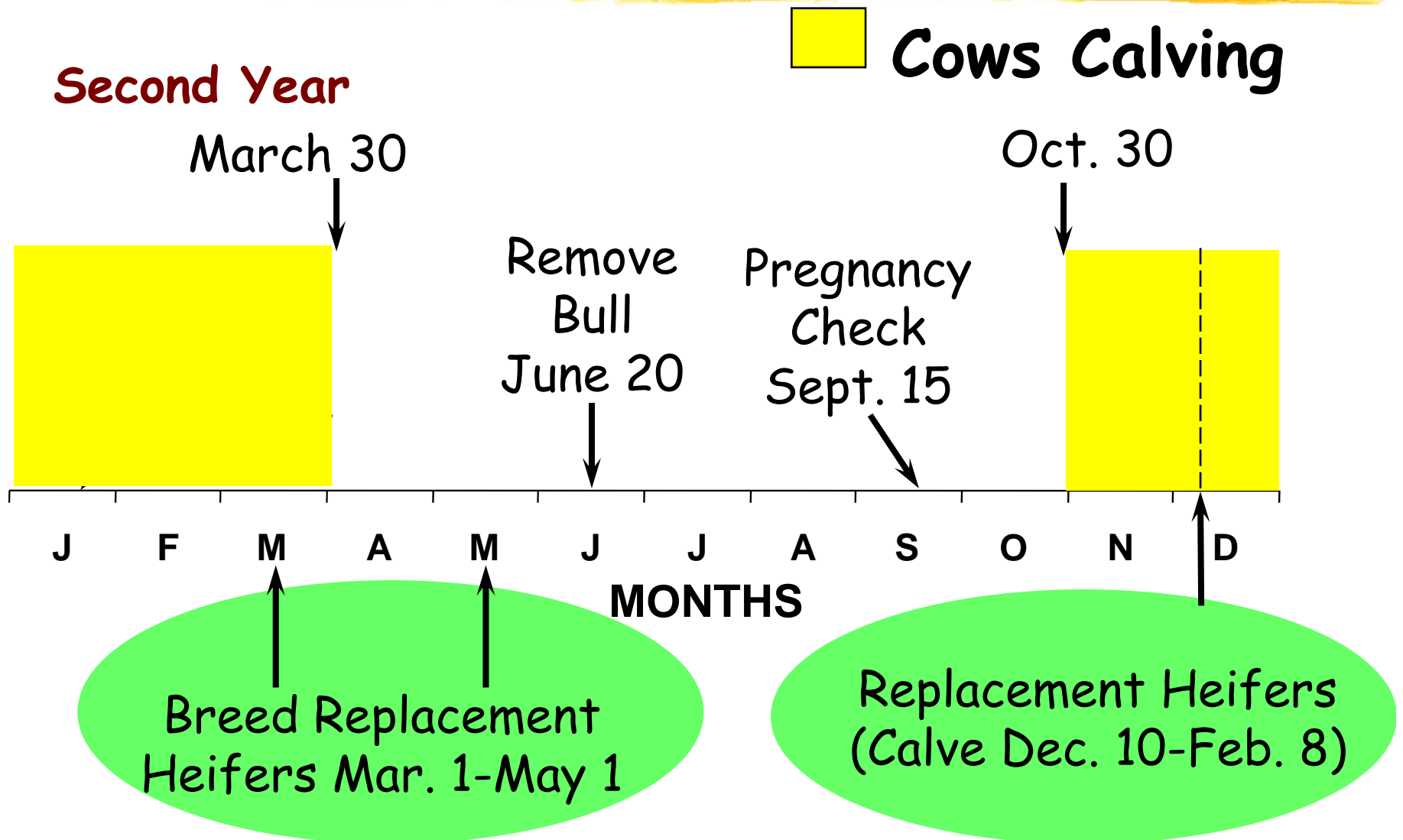
Calving Year Round



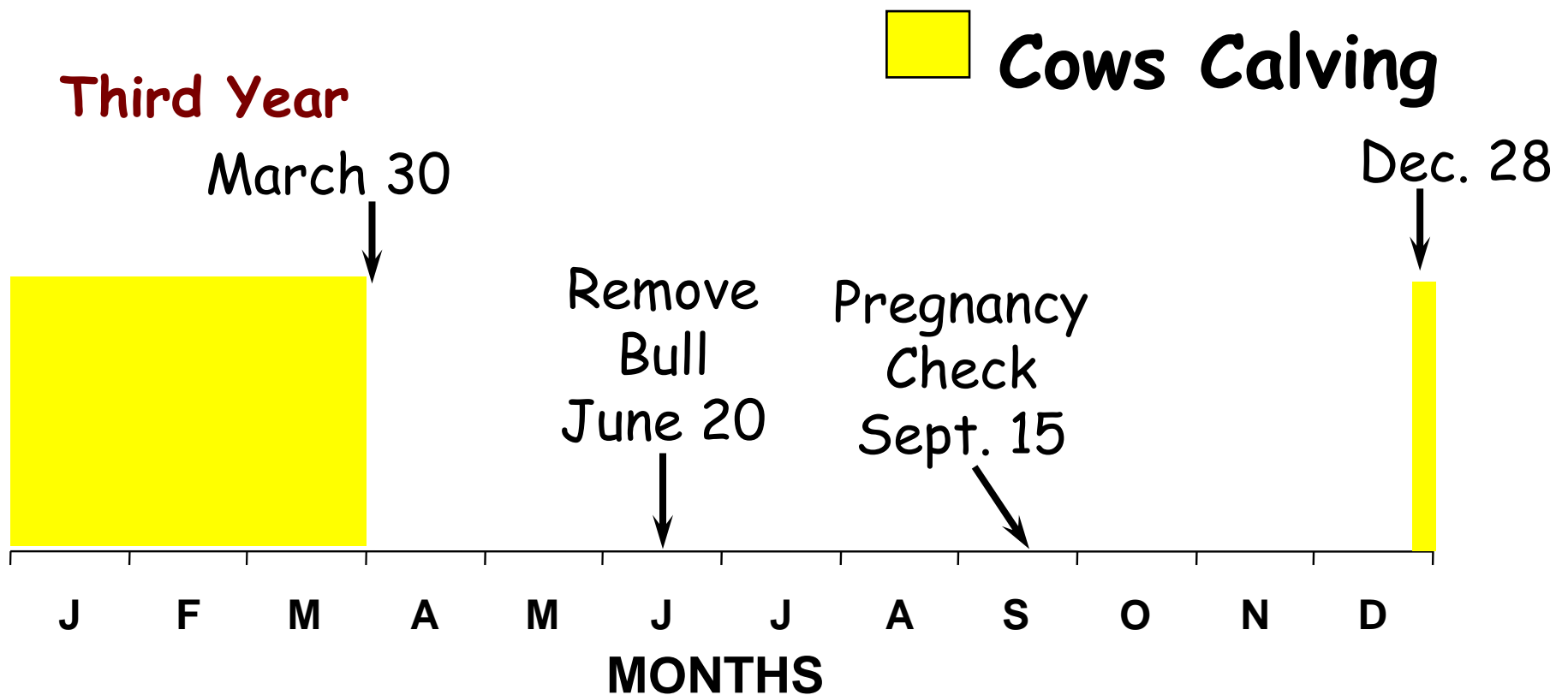
Distribution of Calving of a 25-cow Herd



Changing From Year Round Calving to January, February, March



Changing From Year Round Calving to January, February, March



Changing From Year Round Calving to January, February, March

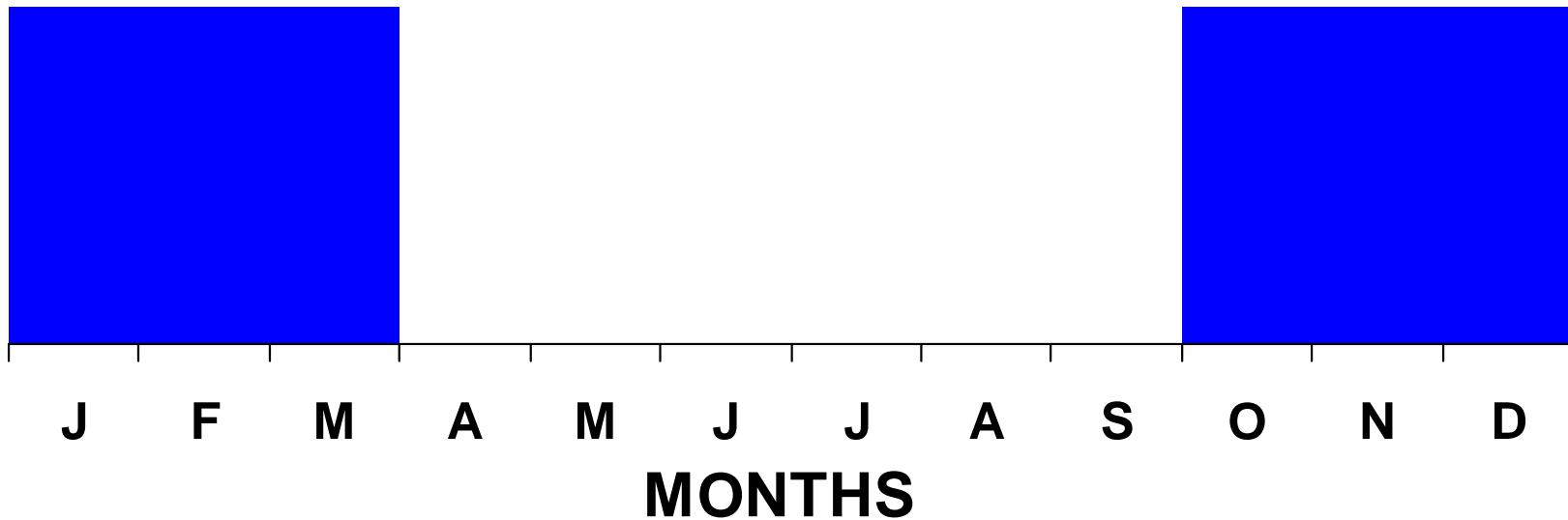


WHAT HAPPENS IF YOU MOVE TOO QUICK!

WHICH CALVING SEASON?

SPRING CALVING
SEASON

FALL
CALVING SEASON



Why a Defined Calving Period?



- ✓ Uniformity in age (size?)
- ✓ Improve Marketing Potential
- ✓ Reduce "Year-a-Round" Labor!
- ✓ Aid in Herd Health Management
- ✓ Nutritional Management (Pastures)
- ✓ Did I say increase \$\$\$?

Where do I start?

✓ The BULL (where do I put him?)

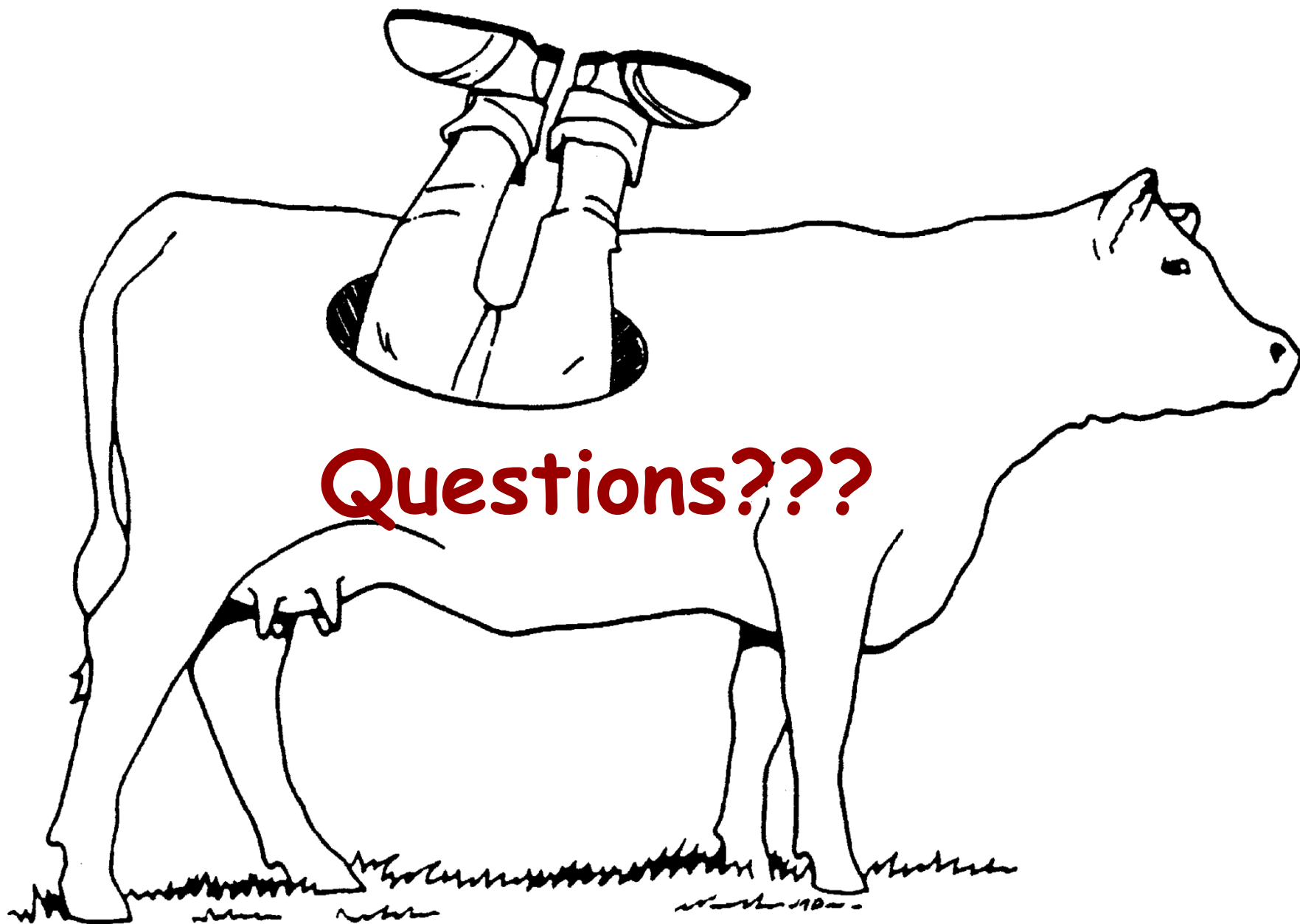
✓ Marketing Date

❖ One or Two or Three or ???

✓ Commit to Culling

❖ Pregnancy Check (facilities)

✓ Replacement Heifers



Questions???