“Making Shorthorns Great Again”
“Making Shorthorns Great Again”
The Power of Heterosis
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

“Making Shorthorns Great Again”
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

“Making Shorthorns Great Again”
Selection Indexes

• $Calving Ease
• $British Maternal Index
• $Feedlot
• $Fescue

“Making Shorthorns Great Again”
Feed Efficiency

• Cost of Production is always important

• Moderately Heritable (0.39 ± 0.09)

• Many Ways to Analyze
  • Intake
  • RFI
  • RADG
  • F/G

“Making Shorthorns Great Again”
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

“Making Shorthorns Great Again”
Opportunities to Commercial Cattle Industry

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

Cattle, Federally Inspected Slaughter Average Dressed Weight – United States

Pounds


665  715  765  815  865  915

Cattle
Steers
Heifers

American Shorthorn Association
Performance with Purpose
Pounds Matter

Genetic Trends for Carcass Weight, lb

Adapted from Spring 2017 Genetic Trends from Breed Associations and 2017 AB-EPD factors
“Making Shorthorns Great Again”
Shorthorn Sire Summary

Genomics
BOLT
Traditional Phenotypes

“Making Shorthorns Great Again”
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

Unity

Purpose

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