



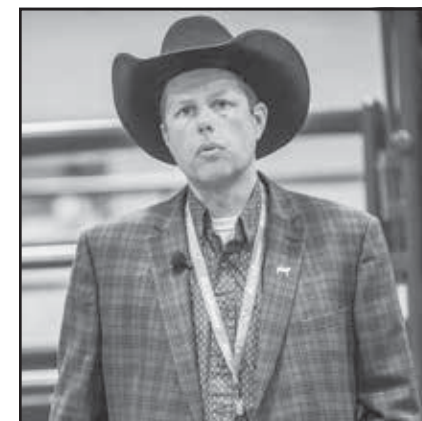
# Why Profile?

Angus breeders share genomic-profiling strategies at Angus Convention.

by **KINDRA GORDON**,  
field editor

“My goal was to make our cattle more valuable and return more money to the ranch,” shared Faulkton, S.D., Angus breeder Troy Hadrick as he explained why he invested in using the GeneMax® Advantage™ genomic test from Zoetis on his cattle more than four years ago. Hadrick was among a trio of Angus producers who shared their specific experiences with genomic testing during a Nov. 4 workshop at the 2017 Angus Convention in Fort Worth, Texas.

Jimmy Taylor, Cheyenne, Okla., and Lacy Cotter-Vardemann, Slayton, Texas, joined Hadrick in the discussion moderated by Kent Anderson with Zoetis and Kelli Retallick of the American Angus Association.



Troy Hadrick uses GeneMax Advantage genomic profiling to add value and profit to the cattle on his Faulkton, S.D., ranch.

Cotter-Vardemann shared that she uses the technology to match cows to her challenging Texas environment, while also optimizing supply-chain productivity.

In Oklahoma, Taylor initially started using GeneMax in 2012 as a culling tool. In his initial test on heifers, 52% were below average in certain trait categories. Four years later, just 4% have below-average deficiencies.

“I’ve made that much improvement and use GeneMax data to make better mating decisions,” he told the audience.

Today, Taylor said, “I won’t buy a bull

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Lacy Cotter-Vardemann shared that she uses genomic profiling to match cows to her challenging Texas environment.

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Kent Anderson (pictured) with Zoetis and Kelli Retallick of the American Angus Association moderated an innovations workshop featuring DNA technology.



**Why Profile?** *(continued from page 54)*

that isn't 50K-tested, and I won't use an AI (artificial insemination) bull without knowing the 50K raw data." That said, he adds, "The bulls I use are more diverse today because with genomic testing I know I need different tools [traits]."

As a wrap-up to the producer discussion, Jim Collins, an Angus breeder from Cusseta, Ala., weighed in,

telling the audience: "All of us here are seedstock producers one way or another — either through bulls or commercial females." Collins sells heifers into 13 states and bulls in the Southeast. He reminded producers that they play a unique role in helping impact their own operation and that of their customers.

"Tools like GeneMax help identify animals that do better," he said.



"I won't buy a bull that isn't 50K-tested, and I won't use an AI bull without knowing the 50K raw data," said Oklahoma cattleman Jimmy Taylor.



"The ability to identify and eliminate cattle that will fall out of the herd a few years later is worth the cost of the test," said Alabama cattleman Jim Collins.

Collins, who was among the first breeders east of the Mississippi to use GeneMax Advantage, challenged producers: "Go back home and look at your operations and help your customers to use GeneMax on a portion of the herd."

He concluded: "This is a tool that is a no-brainer. The ability to identify and eliminate cattle that will fall out of the herd a few years later is worth the cost of the test."

**Editor's Note:** This article was written under contract for or by staff of the Angus Journal as part of Angus Media's coverage of the 2017 Angus Convention. Kindra Gordon is a freelance writer and cattlegirl from Whitewood, S.D. For complete coverage of the event, visit [www.angus.org/Media/News/AngusConvention.aspx](http://www.angus.org/Media/News/AngusConvention.aspx).



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237  
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S A V Pedigree 4834 x Vermillion Dateline 7078

CED	BW	BW	WW	WW	YW	Milk	\$B
4	93	3.1	796	71	131	26	161.31



827  
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Basin Bonus 4345 x TC One Way 618

CED	BW	BW	WW	WW	YW	Milk	\$B
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97  
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