Putting Your Herd in the Winner's Circle

Summer Symposium, presented by the American Shorthorn Association

American SHORTHORN ASSOCIATION Performance with Purpose.

MERCK Animal Health

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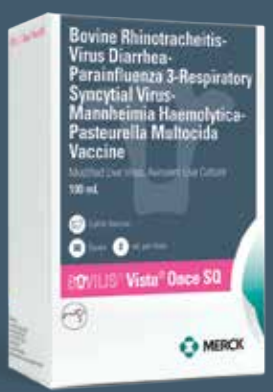

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[1] Based on review of CVP data as of May 22, 2022.
[2] Purtle L, et al. One Year Duration of Immunity of the Modified Live Bovine Viral Diarrhea Virus Type 1 and Type 2 and Bovine Herpesvirus-1 Fractions of Vista® Once SQ Vaccine. *Vaccine*. 2016;34(13):1582-1588.
[3] Report No. BRL-016R. Duration of Immunity in Calves for the *Pasteurella multocida* Fraction in Bovine Rhinotracheitis-Virus Diarrhea Parainfluenza 3-Respiratory Syncytial Virus - *Mannheimia haemolytica Pasteurella multocida* Vaccine, Modified Live Virus, A Virulent Live Culture. August 23, 2013.
[4] Platt R, Burdett W, Roth JA. Introduction of antigen-specific T-cell subset activation to bovine respiratory disease viruses by a modified-live virus vaccine. *Am J Vet Res*. 2006;67:1179-1184.
[5] See product label for information on access to safety and efficacy study summaries.

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MERCK Animal Health

Castle & Key Distillery

What an amazing start to The Summer Symposium by touring the Castle & Key Distillery. Shorthorn breeders from across the states were able to delve into the craftsmanship that defines Castle & Key's legacy, exploring the intricate processes behind their acclaimed bourbons and gins. Experts shared their expertise on distillation techniques, flavor profiles, and the evolving landscape of spirits production.

We were able to dive deep into the history of the distillery that was originally established as the Old Taylor Distillery in 1887 by Colonel E.H. Taylor Jr. The distillery was designed by prominent architectural firm of the time, and it quickly became known for its impressive architecture and grandeur, resembling a castle, hence its nickname "Castle & Key." Tours of the distillery offer visitors a chance to learn about its history, architecture, and bourbon-making process, further enhancing its role in Kentucky's bourbon tourism industry. Castle & Key Distillery represents more than just a bourbon producer; it stands as a testament to the enduring legacy of Kentucky's bourbon heritage and the vision of its founders. By preserving the historic site and producing exceptional bourbon, Castle & Key continues to contribute to the rich tapestry of Kentucky's bourbon history.

After the tour, the evening turned into a social affair sponsored by Aegerter Marketing Services, Inc., where cattle enthusists were able to catch up with old friends, and new connections were made. Surrounded by a buatiful scenory, we mingled over crafted cocktails and indulged in hors d'oeuvres. Laughter echoed through the historic halls, blending the spirits of the past with the vibrant energy of the present, creating an unforgettable evening at Castle & Key Distillery.

Thank you Aegerter Marketing Services, Inc. for sponsoring the evening social.

Preparing your Operation for the Future

Chip Kemp, International Genetic Solutions (IGS) & Montie Soules, American Shorthorn Association

The Summer Symposium opening session with Chip Kemp, Director of IGS Commercial and Industry Operations and Montie Soules, Executive Secretary of the American Shorthorn Association, provided our attendees with inciteful industry tips to prepare their operation for the future. With seedstock businesses ever changing, the data driven industry we operate in is more eager than ever to succeed in data evaluation.

When specifically asked what Shorthorn breeders can do for the future, Kemp said, **"We cannot do the things we've always done and expect different outcomes."**

Soules presented Kemp with questions digging deeper into the future of the seedstock industry. Starting off the session, Soules asked, "Will the access to genetics and selection change?" Kemp encouraged breeders to work together, stating that private genetic evaluations, which try to bring everything inhouse, simply do not present verifiable data. Having cooperative programs allows for a checks and balances of applicable data. By reporting all the data a breeder can, this allows the association to "row in the same direction", so that we can all help toward achieving breed objectives.

Collaboration is key in our industry. The beauty of a company such as IGS, is that by collaborating and working together we magnify the impact that any one of us would have on our own. Quite simply, we are better together.

"We need all the data we can record; we need to work together as a breed."
Greg Beckler, Ohio

Kemp encouraged our breeders to help the next person in this business be more successful at this craft than the ones before them. Everyone has their own opinions and although they each are valuable, Kemp encourages you, "that if you disagree, disagree with such vigor you do your homework."

Interested in learning more from Chip Kemp & Montie Soules? Scan the QR code to watch!

KEY POINTS

- Most small-scale dairy operations sell more beef cattle than large-scale beef cattle operations.
- Breeders know best; breeders live it every day, feeling their own personal pressures.
- Collaboration is the only plausible choice and will become even more vital in the future.
- Jobs will help youth stay in this business. We should ensure that youth not only have the opportunity, but the interest to stay in the business.

MERCK Animal Health

Why Seedstock Producers Should Care about Genomics & Genetic Evaluation

Dr. Troy Rowan, University of Tennessee

"How much is accuracy worth to you?" Dr. Troy Rowan asked attendees at the Summer Symposium. Would you use a measuring tape if it was broken? No. So why are we using EPD's that may not be accurate?

Dr. Rowan highlighted some benefits of genomics that might sound familiar. He stated, "Having a correct pedigree in a breed is really, really important". IGS still relies on the pedigree connections within a breed. Not only can we obtain parentage markers from genomics, but we can also test for genetic defects and use those results to further assist in the genetic selection process.

Further, Rowan emphasized the risk involved in bull selection, and how the optimum tool for mitigating risk is genomics. Genomics ease the burden of the guesswork that can come when selecting the right sires for your operation. Rowan mentioned that the ultimate goal as seedstock producers should be consistent genetic progress.

In attendance of the session, Cary Gilman (Gilman Shorthorns, Stuart, Iowa) had some insightful takeaways.

• "EPDs are risk management for buyers." I have never heard them described that way. The light bulb went off, that quote is spot on. Producers, including myself, use EPDs to avoid problems or train wrecks. Genomics allow us to clear the fog and look around corners with much more accuracy to avoid those problems. It's like having insider information when you are trying to figure out how to invest your money in the market.

• Genomically enhanced EPDs give us one whole calf crop of accuracy in fine tuning the EPDs. That is huge when trying to select where your money should be invested. Genomics allow us to speed up genetic progress, plus more accurately and profitably make selections on what breeding stock to use or offer for sale. Genomic enhanced EPDs are also a useful tool in making mating decisions.

• EPDs or genomic enhanced EPDs are not the be all end all answer. Phenotype and common sense when making breeding decisions are still very important. In a small breed like ours that is spread out all over the country, they are a useful tool that takes environmental differences out of the picture when actual performance data can't.

• Selecting the right bull is half of your herd's future. Selecting the wrong bull can be all of your herd's future. Genomic enhanced EPDs are the best tool we have to avoid making mistakes. It's the closest thing there is in the cattle business to having a crystal ball.

For access to Dr. Troy Rowan's whole presentation on Why Seedstock Producers Should Care About Genomics and Genetic Evaluation, follow the QR code below!

Scan to Learn More

Genomics allow us to clear the fog and look around corners with much more accuracy to avoid problems. — *Cary Gilman, Iowa*

Seedstock Marketing: More than Just Ads

Eric Grant, Grant Company

There are a million approaches to how you market and advertise your herd. Eric Grant of Grant Company, St Joseph, Missouri joined us in Kentucky to share how marketing is more than just ads.

"The Shorthorn breed is in a really strong position right now," Grant said. "It is on the cusp of even greater growth. But it is the responsibility from a marketing and advertising standpoint on each breeder's shoulders to ensure it continues to grow in the right ways."

Based on research gathered by Grant from four different Shorthorn operations, Shorthorn bull prices have gone up 44% since 2019. He went on to say there have been 32% more bulls sold and an 89% increase in bull revenue. The custom semen collection is also at the highest level in a decade. These percentages would trend in the opposite direction if there wasn't an interest in Shorthorn genetics.

Grant stated that the industry used to be in a one-ad mindset. One print ad mindset. You do one ad or take one photo and walk away. It isn't that way anymore.

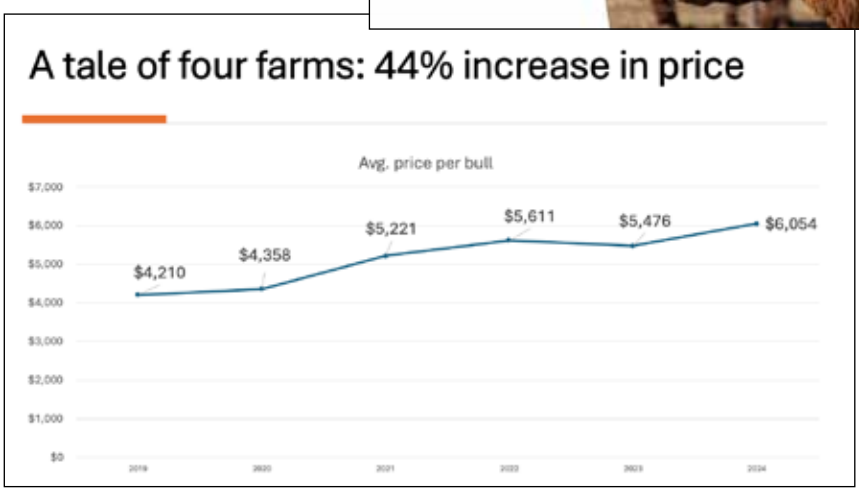
"With marketing, it is the sustained effort that matters," Grant said. "Not the one-shot wonder."

Artificial intelligence is a little terrifying. Don't use it on photos, they need to be authentic. When creating a social media plan, it is important to stay consistent and plan to follow a pattern.

The value of good photos, face-to-face interaction, and continuous marketing are all important to growing your business and brand. All the effort over time will ensure success in marketing. You can't do things once and expect great results.

Following up with your customers after the sale is key!

Neal Smith, Indiana



KEY POINTS

- You can't do squat without good photos. "We call a collection of photos hay in the barn," explained Grant. "If you don't have good photos, you can't market. Just like if you don't have hay, you can't feed your cattle. You need to have good photos."

- You can't build value without good information. Basic simple interaction creates good value. Business card = contact information = value

- Every calf is a story. that you tell continuously to your customers. Think as more than the whole herd but the individual animal. Create value around that calf. Share the information with your customers so they feel connected.

- Make it about the CUSTOMERS, not you. Share their experience in working with you. People like the stories, they follow the stories.

- It's not print versus the world. You can't abandon print. It anchors everything together. If you have the print assets, you have social media assets.

- Hire the right 'kid.' So many kids are looking for opportunities to add to their portfolio or add experience. Find one that can do social media and wants to help you grow your brand.

- Every interaction can reap rewards. Make a point to introduce yourself to someone you don't know. Don't huddle with people you know at events you attend. You don't know how it could change your life.

- Know your market. Find your niche and stay there.

- What you do must add value and solve problems.

- Follow up after the sale and find out how the cattle did. Make it right and use success stories.

- Understand your obligation to others.

Scan to Learn More from Eric

MERCK Animal Health

An Insiders Perspective of the Thoroughbred Breeding Industry

Price Bell, Mill Ridge Farm

Price Bell dove into the history of the thoroughbred horse breed and how it began. Bell enlightened listeners on different purposes that thoroughbreds serve and some of the ins and outs of the thoroughbred horse breed. "He had excellent history of the industry and Mill Ridge" stated Symposium attendee and Tennessee Shorthorn Producer, Kevin Ferguson.

A great number of horses that are brought up on Mill Ridge's operation are sold as yearlings where they are then taken to be trained. They are trained to compete on the racetrack and once they have completed their racing career, they are brought back to be used for breeding or trained for a second career. These second careers are often athletic disciplines. Some horses may become jumpers or dressage, while others may even become equine assisted therapy horses.

Horse producers are trying to raise fast horse; cattle producers are trying to raise fat cattle, but it's a connection between the two that proves our industries are more similar than we realize, although the end product may be a bit different. Both try to educate people who misunderstand the purpose that we serve for the well-being of the animal. "Price Bell stressed the importance of engaging with neighbors, especially when Mill Ridge added tours of their farms" was something attendee Kevin Ferguson took away from the presentation.

Price dove into what is considered when making the next 'great one'. He discussed the different factors when mating thoroughbreds, and stated that everyone has their own philosophies that they follow when making breeding decisions. Ferguson stated that "there was excellent discussion of mating decisions. They evaluate the quality of the mare, and they evaluate the stallion's qualities that would compliment the mare. The variation in the stud fees to select for a proven mare versus an unproven mare was interesting." All thoroughbreds must be live covered as it is written in the thoroughbred rule book. Some may also call this tradition. Price went on to state the "Tradition for the sake of tradition has been detrimental." This brought him into discussing the gene pool and with being able to only live cover this keeps the cost of stud fees up and the dates of the breeding season to set time frame. Thoroughbred breeding season is from of the middle February to the beginning of July.

Kevin Ferguson, Tennessee

Bell brought up many interesting factors that are used in the thoroughbred business, that many in the cattle business might find interesting. Bell noted the importance of customer service and having a product to sell, which were two things that stood out to Ferguson. Ferguson also voiced that "it was interesting, the parallels between the Thoroughbred industry and the purebred breed cattle industry. It appears to me that the primary players in each, operate in different tax brackets."

Learn more and listen for yourself with the QR code shown below.

Scan to Learn More

Genetics/Performance Breakout Session:
Study of Bull Buying Habits

Dr Troy Rowan, University of Tennessee

Scan to Learn More

During our genetics and performance themed breakout session, we received presentations from Dr. Troy Rowan of the University of Tennessee and Matt Woolfolk of the American Shorthorn Association.

Dr. Rowan spoke first and aimed to answer a question many seedstock producers ponder: what are my customers looking at? Using eye tracking technology and other tactics, we may have an answer. First, Dr. Rowan explained that customers that use EPDs more accurately assign value to an animal. That being said, when a customer is given a catalog, they evaluate a photo first, spending the most time on an animal's head before moving on to study the EPDs, especially the animal's index values.

Using this research Dr. Rowan draws a few conclusions:

- Layout matters in a catalog.
- Genomic test your cattle, adding accuracy to EPDs.
- Indexes are worth printing in your catalog.

The information Dr. Rowan presented included fascinating mapping of where a potential bull buyers eyes looked at specific parts of catalogs and ads. It helped to really emphasize what were the most important details in catalogs to have absolutely correct and favorable. Matt Woolfolk's talk included the actual dollar advantage of crossbreeding and the improvements of some specific traits to expect with cross breeding systems.

Rick Leone, Colorado

Genetics/Performance Breakout Session:
Heterosis Dollars & Sense

Matt Woolfolk, American Shorthorn Association

Scan to Learn More

Matt Woolfolk followed Dr. Rowan's presentation, speaking on hybrid vigor and its money-making potential.

Woolfolk began with a summary of bull sale data in a ten-state region where Shorthorn cattle are prominent. In that area, over 30,000 Angus bulls were sold in a two-year span compared to just 700 Shorthorns. This presents an opportunity to Shorthorn breeders, as those Angus will sire many daughters. If a producer wants to continue to utilize heterosis, that is the market space for Shorthorn bulls. Woolfolk also rallied breeders stating, "It's not about the 30,000 Angus bulls and competing with them, it's about making our 700 bulls the BEST they can be."

Woolfolk continued the discussion with information on the impacts of hybrid vigor on cattle performance, ways to implement Shorthorn genetics into a commercial crossbreeding program, and an economic example of how utilizing heterosis can impact the revenue of a commercial cattle operation.

"A commercial cattle herd can't afford to not crossbreed," Woolfolk stated, "and the opportunity is there for Shorthorns to be a piece of making those excellent crossbred females the business needs."

Summary Stats

Breed (2023)	# Bulls	Gross	Average
Shorthorn	380	$2,095,000	$5,513
Angus	16,339	$111,905,000	$6,849
Hereford	1,704	$11,676,000	$6,853
Simmental	3,149	$19,633,000	$6,235

Breed (2024)	# Bulls	Gross	Average
Shorthorn	368	$2,143,000	$5,823
Angus	15,039	$108,429,000	$7,210
Hereford	1,753	$12,671,000	$7,229
Simmental	2,829	$20,964,000	$7,411

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General Managment Breakout Session:

Opportunities in Grazing Management

Jason Tower, Southern Indiana Purdue Agricultural Center

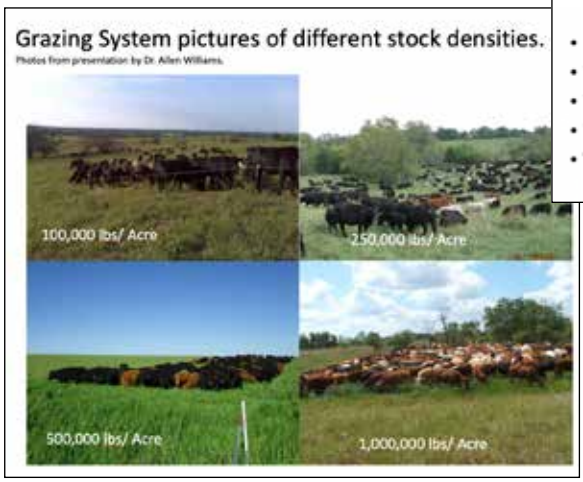
Scan to Learn More

Grazing management plays a vital role in the development and health of your herd. Jason Tower from the Southern Indiana Purdue Agricultural Center provided an overview of different ways to maximize your grass by implementing management-intensive grazing.

To start he shared numerous weeds and discussed how some are labeled toxic for small ruminants but not large ruminants and vice versa.

With nine different types of grazing systems, Tower expressed the importance of each system and when certain ones should be used over another. When discussing summer versus winter grazing the terms rest and recovery were used exponentially. Rest is defined as the time between grazing events whereas recovery allows the plant to fully fill the roots reserves.

Tower left us with the importance of being environmental stewards and thinking forage first when reviewing our grazing management strategies.



General Managment Breakout Session:

Bull and Heifer Development

Dr. Katie VanValin, University of Kentucky

Scan to Learn More

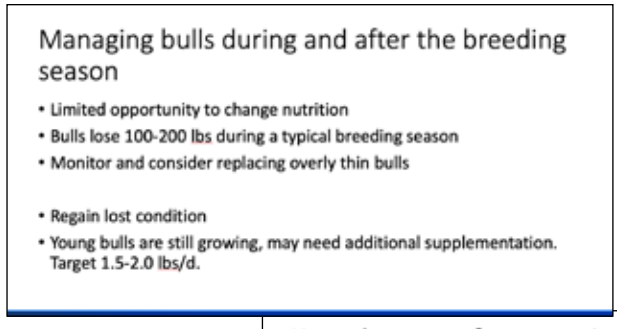
Dr. Katie VanValin from the University of Kentucky provided valuable information on how to maximize your bull and heifer development.

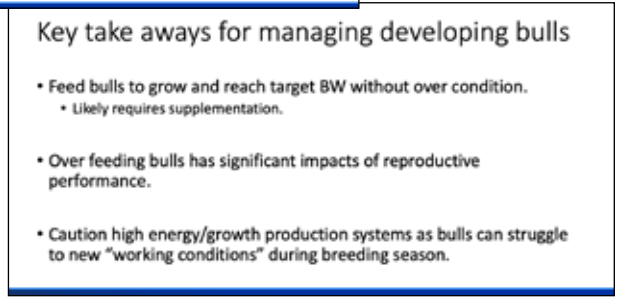
Nutrient partitioning is important, with the areas of focus in highest order from maintenance, growth, lactation, and reproduction. VanValin spoke after Tower and echoed how valuable forage management is in your bull and heifers' development.

Heifer development should focus on low-slow gains fitting in typical forage production systems.

Another key takeaway for heifer development is to not treat them like cows.

Developing bull nutrition is broken up into four P's proper nutrition, puberty, productivity, and profitability. It's important to start nutritional managing your bulls early.





MERCK Animal Health

Boyd Beef Cattle
Mays Lick, Kentucky

Boyd Family

Friday afternoon was a rewarding experience at Boyd Beef Cattle Company in Mays Lick, Kentucky, filled with valuable insights. We delved into the rich family history of the ranch and engaged in a session highlighting the significance of livestock photography in branding and professional contexts.

Boyd Beef Cattle Company, a staple in Angus and Hereford Seedstock operations, has proudly upheld its family-owned tradition for 125 years. Their steadfast commitment to customer relationships, cow family strength, and the integration of superior phenotype with progressive genotype sets them apart.

Symposium attendees enjoyed an evening meal in the Boyd Beef Cattle's sale facility, networking with others before departing back to Lexington.

Livestock Photography

Wes Chism, JWC Marketing

Scan to Learn More from Boyd's & Wes

The livestock photography session was held at Boyd Beef Cattle and led by Wes Chism of JWC Marketing. This session was particularly enlightening.

He offered practical advice on capturing the perfect shot, emphasizing crucial factors such as lighting conditions—where the sun's exposure and shadows can significantly impact the outcome of your picture.

Chism stressed the importance of a clear, uncluttered background focused solely on the subject, ensuring attention remains squarely on the cattle. Practical tips, such as the optimal pen size, surface conditions, as well as the grass height, were shared to facilitate smoother photography sessions.

The ASA Selection Index Lineup

Matt Woolfolk, American Shorthorn Association

The final day of Summer Symposium kicked off a morning of data discussion with the announcement of the next generation of selection index offering from the American Shorthorn Association. A presentation of what Shorthorn breeders can expect in the coming days was led by ASA Director of Performance Programs Matt Woolfolk.

The changes that will be implemented include:

- Modifications to $Feedlot formula to emphasize the market signals of increased carcass weight and quality grading
- Re-branding of $BMI to Balanced Merit Index to best depict the proper utility of the index
- Unveiling of the Cow Productivity Index, a maternal-trait focused selection metric

Woolfolk walked breeders through the three-year process of how ASA staff and leadership arrived at the announced modifications, including test runs on over 5,000 head of Shorthorns, a breeder review period, and a third-party audit conducted by Dr. Troy Rowan of the University of Tennessee. Plans are for the changes to be included in the genetic evaluation run conducted the week of August 19.

The ASA Strategic Plan has a Core Strategy of "investing in research and development to enable breed improvement". These changes to the index lineup are part of our duty to help breeders produce better Shorthorns for the commercial cattle industry.

"As a breeder, having indexes that are more in touch with the needs of the breed (as compared to indexes that are more universal to any breed) should be a great tool for those who use them. These new indexes provide a current basis for reference and comparison that are in line with today's economic environment and the ability to collect and manage information."

Joe Bales, Tennessee

Index Trait Overview

EPD	Feedlot	BMI	CPI
CED	X	X	X
BW			
WW	X	X	X
YW	X	X	X
MILK		X	X
CEM		X	X
STAY			X
CW	X	X	
REA	X	X	
MARB	X	X	
FAT	X	X	

Introducing: Cow Productivity Index

- Newest offering in Shorthorn genetic selection tools
- Focused on identifying the cattle that do the things we (and the Shorthorn commercial customer) expect of a productive momma cow:
  - Calve unassisted
  - Raise heavy calves to weaning
  - Keep mature size in check
  - Stay in the productive herd for years to come
- The models utilized to construct this index utilize Shorthorn genetics on commercial British females with the resulting F1 heifers retained as replacements while the steer mates are marketed at weaning.

Scan to Learn More

Sustainability through Genetics – A Focus on End Product Merit

Dr. Scott Howard, Meyer Natural Foods

Saturday morning presented a session focused on the end product of the beef industry and how genetics play a role in carcass value. Notably, Dr. Scott Howard of Meyer Natural Foods focused on factors influential to carcass value, while encouraging breeders to use selection tools, such as genetics to earn merit at harvest time.

Key Factors Influencing Quality Grade

During the session, the discussion primarily revolved around three pivotal factors that significantly influence the quality grade:

1. Marbling: The intramuscular fat content, known as marbling, plays a central role in determining the quality grade of beef. Higher marbling scores are indicative of better quality and tenderness, directly impacting consumer satisfaction and market value.

2. Maturity: The stage at which cattle are harvested, influences the tenderness and flavor of the meat. Properly timed maturity ensures optimal taste and texture, aligning with consumer preferences and industry standards.

3. Chill Time: The duration between slaughter and chilling, known as chill time, affects meat quality by allowing for proper aging. Adequate chill time enhances tenderness and flavor development, further enhancing the overall quality grade. Suggested chill time is a "weekend chill", which can create a 5-10% quality increase when properly achieved.

Understanding Yield Grade Factors

Beyond quality, yield grade also plays a crucial role in optimizing profitability in beef production. Factors such as fat thickness opposite the ribeye, ribeye area adjustment relative to hot carcass weight, and percentages of kidney, pelvic, and heart fat are meticulously evaluated to determine yield grade. Each adjustment in yield grade directly impacts the quantity and value of retail cuts derived from each carcass.

Dr. Howard urged breeders to know that "Hot carcass weight and fat is extremely important after marbling" when it comes to yield grade.

Excess fat, while traditionally considered a marker of quality, can also pose inefficiencies across various resources within the beef industry, including water, energy, feed, and labor. Strategic management of yield grade not only enhances efficiency but also ensures sustainability in resource utilization.

Insights from Industry Experts

Dr. Howard, a prominent figure in the session, highlighted several critical points that resonated with attendees:

- He emphasized the economic strategy of increasing cattle weight to mitigate expenses, suggesting a direct correlation between weight and production efficiency.
- Dr. Howard underscored the significance of hot carcass weight in relation to marbling, stressing its pivotal role in achieving desired quality grades.

Strategic Implications for Producers

The insights from the session underscored that profitability hinges on maximizing pounds of high-quality meat per carcass. Selection strategies focusing on factors like hot carcass weight and ribeye area have proven instrumental in enhancing overall carcass quality and yield. Moreover, advancements in genetic selection and management practices continue to present opportunities for improvement, particularly in specialized populations such as calf-fed Holsteins.

In conclusion, the session highlighted the intricate balance between quality and yield in beef production. By prioritizing factors like marbling, maturity and efficient yield grade management, breeders and producers can optimize profitability while meeting consumer demands for high-quality beef products. As the industry evolves, ongoing research and innovation will undoubtedly shape future strategies for sustainable and efficient beef production.

Evaluation of Current Shorthorn Data – Source ASA

	HCW	Marbling	Fat	Percent Prime	Percent Choice	Prime and Choice	Head
Purebred Shorthorn	827	453	0.60	0.6%	76.0%	76.6%	134
Purebred and Composites	887	500	0.58	7.4%	74.8%	82.2%	183
Shorthorn Composites	857	525	0.67	11.6%	80.5%	92.1%	403
Angus and Composite	908	623	0.77	32.8%	64.5%	97.3%	185

meyernaturalfoods.com

founded 1990

"Breeders must understand where improvements can be made in the purebred populations of cattle"

Dr. Scott Howard

Interested in learning more? Watch Dr. Howard's session by viewing the QR Code.

Utlizing Performance Data in the Seedstock Industry to Satisfy Customer Goals

Brian McCulloh, Woodhill Angus

Gone are the days when a cow was only as good as the set to her hock, her fleshing ability or her udder quality. We live in a world that runs on numbers, and it is time to utilize the cow "numbers" too.

At the Summer Symposium, Brian McCulloh of Woodhill Angus discussed how he made EPDs work for his operation. "You can't create value without information," he said.

> "You can't create value without information."

McCulloh shared many pieces of wisdom with his fellow seedstock producers, emphasizing:

- The dangers of single-trait selection
- The importance of lifetime learning
- Communicating with customers year-round

"Overnight success in the purebred cattle industry takes at least 15 years," McCulloh remarked. A large part of Woodhill Angus' success was their ability to collect, share and explain data to their customers, a position which McCulloh believes every seedstock producer should be in. During the session, McCulloh displayed a page of his bull sale catalog and explained to the group the data available, while encouraging breeders to sit down with their customers at sale time to do the same. An example of that page is shown below.

In the 21st century we have moved past phenotypic evaluation alone. It is time to not only use the data, but to teach the data.

Scan to Learn More

ANGUS BREED AVERAGE EPDS FOR NON-PARENT BULLS

CED +6 BW +1.2 WW +62 YW +110 SC +.84 DOC +18 HP +11.7 CEM +8 MILK +26 CW +46 MARB +.58 RE +.59 FAT +.014 $M +60 $W +59 $F +89 $B +139 $C +240

4

Woodhill Rawhide F348-K508

Birth Date: 10-04-2022 | Bull #*20456708 | Tattoo: K508

*Poss Maverick
+*Poss Rawhide 19416968
+*Poss Blueblood 6502
#*Connealy Confidence Plus
+*Cheme Evergreen D501-F348 19218655
+*Cheme Evergreen X353-D501
#+*Basin Payweight 1682
Poss Pride 5163
Poss Easy Impact 0119
Poss Blueblood 920
#*Connealy Confidence 0100
Elbanna of Conanga 1209
#*JMB Traction 292
*Cheme Evergreen U351-X353

ACT. BW 87
WWR 100
YWR N/A

CED	BW	WW	YW	YH	SC
+6	+2.8	+84	+139	+.4	+1.52
DOC	HP	CEM	MILK	MW	MH
+26	+8.5	+12	+25	+98	+.3
CW	MARB	RE	FAT	$M	$F	$C
+68	+1.07	+.96	+.029	+59	+120	+316

- Embryo Transfer
- He is a maternal brother to Woodhill Cornstock
- Moderate frame, extra thick and sound
- Top 15% and better for SF, SB, SW, SG, SC
- 18 months old

5

Woodhill Reality D206-L112

Birth Date: 02-05-2023 | Bull *20669488 | Tattoo: L112

*Woodhill Relevance
+*Woodhill Reality 20068804
Woodhill Evergreen Y121-B56
Woodhill Robust Y3-A15
*Woodhill Evergreen B72-D206 18546159
Woodhill Evergreen Y227-B72
#*Connealy Confidence Plus
Woodhill Blackbird X197-Z7
#*Plattemere Weigh Up X360
Woodhill Evergreen T136-Y121
#*Hoover Dam
#Woodhill Lady W19-Y3
#*Woodhill Daybreak U280-X20
Woodhill Evergreen S73-Y227

ACT. BW 86
WWR 115
YWR 112

CED	BW	WW	YW	YH	SC
+6	+1.1	+87	+156	+.5	+1.56
DOC	HP	CEM	MILK	MW	MH
+25	+10.7	+5	+29	+102	+.7
CW	MARB	RE	FAT	$M	$F	$C
+77	+.58	+1.46	-.034	+59	+126	+305

- Here is a genuine power bull that checks the boxes
- His fertile 8 year old dam has a 368 day calving interval on 6 calves.
- Top 10 for ultrasound REA
- 4 generations of Woodhill sires

6

Woodhill Testament G410-L378

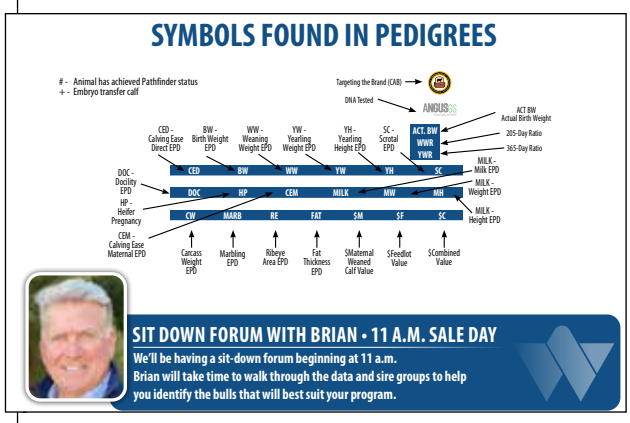
Birth Date: 02-04-2023 | Bull *20743172 | Tattoo: L378

*Tehama Patriarch F028
*Tehama Testament 20019500
Tehama Mary Blackbird E789
#*Woodhill Blueprint
*Cheme Amber D409-G410 19848383
+*Cheme Amber A360-D409
#*S S Niagara Z29
Tehama Elite Blackbird D826
#*Sitz Wisdom 4017
#+Tehama Mary Blackbird Y677
#*Connealy Confidence Plus
*Woodhill Evergreen Z391-B233
+*Baldridge Territory Z068
Cheme Amber Y363-A360

ACT. BW 81
WWR 98
YWR 111

CED	BW	WW	YW	YH	SC
+7	+.2	+76	+139	+0	+1.58
DOC	HP	CEM	MILK	MW	MH
+28	+14.6	+9	+22	+76	+.1
CW	MARB	RE	FAT	$M	$F	$C
+58	+1.16	+.89	-.012	+75	+98	+312

- Here again, extremely balanced for all traits
- Top 10 for ADG
- He's good -looking from all angles.
- Recommended for heifers & cows.



Pages from Woodhill Angus' Bull Sale Catalog

MERCK Animal Health

Panel: Developing and Cultivating your Market

Jim Akers

Brian McCulloh

Dale Stith

A seedstock producer, a livestock market owner and a veteran sale manger…three unique perspectives with one resounding message. Communicate.

The last panel session focused on developing and cultivating your market with Jim Akers, Bluegrass Stockyards; Brian McCulloh, Woodhill Angus; and Dale Stith, Stith Marketing Service. The panel shared experiences, discussed challenges and offered seasoned advice on how to develop and cultivate a market for cattle. The thoughts shared can be widely applied regardless of operation size, location or end customer.

• **Communicate everything you can** to add value to your cattle (sire, weights, health records, etc.). This requires you to write things down.

• Regardless of where you're selling, **present cattle in a good way.** For example, pick out sale cattle early enough that you can feed them longer rather than feeding them more. Also, utilize a quality photographer so your catalog doesn't disinvite people to attend your sale.

• **Never let a problem get out the door.** Instead deal with issues immediately.

• **Establish an open line of communication** the day of the sale, **follow up post sale** and talk about things you can do to help your customer get a better experience and **follow up** after calves hit the ground.

• **Don't forget** about your neighbors as customers.

• If you wouldn't buy it, **don't sell it** and **don't sell problems.**

• The sale ring is the **signal of the decisions you make based off the price received.** If you don't receive a good price, be part of the improvement process to get cattle to the top of the market.

• You'll find new customers by **taking care of an old customer.**

The final word shared on market cultivation - put in the effort, use creativity and don't be afraid to try.

Thank you, to our panelists and other speakers for providing our breeders and industry enthusiasts with such knowledgeable information and tips to improve their herd and business marketing strategies.

Scan to Listen to the Panel

Claiborne and Fasig-Tipton Tour

On the last day of the first ever Shorthorn Summer Symposium, we went on breathtaking tours, visiting both Claiborne Farms and Fasig-Tipton Sale Barn. We dug deep into the rich history of both facilities and learned about the horse industry in Kentucky.

In the heart of horse country, Claiborne Farm was established in 1910 by Arthur B. Hancock, Sr. in Paris, Kentucky. It has since become one of the most influential breeding operations in the United States. The farm has produced numerous champions and influential bloodlines in Thoroughbred racing. Some of the most famous include Bold Ruler, Secretariat, and more recently, Blame and Orb. Perhaps the most famous horse associated with Claiborne Farm is Secretariat, who won the Triple Crown in 1973 with record-breaking performances in the Kentucky Derby, Preakness Stakes, and Belmont Stakes. The farm's breeding practices and stallions have had a profound impact on the Thoroughbred industry worldwide, shaping the sport and the breed itself. Claiborne Farm continues to be a leader in the industry, breeding and raising top-quality racehorses that compete at the highest levels of racing. Overall, Claiborne Farm's rich history is intertwined with the history of American horse racing, marked by legendary horses, influential bloodlines, and a commitment to excellence in breeding.

Fasig-Tipton sale company was established in 1898 making it one of North America's oldest Thoroughbred auction companies. Its first headquarters were in Madison Square Garden in New York, and Fasig-Tipton initially sold high-class road and carriage horses in addition to Thoroughbred and Standardbred racing stock. With additional training, sales started in California, Maryland, Kentucky, Louisiana, and Florida. We learned about their fall yearling sale, which is a black-tie function. The vast number of prize-winning horses that have walked in and out of those doors was astonishing, to say the least. If you ever get the chance to visit, be sure to check out their wall of champions.

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Reviews Written by American Shorthorn Association Staff & Summer Interns

Cassie Reid
Elizabeth Crumm, *Intern*
Heather Lange
Kassidy Schumann, *Intern*
Matt Woolfolk
Paige Van Dyke, *Intern*
Shelby Diehm
Wade Minihan

With Comments from Breeders & Attendees

Cary Gilman, Iowa
Greg Beckler, Ohio
Joe Bales, Tennessee
Kevin Ferguson, Tennessee
Neal Smith, Indiana
Rick Leone, Colorado

Find videos of each speaker by scanning the QR Codes or by visiting the Shorthorn YouTube Channel @ShorthornASA.

Thank you to Merck Animal Health for sponsoring this Symposium review.

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