

# THE BENEFITS OF ESTRUS SYNCHRONIZATION & A.I., A NO BRAINER



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Imagine the best bull that you have ever seen at a bull sale. The one that gets you excited, the one that has the phenotype or pedigree, mother's production record or EPDs that you desire. You've studied the catalog, crunched the numbers, got to the sale and he exceeds your expectations. You are going to take this bull home as your

herd improvement sire. When the gavel dropped, it was not you loading that bull on the trailer. Now what? You don't have the bull power to improve your next generation, or do you? Many times, those genetics are still available to you through artificial insemination. That bull that would have cost you tens of thousands of dollars is now available to you for \$20 to \$40 for a unit of semen. It didn't change his genetic make-up or his ability to improve the genetic performance of your herd, so why did it change your mind on using those genetics? You take great pride in the successful breeding of your herd, why not use all the tools available to you to accomplish that goal.

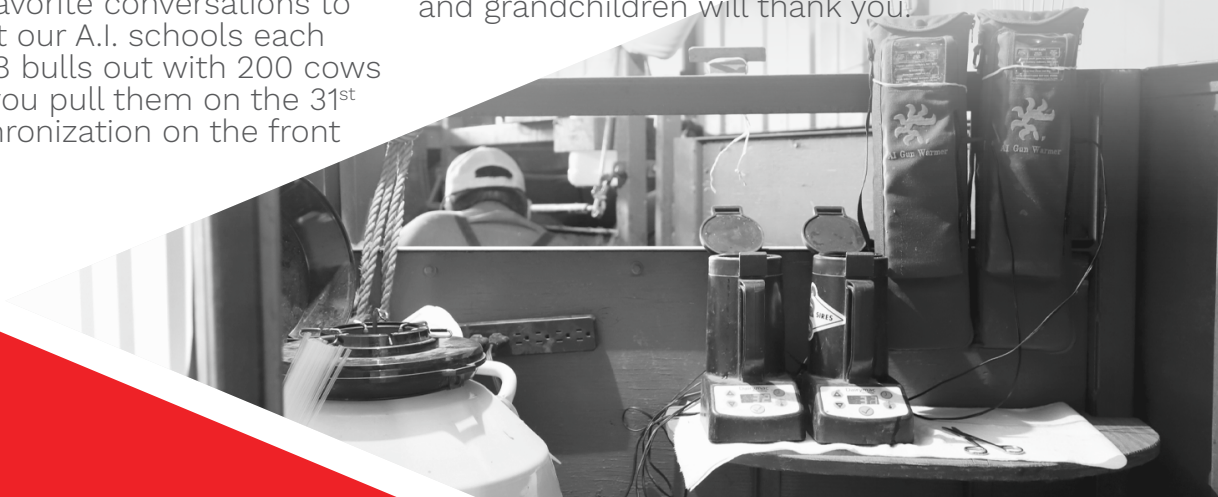
## The Value of Synchronization

Estrus synchronization, like artificial insemination have been around for decades. The tools have both a benefit and a cost associated with them. The value of estrus synchronization, that is something to ponder. Not just the cost, but the economic benefit that comes from synchronizing your cows. This is one of my favorite conversations to have with the students at our A.I. schools each year. Imagine if you turn 8 bulls out with 200 cows on the first of June and you pull them on the 31<sup>st</sup> of July without any synchronization on the front

of the calving season. On average, what day of the breeding season will your cows get pregnant?

I have heard answers from all over the board, but usually the class lands somewhere around day 20. Now, what happens to that overall average when you synchronize that same group of cows to be in heat on day one of the breeding season? This is not just front loading the calving season, it is creating more uniform feeder calves, creating more uniform replacement heifers, and increasing the number of days postpartum from calving until breeding. All of these things have an economic impact on your bottom line as well as having a positive effect on the health of the cowherd.

Often when I visit with producers about synchronization and A.I., I hear a lot about the costs involved. The cost of the CIDR keeps going up, the cost (and availability) of labor has gone up, and the cost of tying up your money in interest has gone up. These are legitimate expenses for an estrus synchronization protocol to A.I. your cattle. I want to challenge you to think about the value that has everything to do with synchronization and nothing to do with genetics. For example, if you were able to move the average day that the herd gets pregnant forward seven days, (7 days/cow x 2.5 pounds gained on grass x \$2 per pound at weaning) that is \$35 of value due to synchronization!! This economic gain should absolutely weigh in on your thought process equally as much as you think about the costs involved. Oh, I almost forgot to mention, now that we have seen enough value to pay for the synchronization protocol, imagine the progress you can make with your cowherd emphasizing the right genetics. Invest now into a practical synchronization and A.I. program with some true GENETIC HORSEPOWER, your children and grandchildren will thank you.



# FOCUSING ON GENETICS THAT WORK FOR YOU



Leading off our bull section this year is the number two bull in the Angus breed for registrations, **7AN528 GROWTH FUND**. This bull's EPDs are impeccable, in addition this

bull's progeny are setting themselves apart! Cattleman around the country have used this bull for consecutive years because of the consistent quality of phenotype and genetic merit. The GROWTH FUND cattle are easy fleshing, big middled and heavy muscled cattle that grow very well. His first daughters are standouts with beautiful udder quality, small teats, level udders and excellent teat placement. Expect to see more high selling progeny and heavy use of this sire throughout 2023 and beyond.

New to our sire directory this year is **7AN743 Connealy CRAFTSMAN**. Here is a bull that gets me excited! He's an outcross to our lineup (Resilient x Niobrara) and has all the parts of a young sire to get seedstock and commercial producers enthused. CRAFTSMAN is a bull that we expect to put some punch back into cattle in terms of frame and performance. Take a look, you won't find another bull that looks like that and puts it together with maternal and terminal EPDs and indexes.

Taking the 2022 heifer breeding world by storm is the \$15,000 high selling bull from the 2020 Talkington Angus Ranch sale, **7AN600 WOLVERINE**. This TAHOE x Brooking PROSECUTOR bull is gaining a lot of momentum in our co-op area. The bull himself is moderate, full of muscle shape and rib capacity. He is sound made, good footed, and comes from an excellent young cow in the SAT program. Top 1 percent for \$M! He is a sure fire Calving Ease bull. WOLVERINE's dam is easy fleshing, excellent footed and her production record shows a birth ratio of 4 at 101, weaning ratio of 4 at 104, and a yearling ratio of 3 at 107. She has also conceived A.I. for all five years that she has been bred. Commercial cattlemen who care about raising profitable cows need some WOLVERINE.

Another new bull to our lineup is the \$150,000 **7AN738 RIVAL** from E&B. This GROWTH FUND x CONFIDENCE PLUS bull ratioed 232 for IMF and ranks in the top 3 percent of the breed for \$C. RIVAL's dam is 2 @111 for weaning and his grandam and great grandam are already pathfinders!

A proven bull that continues to make new friends in the seedstock and commercial world is **14AN502 TAHOE**. Here is a bull who exceeds for Calving Ease, growth, maternal and carcass traits. TAHOE progeny around the region are functional with some shape and substance to them. The wet daughters that I have seen were tremendous, thick made, great uddered and super docile. TAHOE is a bull that will sire cattle that pass the test of the most superior cattlemen and cattlegirls.

A must have on your short list of Calving Ease and maternal sires is **7AN466 RAINFALL**. Recently deceased following an injury, RAINFALL is one of the most sought-after bulls in our lineup. RAINFALL is an excellent Calving Ease and high marbling option for use in both registered and commercial programs. A CHARLO son out of the #1 producing cow at SAV, RAINFALL combines dominating phenotype, superior confirmation and outlier thickness, muscle shape, capacity and pounds in a Calving Ease package. RAINFALL progeny are moderate, easy fleshing and awesome to look at. There is a limited amount of semen available.

**7AN463 PLAYBOOK** is a 1682 son with more frame; PLAYBOOK is stout, smooth and big-middled with a lot of base width and muscle expression. PLAYBOOK is a highly proven Calving Ease bull who makes phenomenal replacement females, and he sires excellent phenotype and performance.

One of the great up and coming bulls in our lineup is **7AN623 GUARANTEE**. Here is a 6-frame power bull with stunning phenotype and a double digit CED. GUARANTEE offers a fresh pedigree with a masculine herd sire look. The bull himself has





added body length, a wide top, true muscle expression and tremendous base width. GUARANTEE ranks in the top 5 percent for a plethora of traits. Use this bull to add phenotype and genotype to your Angus program.

The high selling bull from the 2020 National Western Bull sale is **7AN594 REGIMENT**. This War Cavalry son has a huge EPD profile. Top 1 percent for WW, YW, RADG, CW, RE, \$W, \$F, \$B and \$C. This bull will see heavy demand due to his phenotype, performance and pedigree. Calf reports on REGIMENT are very positive. There's lots of growth and performance in these cattle and I expect there to be some high selling sons around the country and right in our co-op area.



NEW to the lineup this year is **7AN691 STEP UP**. This semi proven Calving Ease bull is good structured, wide based and deep bodied with a lot of muscle shape. Add STEP UP to your genetics program without sacrificing foot quality, marbling, stoutness and eye appeal.

Another exciting addition to our lineup is **7AN753 SAV GRAND CANYON**. RAINFALL x Network is a great maternal pedigree that also includes the 0075 and 4136 cow from SAV. Expect GRAND CANYON to sire cattle that are similar to RAINFALL with their maternal build, functionality and foot quality, but I do expect the GRAND CANYONS to have more frame and performance than his sire. Owned by Carlson Angus Ranch and Rust Mountain in North Dakota, I expect this bull to be used heavily throughout our co-op area.



time growth bull from the Mogck program in South Dakota. This bull himself is a mid-6 frame bull who definitely will sire performance and weaning weight. ENTICE's 50K scored in the top 1 percent of the breed for Docility and his calves will crush the scales in the fall. When pounds mean more, ENTICE will add dollars to your bottom-line.

If you are wanting to produce elite show genetics, look no further than **7AN618 MARVEL**. PVF Blacklist x C&C McKinley sounds an awful lot like a combination of the most elite show heifer genetics ever produced at Prairie View Farms. MARVEL is flawless in his design. He has tremendous rib shape, extra depth of body, a long powerful hip and is as sound and free moving as you can make one. The pedigree on this bull provides anybody with the ingredients to make an impact at any level. Available in conventional, gender SELECTED 2M, and gender SELECTED 4M.

New to our Simmental lineup is **7SM133 TJ GOLD STRIKE**. This bull offers extra base width, depth of body and overall stoutness while maintaining his flexibility and fluid movement. GOLD STRIKE has an outcross pedigree and nine traits in the top 15 percent or better.

Quickly earning a name for himself is **7SM113 HIGHLIFE**. This masculine made, heavy muscled baldie bull found his way to the top of our Simmental sales list in 2022. HIGHLIFE is current in his structure, has excellent feet, purebred and is homo black and homo polled.



Marbling, Marbling and Marbling, we got it. Check out the most talked about Ashland son in the country, **7AN580 HOME TOWN**. His 1.71 Marbling EPD puts this bull in the very top 1 percent of the Angus breed. Combine that with Calving Ease, an excellent RE EPD, and a 344 \$C value and you get G A R HOME TOWN. This bull is big hiped, wide based, and has a herd bull presence. Seedstock producers are using this bull heavily. Look for sons to sell in your co-op area this spring.

A Red Angus bull that is certainly worth a look is our NEW addition from the Bieber program, **7AR100 JUMPSTART**. This bull is the all-time high selling Red Angus bull, commanding \$185,000, and for good reason. I loved everything about this bull on sale day. A true phenotype standout amongst his contemporaries, this bull had some pure power. Big middled, heavy muscled, and he moves like a cat. This is a bull that would stand out to the most elite cattlemen.



**7AN531 ENTICE** is a cool made, big



# MINNESOTA BEEF SPECIALISTS TALKING SOME BULL



66 Deer Valley 7AN464 UNIQUE is just as his name says - unique. Seeing his progeny firsthand in my own pasture out of my own cows, I can say I'm impressed with the depth of body and big hip his calves exhibit. Steers are top end powerhouse calves while the heifers have a big hip, deep body, and demand a look as they stand out in the replacement pen. They are front pasture cattle with value added on the rail with marbling and ribeye in the top 20%!

Sheldon, ND ♦ 701.680.8937

NICK WALL



66 I've had the opportunity to use 7AR87 FRANCHISE and watch his progeny develop in several customers herds and he has never disappointed. The quality of females he produces is unmatched. He stamps each female with great udders and brood cow appearance. Him and his daughters are becoming very consistent at raising eye appealing herd sires. I would use FRANCHISE confidently to make those females everyone is searching for.

Appleton, MN ♦ 320.297.0308

JOEY SCHRECK



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