

# “Making Shorthorns Great Again”

“Making Shorthorns Great Again”





**MAKE SHORTHORN**  
**GREAT AGAIN**

“Making Shorthorns Great Again”



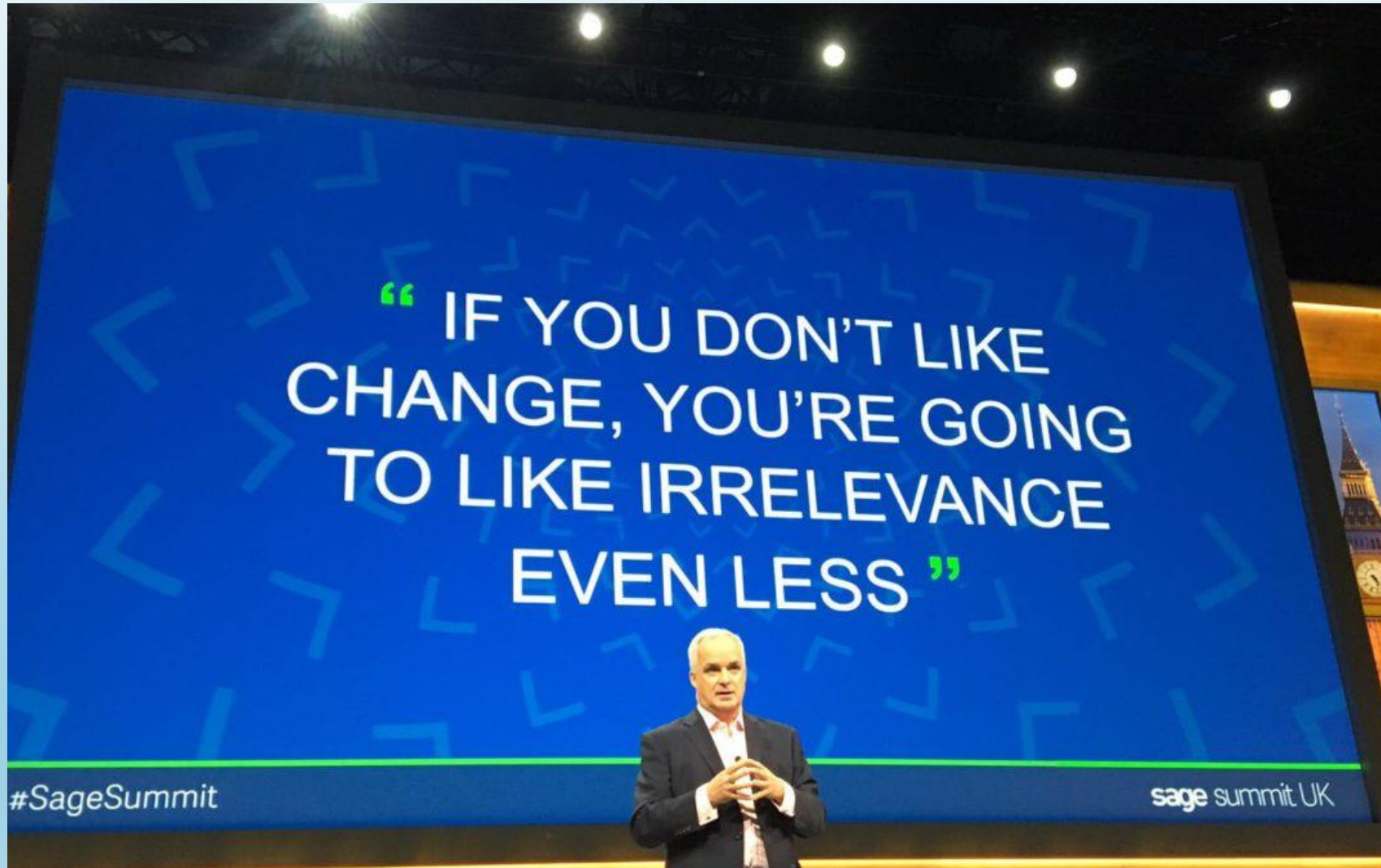
$$2 + 2 = 5$$



# The Power of Heterosis

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# Changes in Selection Technologies



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# Changes in Selection Technologies

## The Challenge of Change

**"When written in Chinese the word crisis is composed of two characters. One represents danger, and the other represents opportunity."**

- John F. Kennedy

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# Selection Indexes

- Important tool for genetic improvement
- Used increasingly by our competitors
- Used exclusively by competing proteins
- Trait weighting must match the economics of the industry

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# Selection Indexes

- \$Calving Ease
- \$British Maternal Index
- \$Feedlot
- \$Fescue

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# Feed Efficiency

- Cost of Production is always important
- Moderately Heritable ( $0.39 \pm 0.09$ )
- Many Ways to Analyze
  - Intake
  - RFI
  - RADG
  - F/G

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# Successful Selection

- Understanding the best methods in selecting Economically important traits
- Some subjectively measured traits can be incorporated into a sire summary
  - Examples
    - Foot Scores Australian Angus
    - Teat and Udder Scores American Hereford

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# Opportunities to Commercial Cattle Industry

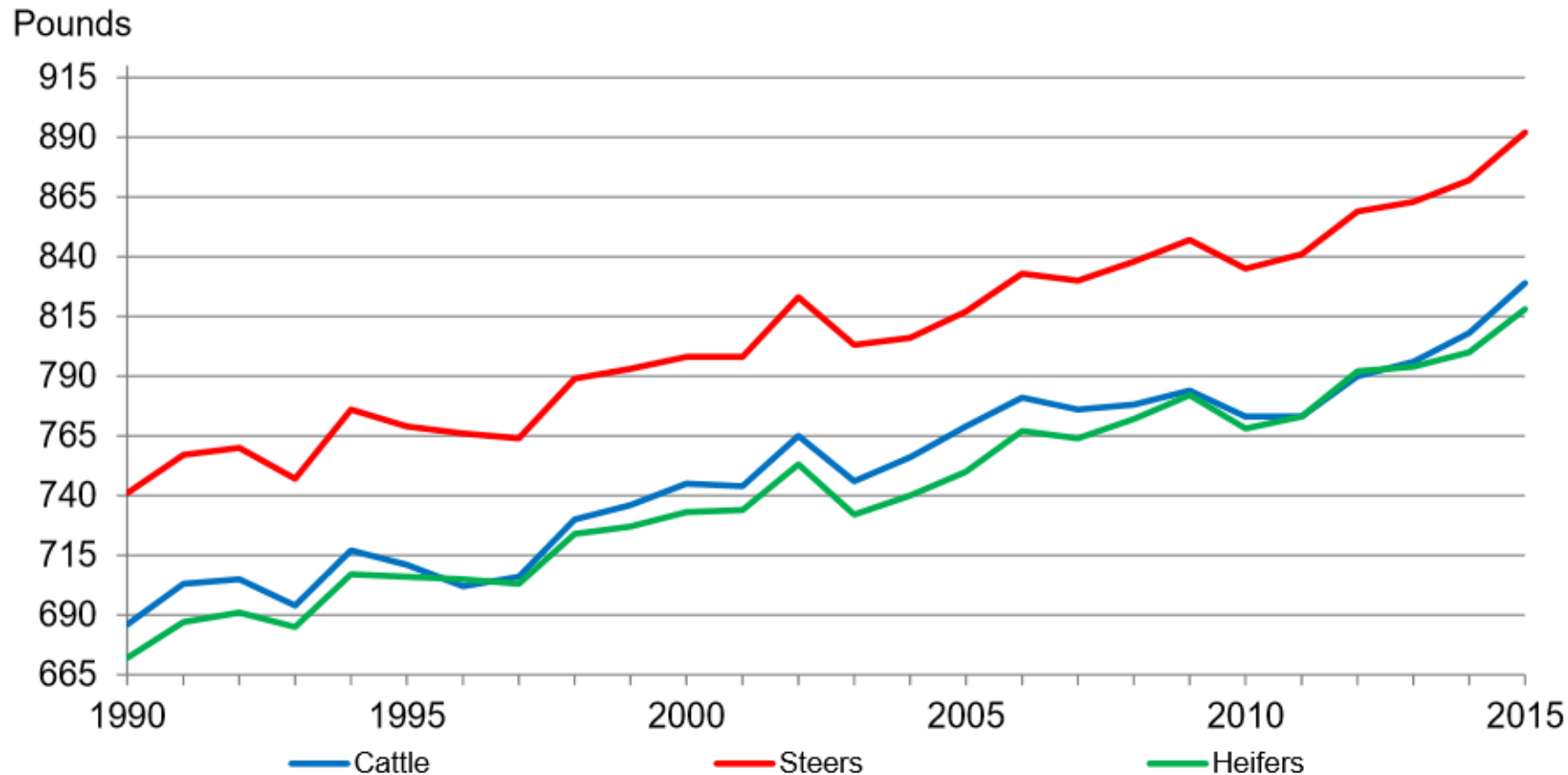
- Breed Complementarity and Heterosis
- Data Collection is a key
- Economics Drive the System
- Must use available technologies

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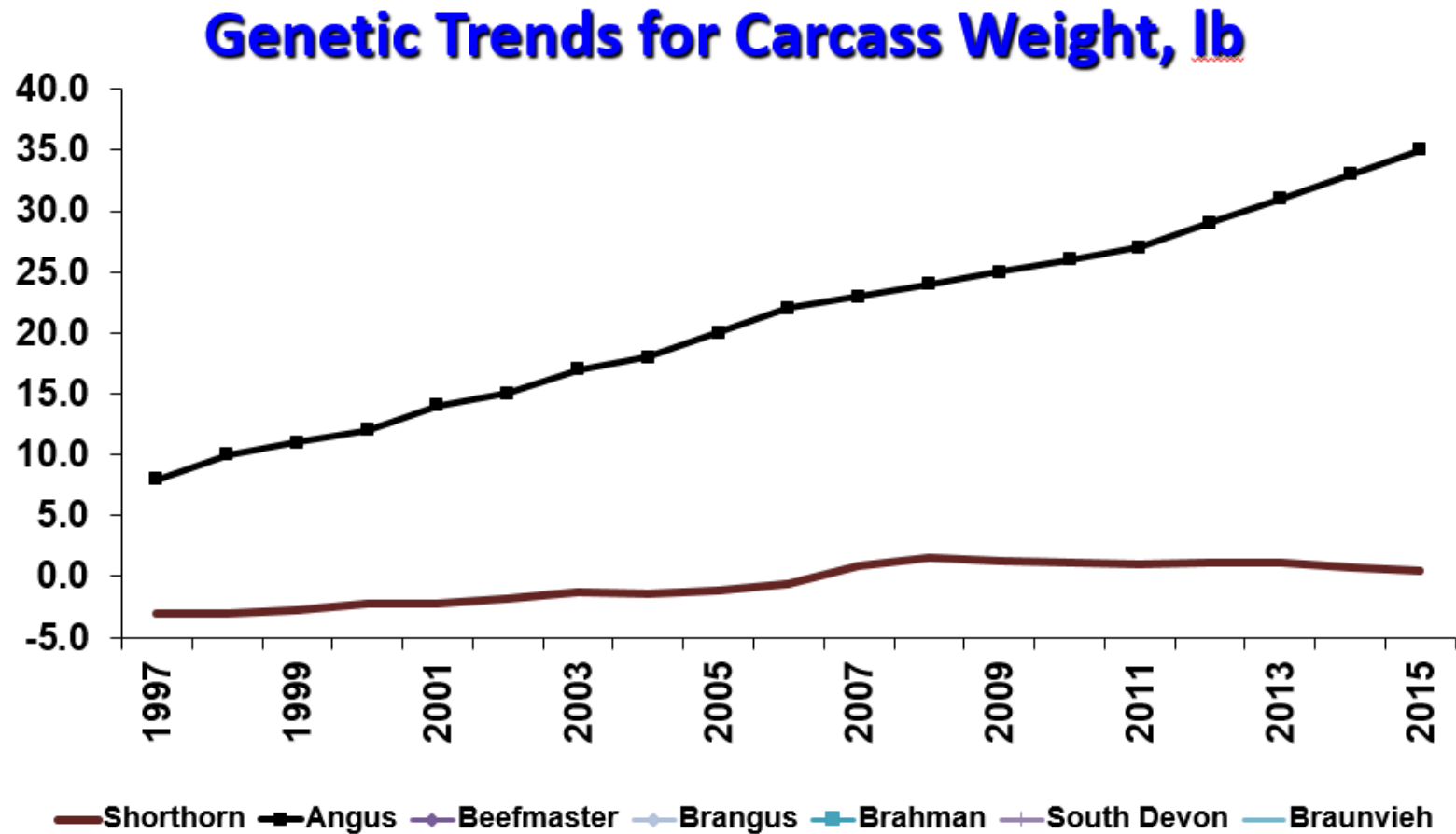


# Macro Economics

## Cattle, Federally Inspected Slaughter Average Dressed Weight – United States



# Pounds Matter



Adapted from Spring 2017 Genetic Trends from Breed Associations and 2017 AB-EPD factors



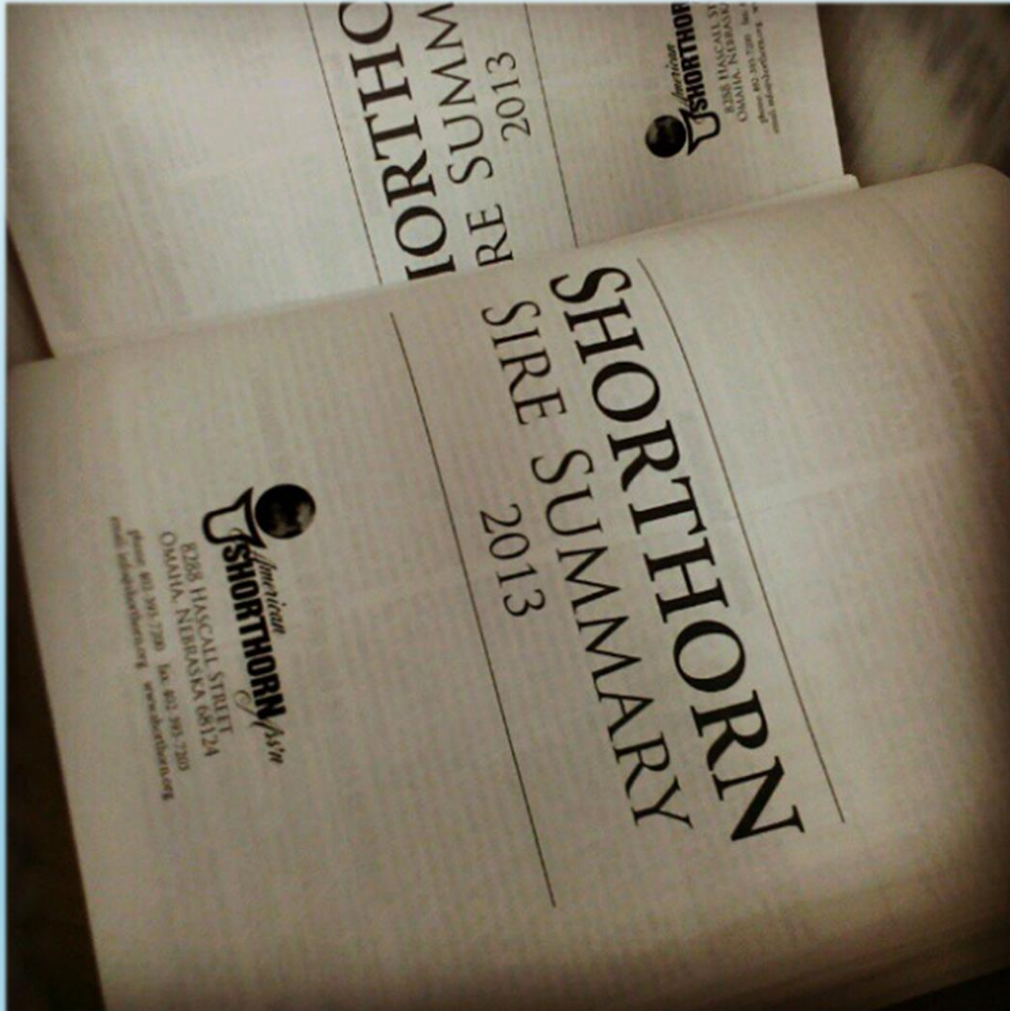


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# Shorthorn Sire Summary



Genomics

BOLT

Traditional Phenotypes



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WHR  
*Performance with Purpose*





# Attracting Commercial Bull Buyers



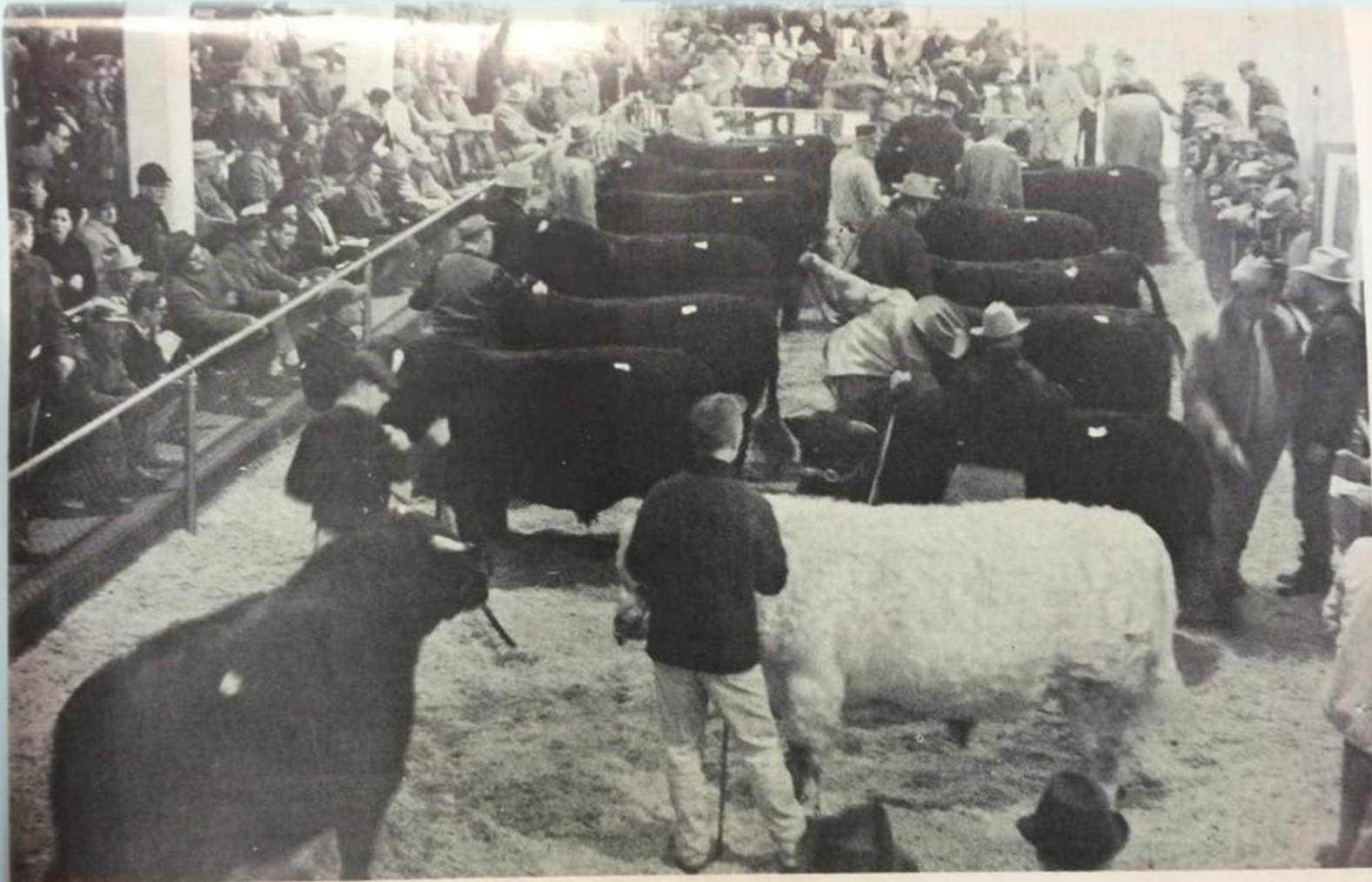
# Steps Toward Success

- Change is not optional!
- Make a plan!
- Invest in yourself!
- Remember who the enemy is!
- Make the commitment!





# Giving Thanks




Part of the large, enthusiastic crowd watching the morning judging at the 1964 Omaha Shorthorn Sale

Unity  
Purpose







**The future belongs to those who build it.**

A breed is built by those who mix the feed,  
carry the pitchfork, and plan the matings.

You are the breed builders.

And you must build your own future.

AMERICAN SHORTHORN ASSOCIATION  
Shorthorn World, 1958

