

# SHORTHORN

## GUIDE TO PROFITABILITY



*Your Crossbreeding Source for*  
**DOCILITY • FERTILITY • MARBLING**

# British Maternal Heterosis...*Only Better!*

The F1 British female truly dominates today's cow-calf sector. She maximizes heterosis, plus offers strong fertility and rebreeding rates in a practical frame size that won't eat your wallet. Shorthorn offers additional bonuses to the British cow base. Relative to Hereford, Angus and Red Angus, Shorthorn genetics offer considerably more muscle and yield grade potential. Shorthorn females also bring in more pounds of calf due to milk than any of their British breed competitors. The Shorthorn Composite female is catching fire in the commercial sector as the "proof" from pasture to plate continues to build.

According to USDA-MARC across-breed EPD adjustments,

## SHORTHORN OFFERS YOU MORE...

- ▶ Post-Wean Gain, Milk, Marbling, Muscle and Cutability than Hereford.
- ▶ Weaning and Yearling Growth, Milk, Muscle, and Yield Grade potential than Red Angus.
- ▶ Docility\*, Milk, Muscle, and Yield Grade potential than Angus.

\*Docility data derived from feedlot docility scoring in the Tri-County Steer Carcass Futurity, Lewis, Iowa.



Shorthorn sired X Hereford

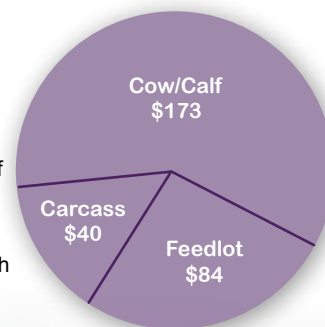
## Fertility

### ...Maternal Excellence!

Iowa State University research has stressed that reproductive efficiency is 100 times more important to financial viability than carcass traits. Shorthorn bulls are aggressive breeders that will yield high conception rates with minimal maintenance. MARC data proved Shorthorn heifers to have the second highest percent reaching puberty at 360 days and the Shorthorn cross females posted the highest percent of calf crop weaned. This results in more saleable pounds at market time and more dollars in your pocket. In addition, the Shorthorn female is valued for her longevity and stayability. Shorthorn females are well known for their ability to produce to the age of 13+, while maintaining their maternal superiority and both udder and structural soundness.

## Profitability

An efficient cow herd is approximately TWICE as important as feedyard performance and FOUR times as important as carcass merit. Maternally superior females matched to their environment and hybrid vigor are two of the most important traits to a profitable cow herd. Using Shorthorn genetics will give you both while producing cattle with the ability to receive today's carcass premiums!



### Average Daily Gain (ADG)

Item	Docile	Restless	Aggressive
No. of Head	10,740	3,707	875
Arrival Weight	673	664	644
ADG	3.56	3.45	3.37
Final Weight	1,201	1,190	1,177
Mortality Rate	1.1%	1.3%	2.4%

\* Data provided by the Tri-County Steer Carcass Futurity.

### % Grade

Item	Docile	Restless	Aggressive
% Prime	1.7 %	1.2%	0.1%
% High Choice	29.1 %	22.8%	14.3%
% Low Choice	72.4%	67.9%	58.1%
% Select	23.3%	27.5%	36.2%
% Standard	2.6%	3.4%	5.6%

\* Data provided by the Tri-County Steer Carcass Futurity.

## DOCILITY PAYS

The gentle disposition of the Shorthorn breed has added value in the beef industry. Research from thousands of feedlot cattle from across the US shows an average loss of \$62/head for cattle with a disposition score of 3 or higher (scale 1-6). The average Shorthorn in the same feedlots averaged 1.7. Calmer cattle grade higher, gain faster, require fewer labor hours to process, and have a much lower incidence of dark cutters in addition to reduced medical costs. One of the most successful junior programs is the American Junior Shorthorn Association. This is no accident; families enjoy the safety and gentle nature of Shorthorn cattle. In the words of pioneer Shorthorn breeder and author Alvin Sanders "A good Shorthorn is better company any day than some people."

# FEEDYARD...Performance!

Dollars are made and lost every day in the feedlot. Efficient gain and a reduced number of days on feed mean real dollars in your pocket. Wouldn't it be nice to brag about your high percent Choice without hiding the percent Yield Grade 4's, how long they were fed and the poor gains and feed conversion? Shorthorn cattle are bred to feed efficiently and gain quickly - **THE DATA PROVES IT!**

- 566 head of purebred Shorthorn steers were fed in large, commercial feedyards in Kansas and Oklahoma. Combined, they averaged 4.03 pounds of gain per day and 5.22 pounds of dry matter fed per pound of gain!
- In 2010, one of the harshest winters on record, 278 purebred Shorthorns still graded 72%Choice with ZERO Yield Grade 4's at 15 months of age!
- In a joint Oklahoma State/Kansas State University Study, 217 Shorthorn steers posted an average daily gain of 3.67 pounds and a feed conversion rate of 5.58 pounds of feed per pound of gain!
- In the National Cattlemen's Beef Association's Carcass Merit Project, Shorthorn sired steers posted similar results. The Shorthorn steers had an average daily gain of 3.63 pounds with 5.81 pounds of feed per pound of gain. Better yet was their 32 cent feed cost per pound of gain and a 42.5 cent total cost per pound of gain.

In study after study, Shorthorn genetics prove their ability to efficiently gain pounds of muscle. More pounds at lower costs means more money in your pocket.

## AVERAGES OF THE ENTIRE SHORTHORN CARCASS DATABASE!

6,000 + Head . . . 550 Producers . . . 100's of Feedyards . . . 30+ Years

Live Wt.	Carcass Wt.	Ribeye	Back Fat	Yield Grade	Quality Grade
1,231	772	12.9	.42	2.8	CH

## Carcass

If you want to make money selling on the rail, consistently produce Choice, Yield Grade 2 carcasses, Shorthorn cattle can do just that! Beef industry experts are urging producers to improve quality and consistency of our product in order to increase beef's market share. But, sacrificing muscle for marbling and then marbling for muscle has resulted in undesirable and un-uniform product. Commercial cattlemen, feedyards and packers are realizing Shorthorns are the answer for improving yield grades without sacrificing quality grade. **THE DATA PROVES IT!**



## Historic Shorthorn Carcass Data Trends Pre-1985 to Present Day

Years	KAGE	LIVEWT	WDA	HCW	FAT	REA	KPH	MARB	QG	YG	# Head
-1985	487	1147	2.36	708	0.43	11.91	2.56	5.43	5.45	2.97	313
1986-1990	498	1244	2.50	778	0.39	12.80	2.51	5.52	5.50	2.83	331
1991-1995	484	1243	2.57	779	0.40	12.80	2.33	5.23	5.26	2.82	587
1996-2000	469	1236	2.64	779	0.43	13.03	2.28	5.41	5.45	2.81	2233
2001-2005	460	1236	2.69	780	0.44	13.07	2.15	5.39	5.40	2.80	1477
2006-2010	473	1242	2.62	767	0.40	13.10	1.96	5.18	5.06	2.64	729
2011-	468	1235	2.64	748	0.40	12.84	2.19	5.39	5.40	2.72	293
AVG.	471	1232	2.56	772	0.42	12.94	2.25	5.36	5.37	2.79	

## Shorthorn Carcasses Make the Grade... and Yield in On-Farm Trial

Two USDA Prime, Yield Grade 1, purebred Shorthorn heifers in one load.

by Patrick Wall, ASA Director of Genetic Improvement

In a retained ownership trial held in 2012, Shorthorn genetics shined on the grid. Two purebred heifers graded USDA Prime, Yield Grade (YG) 1. Two others on the same load stamped USDA Prime, YG2. The combination of marbling and cutability exhibited is extremely rare; only 0.032% of all cattle measured for quality and yield grade in 2011 achieved this feat and just 0.638% graded Prime, YG2. The Smithers Family of West Central Illinois loaded 32 head of purebred Shorthorns from their on-farm feedlot. According to Jess Smithers, the group was all quarter and half-siblings from their walking herd sires. The cattle were harvested in mid-summer at roughly 15 months of age.





# SHORTHORN

**Only ONE breed offers all of these traits to your crossbreeding system:**

## \$Value Indexes

- ▶ **\$CEZ – (\$ Calving Ease)** This index assumes a bull will only be mated to heifers, not cows. The potential profitability of the sire is measured by the incidence of live calves at birth. Moderate mature size is also emphasized in the index, but performance is not a priority. This index is also a good measure of Shorthorn females' ability to produce calving ease sires. Overemphasis of \$CEZ may cause unwanted depression of weaning and yearling performance.
- ▶ **\$F – (\$ Feedlot)** Similar to a Terminal Sire scenario, \$Feedlot places strong emphasis on growth and carcass traits. This multi-trait index assumes the sire will be mated to a mix of heifers and cows and attempts to measure profitability when progeny are sold on the fed market. On the female side, mature size should be monitored closely when selecting for \$F. Over-selection may cause detrimental harm to longevity, reproductive efficiency, and fleshing ability.
- ▶ **\$BMI – (\$ British Maternal Index)** As the name implies, this multi-trait selection index attempts to measure a bull's potential profitability when complimenting the British cow base (Angus, Red Angus, Hereford, etc.). Shorthorn females can likewise be gauged at adding value to British or British-composite bulls of other breeds. A balance of growth and carcass traits is desired with a strong maternal component aimed at optimum reproductive efficiency and cow longevity.

- **Maternal Ability**
- **Docility**
- **Growth**
- **Cutability**
- **Tenderness**
- **Marbling**

## Hide Color

In a study of 18,575 carcasses, "...results suggest that the incentives to pay a premium for feeder cattle based on hide color diminish once the finished animal is in the carcass form." This research project at West Texas A&M University included steers and heifers with 12 different hide color combinations.

*(Brown, T.R., and T.E. Lawrence. 2010. Influence of Phenotypic Hide Color and Sex Condition on Beef Carcass Grading Performance and Value. The Professional Animal Scientist 26:611-619)*

**Capitalize on Practical Beef with SHORTHORN!**  
[www.shorthorn.org](http://www.shorthorn.org)



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