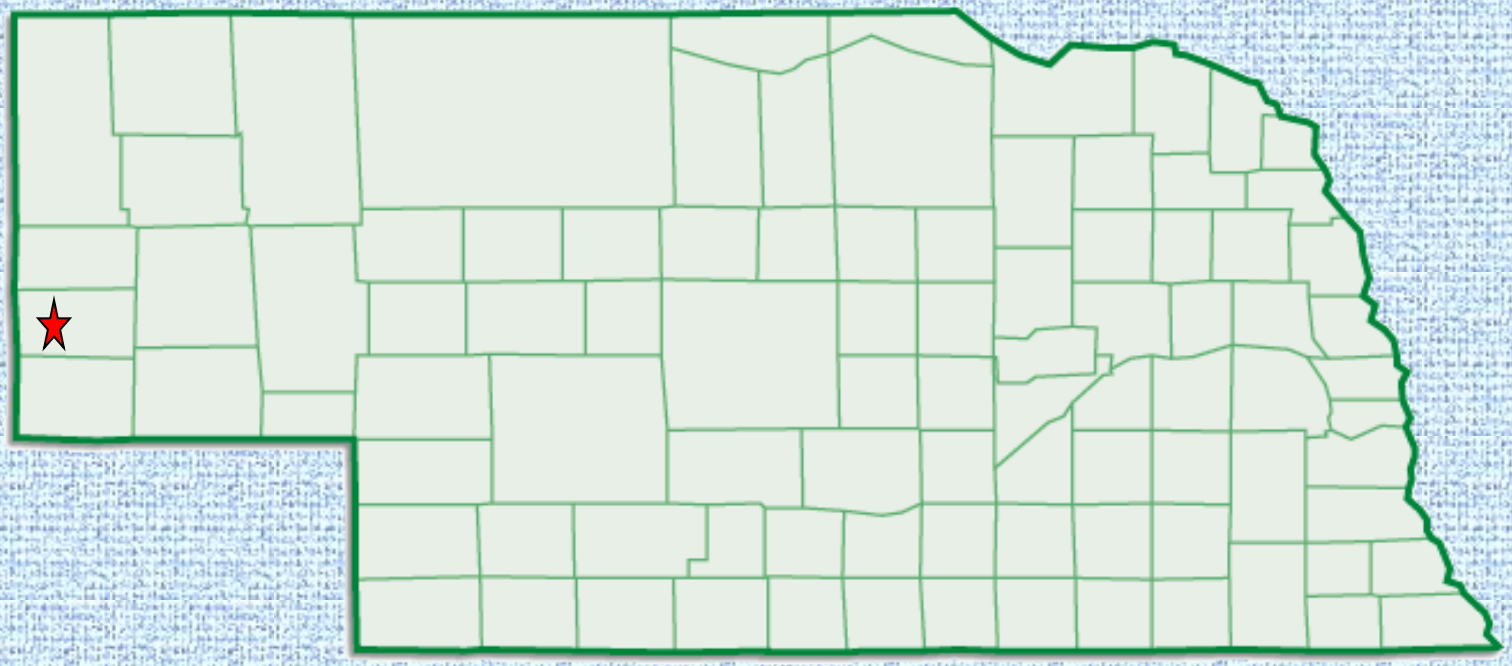
OLSEN RANCHES, INC.

American SHORTHORN ASSOCIATION
Performance with Purpose
est. 1872

Olsen Ranches, Inc.

Banner County, NE



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Overview

- Description of our operation
- Data Collection and Research
- Impact of Data-Driven Decisions on Commercial Cow/Calf Production


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spray paint

Data Collection and Research

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American Hereford Association's National Reference Sire Program

- Bulls nominated by members
- 60 straws of semen from each bull randomly used to inseminate our commercial cows
- Reference sire
- Large contemporary groups
- Birth, weaning, yearling, carcass, and intake data
- Calving rate and udder scores for dams

by *Shane Bedwell*, chief operating officer and director of breed improvement
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NRSP Data Release from Olsen Ranch

Below are the National Reference Sire Program (NRSP) results from 2015-born calves at Olsen Ranch in Harrisburg, Neb. Because of partnerships between the American Hereford Association (AHA) and various test herds like Olsen's, breeders can make better-informed selection decisions relative to traits of interest.

Ultimately the Association's goal is to identify young sires that can positively affect the marketplace and give seedstock and commercial breeders alike proof that Hereford genetics are profitable. Likewise, proven sires are evaluated in this test to further validate their values and to give the young sires comparison with the Hereford population.

2015 Olsen Ranch results

Printed in Table 3 on Page 9 are the expected progeny differences (EPDs) for sires used, along with the phenotypes of progeny evaluated in the test. Also listed, in Table 1, are intake and gain data for the test cattle, along with calculated feed conversion results. The adjusted F:G (feed-to-gain) ratio takes into account body weight.

The EPD profiles of the sires used reflect the phenotypes of progeny from the Olsen test and are from the most recent Pan-American Cattle Evaluation (PACE) released Jan. 15, 2017.

In summary, in Table 2, of the 248 evaluated on test, 95% of the cattle graded Choice or better and had an average yield grade of 3.8. Even more impressive is that 65% of the cattle graded in the upper two-thirds of Choice. On average, test cattle consumed 25.9 lb. per day on a dry matter basis, gained 5.3 lb. per day and converted at 4.9:1.

These results show proof Hereford genetics can work in all segments of the industry. Of the 16 sires represented, 12 rank in the top 20% of the breed for both Certified Hereford Beef Index (CHB$) and Baldy Maternal Index (BMI$), concluding that sires like these can produce the desired replacement females and profitable feeder cattle, alike.

For those breeders interested in participating in the NRSP, please refer to the nomination form on Page 9 or visit *Hereford.org/NRSP*. Nominations are due March 1. HW

Table 1: 2015 Olsen feed efficiency

Sire name	Reg. no.	Avg. DMI	Rank	ADG	Rank	F:G	Rank	Adj. F:G	Rank
/S WASHITA RED 211232	43351852	23.5	1	5.38	5	4.40	1	4.39	1
CB R294 4Y BENEFICIAL 304A	43417595	25.9	7	5.27	11	4.92	7	4.84	6
EFBEEF N093 PROFICIENT 2058	43286295	26.9	15	5.22	13	5.18	16	5.11	12
FTF PRIME PRODUCT 226Z	43289496	24.9	3	5.42	3	4.59	2	4.51	2
GENOA FOREMOST 1 21 80	43349446	27.8	16	5.42	4	5.13	15	4.90	7
GERBER ANODYNE 001A	43408924	25.7	6	5.55	1	4.65	4	4.60	3
CSU RAM DOMINATOR 4203	42531422	26.5	10	5.37	6	4.94	9	4.92	8
K&B SENTINEL 0042X	43110745	23.6	2	5.14	15	4.64	3	4.79	4
KB L1 DOMINO 665	42674365	26.6	12	5.36	7	4.97	10	5.21	14
LJS MARK DOMINO 1321	43394744	26.7	14	5.34	8	5.03	12	5.20	13
OR 3575 HUSKER N151 ET	43268575	26.6	13	5.26	12	5.07	13	5.35	16
OR 3575 HUSKER N162 ET	43268578	26.6	11	5.44	2	4.93	8	4.80	5
BOYD BIG RED 2024	43273702	26.3	9	5.28	10	4.99	11	4.96	10
SHF ARROW P20 A267	43414821	25.1	4	5.15	14	4.89	5	4.99	11
SHF ALL AMERICAN LG A70	43379421	25.7	5	5.06	16	5.08	14	5.25	15
TFL X651 TESTED A003	43361464	26.0	8	5.31	9	4.91	6	4.93	9

Table 2: 2015-born steer calves at Olsen Ranch

Sire name	No. progeny	BW ratio	WW ratio	YW ratio	No. harvested	HCW	HCW ratio	%Ch or Pr	Marb score	Marb ratio	REA	REA ratio	Fat	Fat ratio	CYG	CYG ratio
/S WASHITA RED 211232	37	104	98	98	12	803	101.3%	92%	SM 90	95.0%	11.02	92.4%	0.66	101.5%	4.18	109.2%
CB R294 4Y BENEFICIAL 304A	21	100	105	105	5	791	99.9%	100%	MT 10	99.0%	12.24	102.7%	0.69	105.3%	3.81	99.4%
EFBEEF N093 PROFICIENT 2058	42	100	98	100	15	788	99.4%	93%	MT 20	101.6%	12.48	104.7%	0.70	106.6%	3.74	97.7%
FTF PRIME PRODUCT 226Z	40	100	104	102	15	812	102.4%	100%	MT 30	102.4%	11.69	98.1%	0.63	96.8%	3.92	102.4%
GENOA FOREMOST 1 21 80	34	94	98	100	9	828	104.5%	100%	MD 30	121.9%	12.07	101.3%	0.69	106.5%	4.02	105.0%
GERBER ANODYNE 001A	49	97	101	102	22	810	102.3%	100%	MT 30	103.1%	12.27	102.9%	0.61	93.8%	3.68	96.2%
CSU RAM DOMINATOR 4203	1	106	98	98	1	765	96.5%	100%	SM 10	79.6%	11.14	93.5%	0.50	76.6%	3.59	93.8%
K&B SENTINEL 0042X	33	104	98	100	12	769	99.6%	83%	SM 40	85.9%	12.04	101.0%	0.63	96.2%	3.72	97.0%
KB L1 DOMINO 665	34	102	98	97	13	780	98.4%	100%	SM 80	92.7%	12.07	101.3%	0.60	92.2%	3.69	94.1%
LJS MARK DOMINO 1321	42	97	101	101	9	794	100.1%	100%	MT 50	107.0%	11.97	100.4%	0.63	95.9%	3.75	98.0%
OR 3575 HUSKER N151 ET	17	94	99	97	3	793	100.1%	100%	MT 30	102.9%	12.28	103.0%	0.77	117.3%	4.00	104.4%
OR 3575 HUSKER N162 ET	28	102	99	100	20	829	104.6%	100%	MT 70	109.6%	12.46	104.5%	0.78	119.3%	4.11	107.3%
BOYD BIG RED 2024	28	100	103	101	10	792	100.0%	80%	SM 60	89.1%	12.06	101.2%	0.58	88.3%	3.59	93.8%
SHF ARROW P20 A267	42	98	96	96	15	753	95.0%	80%	SM 70	91.1%	11.62	97.5%	0.60	92.7%	3.65	95.4%
SHF ALL AMERICAN LG A70	39	105	100	99	19	758	95.7%	89%	MT 10	99.0%	11.31	94.9%	0.64	97.9%	3.86	100.8%
TFL X651 TESTED A003	39	103	102	101	20	777	98.1%	95%	MT 20	101.1%	11.65	97.8%	0.66	101.0%	3.87	101.1%

American Hereford Association National Reference Sire Program

Responsibilities of Test Herd:

- Select from nominated bulls
- Contact bull owner for semen shipping instructions
- Breed 55-60 cows at a random mating across genotypes
- Breed 30 cows to one reference sire that has been tested in previous years (at the cost of the test herd, semen and shipping at a commercial rate)
- Provide complete data on National Reference Sire Program (NRSP) forms
- Breeding data: Cow ID, specific breed makeup (based on percent), age of cow at breeding time, date bred and sire used
- Birth data: Calf ID, date of birth, weight and calving ease score
- Weaning data: Calf ID, date weaned and weight
- Interim data: Calf ID, date, weight
- Carcass data: Calf ID, carcass weight, marbling score, fat thickness, ribeye area, internal fat and yield grade
- Test herd must provide at least 55% conception rate
- Test herd must retain ownership or partnership at 50% or greater on cattle until they have been harvested

Test Herd Cost:

- All costs will be covered by test herd
- Test herd will pay for the reference sire semen for the 30 cows, and shipping semen will be priced at a commercial rate, data collection will be paid by test herd on all cattle

Responsibilities of Bull Owner:

- Nominate bulls for test sire
- Nominate bulls to American Hereford Association (AHA) by **March 1, 2017**
- **Furnish 75 straws of semen** and pay shipping cost to test herds
- Pay fees as required

Bull Owner Cost:

- Semen and shipment of semen
- Pay the test herd fee per bull tested when semen is shipped — contact Shane Bedwell for details

Responsibilities of AHA:

- Receive data and report all data back to bull owner and to test herd

AHA Cost:

There will be no cost to the test herd or the bull owner for the data reporting done by the AHA

Benefits of Test Sires:

- Obtaining high accuracy carcass EPDs (expected progeny differences)
- Obtaining performance data compared to other sires tested in herd contemporaries
- Opportunity to market semen as a NRSP reference sire, after nominated and selected
- Opportunity to test sires next to the top Hereford genetics in the breed HW


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19
20
GrowSafe
SYSTEMS
www.growsafe.com

Data Statistics

- AHA National Reference Sire Program
  - Over 230 sires tested
  - Over 11,000 progeny with data
- Olsen Steers tested in GrowSafe facility
  - 85 sires
  - 2000 steer progeny

Impact of Data-Driven Decisions on Commercial Cow/Calf Production

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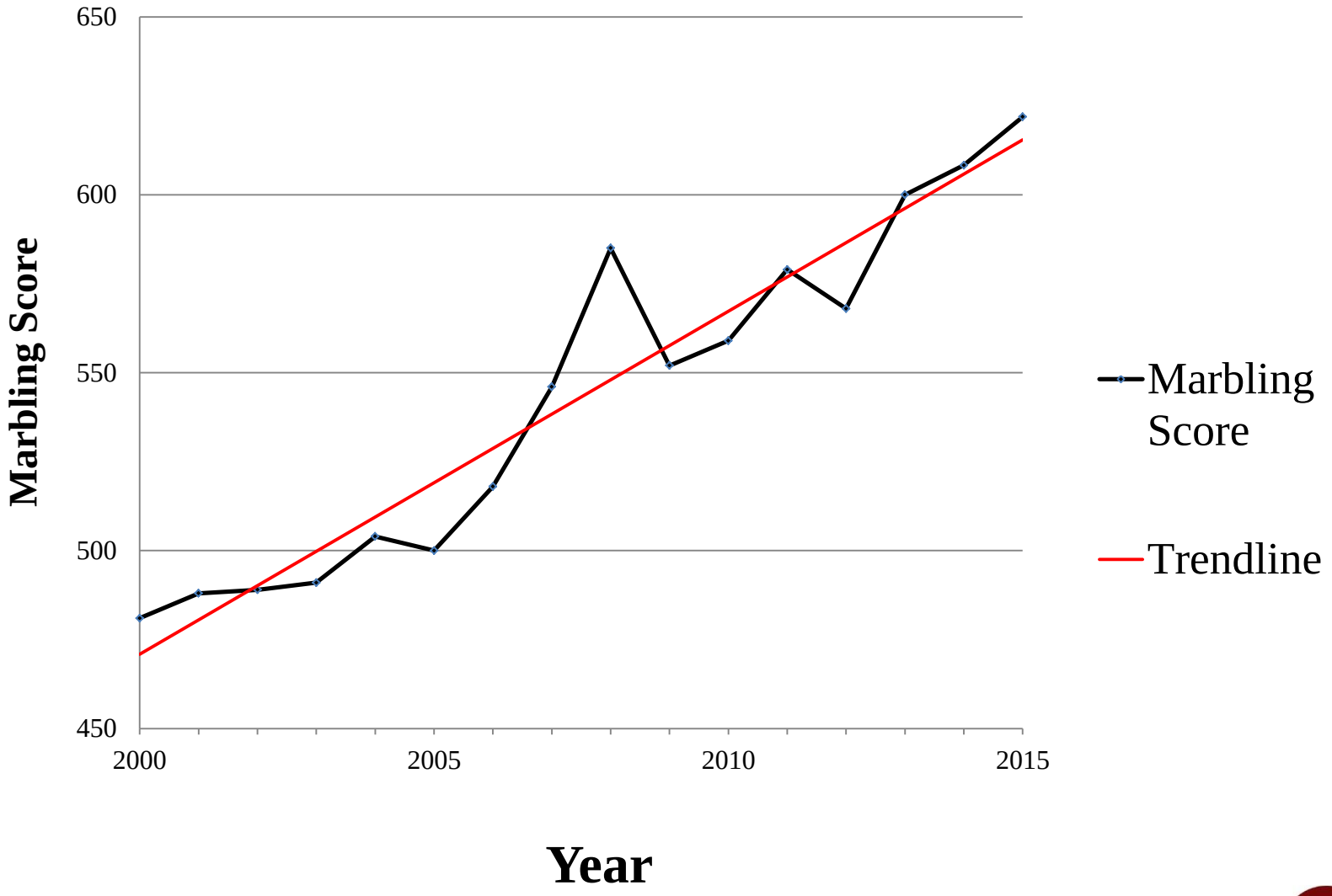
Olsen AI Sired Hereford Steers

Marbling Score

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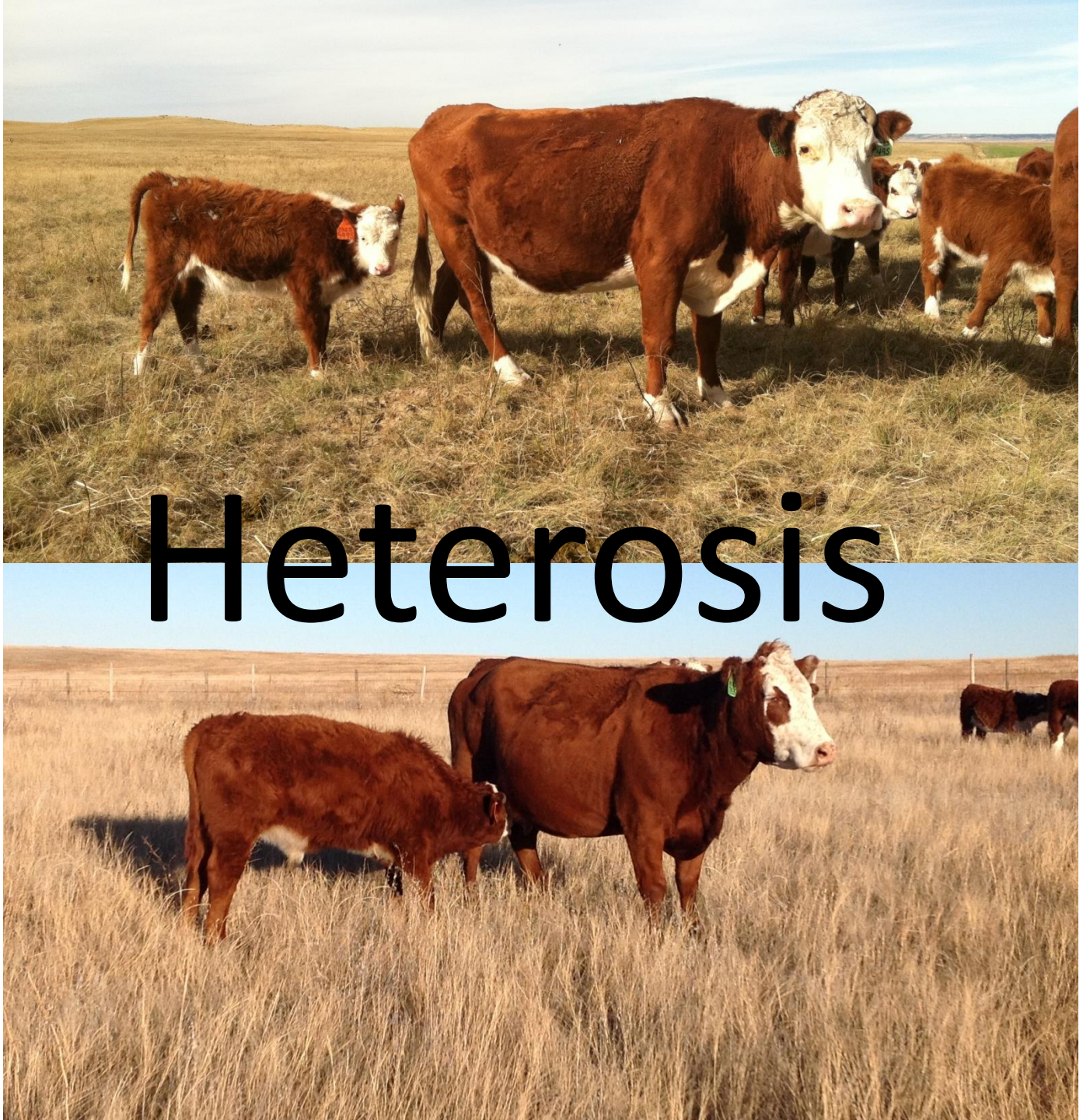

Heterosis

Cow Requirements

- A cow must convert the forage resource she is given to a high value calf.


225P
U446

Cow Requirements

- Must grow enough early to get pregnant early for her first calf
- Low rates of dystocia
- Rebreed annually for multiple years
- Produce pounds of a marketable calf
  - Minimal sickness
  - Efficient growing calf
  - High quality beef product at harvest

Commercial Sector Management

- Match genetics to your goals and resources
- More Growth equals ?
  - Breed trends versus Feedlot or Commercial cow/calf performance
- More Milk equals ?
  - Weaning rate
  - Breed trends
- More Muscle equals ?

Commercial Sector Demands

- Performance oriented cattle that fit the commercial sector's resources
- Acceptable EPD range for birth and growth traits
- Problem free
- Functional and adaptable to resources
  - Rocks, fescue, short grass, or heat

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