Olsen Ranches, Inc.

Banner County, NE
Overview

• Description of our operation
• Data Collection and Research
• Impact of Data-Driven Decisions on Commercial Cow/Calf Production
Data Collection and Research
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
NRSP Data Release from Olsen Ranch

Below are the National Reference Steer Program (NRSP) results from 2015, taken at Olsen Ranch in Hardin, MT. Because of partnership between the American Hereford Association (AHA) and various test youths like Olsen, breeders can make better informed, selective decisions relative to vast stocks of interest.

Ultimately, the Association’s goal is to identify young sire that can positively affect the market. And give feedback and commercial breeders alike proof that Hereford genetics are profitable. Likewise, progeny in the test can further validate their values and give the young sire comparison with the Hereford population.

2015 Olsen Ranch results

Printed in Table 1 are results for the progeny test. The progeny test was conducted on 12 bulls, with the progeny of each bull exposed to the same number of heifers. The adjusted EID (expected progeny differences) of the progeny are listed in Table 2. The progeny test was conducted on 12 bulls, with the progeny of each bull exposed to the same number of heifers. The adjusted EID (expected progeny differences) of the progeny are listed in Table 2.

Table 2: 2015-born steer efficiency at Olsen Ranch

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Responsibilities of Test Herd:
- Select from inbred bulls
- Contact bull owner for semen shipping instructions
- Breed 50 cows to a random mating system without preference
- Breed 50 cows to commercial herd without preference
- Provide complete data on National Reference Steer Program (NRSP) forms

Responsibilities of Bull Owner:
- Maintain records of test sire
- Provide semen and mated heifers for test sire

Responsibilities of AHA:
- Release data and report all data back to bull owner and to test herd

AHA Cost:
- There will be no cost to either the owner or the test sire for the data reporting done by the AHA

Benefits of Test Sire:
- Performing high-ranking bulls (EID)
- Operating performance data compared to other bulls in the breed

Opportunity to market semen to a NRSP reference sire, either nominated and selected

Opportunity to test sire next to the top Hereford genetics in the breed.
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
Olsen AI Sired Hereford Steers

Marbling Score

Year

Marbling Score

Trendline
Heterosis
Cow Requirements

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