

# COMMON GROUND

## Genetic risk management



Mark McCully, CEO  
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The cattle industry, and all of agriculture for that matter, is loaded with risk. For someone who is risk-averse, farming and ranching definitely isn't a very good career choice.

Of course, it starts with Mother Nature. Floods, droughts, blizzards and fires are all factors we acknowledge have huge effects on the business, but there's little we can do to control them.

Then, there is market risk. With an ever-increasing global marketplace, commodity prices can rise and fall on factors and events a long way from our operations. These market movements affect both the price we get and the costs of our feed and other inputs. Risk management strategies can be used, but they probably offer limited protection for most cow-calf producers.

### Within your control

So, with extreme weather and market risk, what can you do to reduce financial exposure in your business? I might suggest genetics can be a powerful risk management tool, even though we typically don't think of genetics that way.

The investment you make in your next herd bull purchase is an investment that will yield a return for years to come. Reducing problems with calving is not only a convenience and labor issue, it's definitely one with significant financial ramifications.

The ability of those calves to grow quickly and efficiently has an obvious effect on pounds sold, not to mention the price per pound you receive. Additionally, if heifers are going to be retained in the herd, the influence of that new bull purchase will be with you for a very long time.

With all of the variables and risks inherent in the cattle business, it seems wise to focus on the things we can control. Your genetic investment is definitely one of those management decisions.

### Backed by the paper

Registered Angus breeders have worked diligently for decades to produce seedstock that solve problems and make money for you, their commercial customers. Their cattle are backed by a "title," if you will, that ensures confidence in the pedigree. It unlocks opportunities with programs like AngusLink<sup>SM</sup> that are transforming the way we market feeder cattle.

Registered Angus cattle, and their genetic predictions, are validated by more than 30 million data points. You can be confident in your genetic investment that comes with a registration paper.

Buying a bull without the power and predictability that comes with the registration paper is introducing risk into your business. I think most would agree, cattlemen already have enough risk and uncertainty without adding more. |

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## AMERICAN ANGUS ASSOCIATION

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David Gazda, director, field services  
(see page 120 for a complete listing)

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[www.angusfoundation.com](http://www.angusfoundation.com)

Thomas Marten, executive director  
Kris Sticken, administrative assistant

## ANGUS GENETICS INC.

[www.angus.org/AGI/](http://www.angus.org/AGI/)

Joel Cowley, president  
Kelli Retallick, director, genetic and genomic programs  
André Garcia, geneticist  
Duc Lu, geneticist

**American Angus Association**  
Registry Number AAA #10226429  
Parentage: Blood type, Microsatellite, SNP  
Genomic: HD50K  
SEX Bull  
TATTOO LEFT EAR 14 | RIGHT EAR 14  
BIRTH DATE 3/05/1982

Production EPD										Maternal EPD										Carcass EPD				
BW	WW	YW	RADG	DHI	YH	SC	Doc	Clew	Angle	PAP	HP	CEM	Mik	MW	MH	SEN	CW	Marb	RE	Fat	C	U		
+4.8	+27	+53	+22	-.55	+.8	+.05	+.7	+.32	+.53	+1.36	+11.9	+6	+14	+21	+4	+6	+19	+.65	+.52	+.025	112	169		
.98	.98	.97	.52	-.52	.96	-.94	.72	.64	.70	.27	.58	.94	.96	.91	.92	.17	.90	.89	.87	.88	.476	.238		
+1.3	+15	+26	+15	-.87	+.7	+.29	-.4	+.21	+.49	-.81	+6.9	+4	+10	+3	+.3	+17	-.5	+.17	-.08	+.049	55	17		
.98	.98	.97	.46	-.46	.96	-.92	.56	.33	.34	.36	.36	.95	.97	.91	.92	.86	.86	.85	.82	.82	132	21		
+1.1	+22	+45	+20	-.44	+.2	-.20	+.5	+.51	+.54	+1.66	+13.1	-3	+14	-11	-.5	+18	+18	+.42	+.51	+.016				
.66	.63	.60	.29	-.29	.51	.50	.25	.15	.16	.06	.16	.53	.63	.45	.42	.45	.42	.42	.43	.39				

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