



# \$PROFIT AUSTRALIA SIRE DIRECTORY



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**60**  
YEARS  
1958 - 2018  
OF GENETIC IMPROVEMENT



**WELCOME** to the Genetics Australia \$Profit Sire Directory. It has been a 15-year global search by the \$Profit Australia team to identify beef genetic breeding programs that account for all important cost traits, revenue traits, who measure feed efficiency, can consider the benefits of heterosis, while open to all breeds of beef cattle. The \$Profit system of analysing performance data, has been discovered as the best solution available. \$Profit is run by professional beef producers, who live and breathe cattle. The \$Profit system is the largest breeder owned data base in the global beef industry with over 1,400,000 records, sourced from herds in the USA, UK, New Zealand and Australia.

In this directory we have released two new sires into our \$Profit team. Davelle Cool Beau N51, a South Devon sire who offers a \$Profit index of \$24,664. Joining Cool Beau is Rissington Resolved C116, an Angus sire from Rissington Cattle Co in New Zealand who offers a \$Profit index of \$19,297.

For further information or to place an order please refer to the contact details listed on the back cover for your nearest Genetics Australia representative.

BULL CODE	BULL NAME	RRP
VISIONARY 158	TCA VISIONARY 158	\$60.00
G228U	LEACHMAN RESOLUTION G228U	\$25.00
HIOE7	AYRVALE BARTEL E7	\$60.00
CUTABOVEC252	RISSINGTON CUT ABOVE C252	\$35.00
PREMIUMCUTC487	RISSINGTON PREMIUM CUT C487	\$35.00
PROPHET J030Z	LEACHMAN PROPHET J030Z	\$45.00
RISRESOLVED	RISSINGTON RESOLVED	\$35.00
MONEYMAKERL8	PARINGA MONEYMAKER L809	\$25.00
COOLBEAUN51	DAVELLE COOL BEAU N51	\$30.00

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# \$Profit™

## How \$Profit works:



\$Profit assumes that the average commercial bull will have 100 progeny over its lifetime. The model assumes that you keep 30% of your heifers as replacements and that you retain ownership on the remainder of the

calves through finishing and sell on a grid. We realize that many don't retain ownership, but doesn't it make the most sense to select from birth all the way to slaughter?

Our simulation model then factors in all of the effects on both income and expense to come up with a net profit figure for each bull. \$Profit allows you to compare any two bulls and calculate the difference in profit that they are expected to generate in your herd. Let's compare a \$10,000 \$Profit bull to \$6,000 \$Profit bull (the average 2008 born Angus bull). The predicted difference between the bulls is \$4,000 or about \$40 per calf. \$Profit works for us and it will work for you too.

## Star System Explained:

**Accuracy:** The sire's level of accuracy is determined by the number of progeny that have been evaluated in the \$Profit System.

★★★★★ Several progeny recorded, use with confidence (over 90% accurate).

★ Pedigree and individual data only (about 30% accurate).

**Calving Ease:** The predicted calving ease if you use the bull on heifers.

★★★★★ The easiest calving bulls in the industry.

★★★★ Use on smaller heifers with minimal assistance needed.

★★★ Use on larger heifers with some assistance expected.

(If no stars are shown, the animal is recommended for use on cows only.)

**Growth:** A formula combines WW and YW to predict how much performance the sire will pass on to their progeny.

★★★★★ Most growth.

**Maternal:** An estimate of the maternal efficiency of the daughters this sire will produce. It includes cow size, milk, fertility and growth.

★★★★★ Keep these heifers! They will make the most profitable females in the business.

**Feed/Carc:** A formula that combines: gain, conversion, carcase weight and carcase merit to predict post weaning performance.

★★★★★ Maximum overall value in your feeder calves.

**Disposition:** An observation of the sires disposition.

★★★★★ You can walk up to and touch.

★★★ Average - respects flight zones and handles well, but is not a pet.

★★ Nervous.

## What traits are included in \$Profit:

\$Profit includes nearly every trait that impacts profitability. The effect of most traits on profit is fairly simple to understand. Here is the list of what is included and its effect:

### Revenue Traits

- Calving ease = more live calves
- Weaning and yearling EBV = more growth & weight for age
- Fertility (days to conception) = Earlier conceptions post calving and earlier puberty in heifers
- Carcass weight = Heavier carcase weights
- Marbling = better meat quality and value
- Ribeye area = value as impacts yield grade
- % Retail Product = more yield is more saleable beef

### Cost Traits

- Cow mature size = in general bigger eats more
- Cow intake = more intake costs more
- Feedlot feed efficiency = cost of gain

Some traits are not so easily characterized for \$Profit. Milk, for example, is a good thing until you get too much. When over +25, milk ABE has a more negative effect on fertility than it has a positive effect on weaning weight. There are a few traits not yet included in \$Profit: longevity, structure, and disposition. These traits are important but difficult to express in dollars.

Good	★ ★ ★
Better	★ ★ ★ ★
Best	★ ★ ★ ★ ★

**Are all small cows really efficient?** There seems to be a big disconnect in today's beef industry. On sale day we want heavy, high quality steers to pay the bills. The rest of the time we want efficient cows to keep our costs as low as possible. Simply selecting for smaller cows with no regard for feed efficiency is not the answer. Likewise, selecting for sheer growth with disregard for cost is just as poor of a strategy. The best way to make your cowherd truly efficient, and your calf crop earn more, is to use \$Profit™ ABE (Across Breed EBVs)™. This is the only index in the industry that works on both sides of the ledger (production AND cost). Cows that work! Steers that pay!

# \$PROFIT™

Financial indexes  
allow you to HAVE IT ALL!

## Indexes Explained

**\$Ranch:** Profit from birth through weaning. Includes:

- Fertility, Milk, Growth
- Cow feed intake and Mature size

\$Profit EBV Rankings for 2016 Calves:

	Good	Better	Best
% Rank:	Average	Top 25%	Top 1%
\$Profit	\$6,496	\$8,649	\$13,962
\$Ranch	\$27	\$36	\$58
\$Feeder	\$45	\$67	\$122

**\$Feeder:** Profit from weaning to slaughter. Includes:

- Feed conversion
- Carcase value
- Carcase weight

**\$Profit:** Puts it all together. **\$Ranch + \$Feeder.**

- **One number that predicts your bottom line!**

## Efficiency Explained

**Feed:Gain:** Difference in the amount of feed a bull's progeny will consume to produce one kilo of gain post weaning.

*Example: A -0.50 F:G ABE means this animal's progeny will consume less feed per kilo of gain than would progeny of a 0.00 F:G ABE sire.*

**Feed Intake:** Difference in feed consumption of each of a bull's progeny in a feedlot finishing period.

*Example: Example: A steer whose sire has a -100 Intake ABE will eat less feed per day than one whose sire had a zero Intake ABE.*

**Feed Efficiency Explained:**

	Good	Better	Best
% Rank:	Average	Top 25%	Top 1%
Feed:Gain	0.00	-0.10	-0.34
Intake	39	16	-41

## \$Profit Across Breed EBVs

**Dare to compare:** You cannot afford to make mistakes in your breeding program! Choosing to use sires with incomplete or low value data can unknowingly make your herd less profitable – same work, same cost, poor results - unacceptable. \$Profit ABEs (Across Breed EBVs) are the most reliable and comprehensive EBVs in the industry. They are backed by a large (nearly a million), long-standing (over 30 years), multi-breed (over 15 breeds) database. Using this system assures you of making sound breeding decisions with minimal risk of failure.


**This is the largest breeder owned data base in the industry with over 1,000,000 records - “from herds in the USA, UK, New Zealand and Australia”**

	Good	Better	Best
% Rank:	Average	Top 25%	Top 1%
BW	2.6	0.8	-3.5
WW	38	45	62
YW	65	77	106
MILK	Preference based on environment		
SC	0.48	0.78	1.51
HT	Preference based on environment		
MAT WT	Preference based on environment		
REA	0.36	0.51	0.90
IMF	0.22	0.40	0.82
CAR WT	818	856	886
BF	-0.01	0.00	0.03

## \$Profit Across Breed EBVs



# STABILIZER<sup>TM</sup>

\$Profit ABE		
	\$19,282	
\$Ranch	\$61	4
\$Feeder	\$144	3
Feed:Gain	0.02	56
Intake	24.75	85
Accuracy	★	
C. Ease	★ ★	
Growth	★ ★ ★ ★ ★	
Maternal	★ ★ ★ ★ ★	
Feed/Carc	★ ★ ★ ★ ★	
Disposition	★ ★ ★ ★ ★	
\$Profit ABE as of 14/04/17		
BW	-0.7	6
WW	72	1
YW	115	1
MILK	27	7
SC	1.07	6
MAT WT	19	63
REA	1.23	1
IMF	0.11	40
CAR WT	846	20
BF	-0.03	27

**Born: 17/8/15**  
**Breed: 49SI38AA12RP**

HOOKS SHEAR FORCE 38K

HOOKS TRINITY 9T

HOOKS PEARL 22-P

SYDGEN TRUST 6228

LARNOO STABILIZER J924

LARNOO STABILIZER F612



*Sire - Hooks Trinity*


Paringa **Money Maker** L809



One of the most outstanding bulls bred in Australia, and top priced yearling bull at the Paringa Spring 2016 Sale, selling for \$19,000. Money Maker has a genetic twist going back to a Goldmine X Red Poll female. The dam of this bull is a deep bodied, and feminine elite beef breeder. His pedigree is stacked for feed efficiency, carcase and maternal traits, hence his high \$Profit Index. Not only is Money Maker one of the highest ranked animals on the whole global \$Profit database, but phenotypically he is faultless. He is always a crowd favourite. The photo pictured was taken at 12 months of age.

Owners: Paringa Livestock & Woorinyan Pastoral Culcairn

## RED SOUTH DEVON

\$Profit ABE		
	\$24,664	
\$Ranch	\$67	2
\$Feeder	\$196	1
Feed:Gain	-0.03	16
Intake	-44.25	18
Accuracy	★	
C. Ease	★	
Growth	★★★★★	
Maternal	★★★★★	
Feed/Carc	★★★★★	
Disposition	★★★★★	
\$Profit ABE as of 20/09/18		
BW	1.6	30
WW	66	2
YW	107	3
MILK	35	1
SC	0.53	60
MAT WT	24	62
REA	0.5	45
IMF	0.35	10
CAR WT	852	20
BF	-0.03	27

**Born: 01/08/17**  
**Reg: 50127938**

MJB SWAGGER330Z

MJB COOL 548C

MJB NIKKI 8613U

BC PROGRESS 315U

DAVELLE PROGRESS D'ROSE H47

DAVELLE C22 D'ROSE E48



Davelle **Cool Beau** N51



Owners: Davelle South Devons

Beau is a stand out pure bred South Devon young sire who is impressing everyone that sees him both in the flesh and on paper his pedigree is stacked with high \$Profit MJB Cool 548C (\$23,129), BC Progress 315U (\$24,554) and Davelle Progress D'Rose H57 – photo above with Beau (\$23,930) Beau is a moderate long balanced easy doing easy fleshed sound footed potent young sire. Beau encompasses all of our breeding objectives of low birth weight, good growth and excellent carcase which gives him the high \$Profit figure that he has. Available Early 2019.

# ANGUS

Leachman **Resolution** G228U



Resolution is the proven, maternal, feed efficient, Angus herd sire with outstanding phenotype! His \$14,164 \$Profit™ ranks him in the top 1% of ALL Angus bulls evaluated in our system. Phenotypically, Resolution is an absolute stand out! He is deep, long, and loaded with capacity, all on a moderate frame.

**Born: 4/02/2008**  
**ASA#: USA16248786**  
**AMF-NHF**

B C C BUSHWACKER 41-93  
**DR J ANALYST**  
 GAR PRECISION 706  
 BON VIEW NEW DESIGN 878  
**L A GAMMER PRIDE LG 291**  
 FINKS PRIDE 517 210 HY



**Resolution sires great females like this daughter.**

Owners: Leachman Cattle of Colorado, Lohmann Angus, Eagle Pass Ranch, Summitcrest Farms & The 2009 Feed Efficiency Syndicate.

\$Profit ABE		
	\$14,164	
\$Ranch	\$59	14
\$Feeder	\$90	20
Feed:Gain	-0.34	3
Intake	-5.25	42
Accuracy	★★★★	
C. Ease	★★	
Growth	★★★★★	
Maternal	★★★★★	
Feed/Carc	★★★★	
Disposition	★★★	
\$Profit ABE as of 20/09/18		
BW	2.5	70
WW	55	10
YW	92	14
MILK	20	50
SC	1.95	1
MAT WT	19	73
REA	0.7	4
IMF	1.15	1
CAR WT	767	4
BF	0.07	1

Mid September 2018 Angus Australia BREEDPLAN

Trait	CE Dir	CE Dtrs	GL	BW	200	400	600	MCW	MLK	SS	DC	CWT	EMA	RIB	RMP	RBY	IMF	ABI	DOM	GRN	GRS
EBV	-1.1	-4.2	-1.1	+4.2	+47	+80	+87	+89	+7	+3.0	-7.2	+54	+6.6	+3.0	+4.0	-2.0	+2.3	+\$95	+\$98	+\$90	+\$94
Acc	85%	71%	97%	97%	96%	96%	96%	94%	93%	94%	60%	90%	90%	91%	89%	86%	88%				


# ANGUS

## Ayrvale **Bartel** E7



**Born: 9/09/2009**  
**ASA#: HIOE7**  
**AMF-CAF-DDF-NHF**

B/R NEW DIMENSION 7127  
**TE MANIA BARTEL B219**  
 TE MANIA JEDDA W85  
 MYTTY IN FOCUS  
**EAGLEHAWK JEDDA B32**  
 EAGLEHAWK JEDDA Z48

\$Profit ABE		
	\$17,483	
\$Ranch	\$92	1
\$Feeder	\$80	25
Feed:Gain	-0.07	57
Intake	47.75	84
Accuracy	★★★★	
C. Ease	★★★★★	
Growth	★★★★★	
Maternal	★★★★★	
Feed/Carc	★★★★★	
Disposition	★★★	
\$Profit ABE as of 20/08/18		
BW	-3.2	1
WW	45	29
YW	70	40
MILK	31	3
SC	1.04	12
MAT WT	-44	1
REA	0.45	25
IMF	1.14	1
CAR WT	776	10
BF	0.03	10

Bartel posts outstanding proofs both the \$Profit database and Australian Angus database – while the US numbers are simply based on his US trained 50K data. With over 4,400 progeny records, Bartel E7 is a trait leader for Calving Ease Direct, Calving Ease Daughters, Birth Weight, Milk, Days to Calving, Carcase Weight, Eye Muscle Area, and IMF. This earns Bartel E7 a top 1% rank on all four Australian Angus dollar indexes. This bull will add frame, but will do so with exceptional thickness and capacity.

Owners: Paringa Livestock, H & R Lawson & Peter Young

Mid September 2018 Angus Australia BREEDPLAN

Trait	CE Dir	CE Dtrs	GL	BW	200	400	600	MCW	MLK	SS	DC	CWT	EMA	RIB	RMP	RBY	IMF	ABI	DOM	GRN	GRS
EBV	+4.2	+4.6	-5.4	+1.7	+49	+89	+113	+67	+27	+2.3	-11.0	+77	+7.0	-1.0	+0.4	-0.3	+3.3	+\$159	+\$134	+\$180	+\$144
Acc	98%	95%	99%	99%	99%	99%	99%	99%	98%	99%	84%	97%	97%	97%	97%	96%	96%				



## \$Profit ABE



**\$21,504**

\$Ranch	\$80	2
\$Feeder	\$143	4
Feed:Gain	-0.42	1
Intake	-97.25	2
Accuracy	★★★★	
C. Ease	★★★★	
Growth	★★★★	
Maternal	★★★★★	
Feed/Carc	★★★★★	
Disposition	★★★★	

## \$Profit ABE as of 20/09/18

BW	-0.6	15
WW	49	19
YW	92	15
MILK	32	1
SC	1.12	8
MAT WT	-1	92
REA	1.05	1
IMF	0.74	3
CAR WT	795	1
BF	0.02	22

## TCA Visionary 158



This pivotal herd bull is fast earning his place alongside the legendary Angussires. Here is the opportunity for Angus breeders to move their herd significantly on on Feed:Gain intake and every other index! Seldom do seedstock producers have the genetic advantage to strengthen every economic trait with one herd sire. Here is a 4-star calving ease herd sire that will move the profitability of your herd in the right direction quickly! There are several Angus sires that are true heifer bulls, but can you find ANY others that can compete with these feed efficiency values, while maintaining the growth and carcass merit that Visionary does. Make this proven high \$Profit, highly feed efficient Angus herd sire your choice in future breeding programs!



Visionary looks good from every angle.



Visionary daughter with a perfect udder.



**Born: 14/3/11**  
**ASA#: USA16972676**  
**AMF-NHF-CAF-**  
**OSF- DDF**

S A F CONNECTION  
 SYDGEN C C & 7

SYDGEN FOREVER LADY 4087

S A V 5175 BANDO 4597

**T C A TREASURE 0699 601**

SWEETWATER TREASURE 73M

## Visionary progeny



Mid September 2018 Angus Australia BREEDPLAN

Trait	CE Dir	CE Dtrs	GL	BW	200	400	600	MCW	MLK	SS	DC	CWT	EMA	RIB	RMP	RBY	IMF	ABI	DOM	GRN	GRS
EBV	+2.9	+0.4	-5.3	+2.2	+47	+82	+105	+72	+16	+2.6	-4.5	+62	+11.2	-0.3	-1.9	+2.7	+1.6	+\$132	+\$127	+\$136	+\$129
Acc	76%	53%	97%	97%	95%	94%	93%	85%	82%	91%	49%	84%	84%	84%	80%	78%	82%				



# ANGUS

\$Profit ABE		
	\$17,988	
\$Ranch	\$47	35
\$Feeder	\$150	3
Feed:Gain	-0.18	25
Intake	21.75	66
Accuracy	★	
C. Ease	★ ★	
Growth	★ ★ ★	
Maternal	★ ★ ★	
Feed/Carc	★ ★ ★ ★ ★	
Disposition	★ ★ ★	
\$Profit ABE as of 20/09/18		
BW	2.1	65
WW	49	20
YW	93	13
MILK	27	11
SC	0.74	30
MAT WT	6	48
REA	0.85	1
IMF	1.01	3
CAR WT	799	40
BF	0.024	17

Born: 19/8/15  
 ASA#: NZE14572015C252  
 AMFU-NHFU-CAFU-DDFU

GAR RETAIL PRODUCT  
**D R SIERRA CUT 7404**  
 D R DOBRA 1223  
 C A FUTURE DIRECTION 5321  
**ELLERTON 050899**  
 ELLERTON 031899



**D R Sierra Cut 7404**

Rissington **Cut Above** C252



Cut Above was a standout phenotypically from a young age. This is a real feature of his high performing sire DR Sierra Cut. His dam a 12 year old Future Direction daughter that has reputation for doing very similar year in year out. Expect Cut Above to add muscle and yield to your Angus whilst producing moderate, functional daughters.

Owners: Rissington Cattle Co

September 2018 Angus BREEDPLAN

	CED	CEDT	GL	BW	200	400	600	MCW	MLK	SS	DC	CWT	EMA	RIB	RMP	RBV	IMF	SR	AP
TRAIT	+1.3	+2.3	-5.4	+3.7	+47	+91	+105	+65	+17	+1.3	-4.5	+69	+9.5	-0.5	-1.1	+0.8	+1.9	+\$166	+\$175
Acc	58%	44%	85%	75%	69%	70%	67%	63%	57%	61%	42%	61%	61%	61%	61%	57%	56%		

# ANGUS

\$Profit ABE		
	\$19,930	
\$Ranch	\$71	4
\$Feeder	\$138	5
Feed:Gain	-0.2	20
Intake	37.75	78
Accuracy	★	
C. Ease	★ ★ ★	
Growth	★ ★ ★ ★	
Maternal	★ ★ ★	
Feed/Carc	★ ★ ★ ★ ★	
Disposition	★ ★ ★	
\$Profit ABE as of 24/04/17		
BW	-0.2	14
WW	59	5
YW	106	5
MILK	28	8
SC	1.46	2
MAT WT	-8	22
REA	0.53	17
IMF	1.03	2
CAR WT	802	40
BF	0.02	50

Born: 18/9/15  
 ASA#: NZE14572015C487  
 AMF-CAF-DDF-NHF

G A R RETAIL PRODUCT  
**D R SIERRA CUT 7404**  
 D R DOBRA 3453  
 AYRVALE BARTEL E7  
**ELLERTON 120800**  
 ELLERTON 041479



Owners: Rissington Cattle Co

Rissington **Premium Cut** C487



Premium Cut is an outstanding son of DR Sierra Cut one of the breed's most elite sires for profitability at weaning and a breed-leader for \$W. His dam is one of the top performing Bartel E7 daughters in the Rissington herd who goes back to maternal legend New Design 878. With this sort of lineage it's no surprise that Premium Cut rose to the top of his class with a \$19,930 \$Profit. This puts him in the top echelon of bulls in Leachman Global Database of million plus animals. He was used within herd in the spring and also in NZ Beef Progeny Test Cohort 3.

September 2018 Angus BREEDPLAN

	CED	CEDT	GL	BW	200	400	600	MCW	MLK	SS	DC	CWT	EMA	RIB	RMP	RBV	IMF	SR	AP
TRAIT	+2.3	+2.9	-8.1	+3.6	+51	+95	+113	+81	+12	+2.0	-4.1	+62	+4.7	-1.5	0.0	+0.7	+2.0	+\$172	+\$188
Acc	61%	44%	87%	79%	76%	74%	73%	69%	56%	65%	42%	67%	65%	67%	65%	60%	62%		



# SIMANGUS

Leachman **Prophet** J030Z



**Born: 10/2/12**  
**Homozygous Black**  
**Homozygous Polled**  
**Breed: 62AA38SI**

HOOKS SHEAR FORCE 38K  
**HOOKS TRINITY 9T**  
 HOOKS PEARL 22-P  
 DR J ANALYST M250  
**LCOC ISABEL UG390**  
 EAGLE 1531 ISABEL 2221

Prophet is a nominee for the most complete power bull in the business! Phenotypically he is appreciated by the most critical seed stock and commercial producers alike in the USA. Prophet exhibits tremendous muscling and power while remaining exceptionally sound, moderate framed and well-balanced. He is also a very smooth and fluid mover. On top of that, Prophet is super gentle and has worlds of character & style. Prophet's ABE profile is the poster boy for the \$Profit index's potential to move every economically relevant trait aggressively in the right direction.

\$Profit ABE		
	\$14,918	
\$Ranch	\$46	14
\$Feeder	\$117	8
Feed:Gain	-0.41	1
Intake	3.75	67
Accuracy	★ ★ ★ ★	
C. Ease	★ ★	
Growth	★ ★ ★ ★ ★	
Maternal	★ ★ ★ ★ ★	
Feed/Carc	★ ★ ★ ★ ★	
Disposition	★ ★ ★ ★	
\$Profit ABE as of 20/09/18		
BW	1.2	28
WW	67	2
YW	100	5
MILK	12	85
SC	0.49	45
MAT WT	20	65
REA	0.89	2
IMF	0.64	1
CAR WT	824	40
BF	-0.01	80

Owners: Leachman Cattle of Colorado, Hairpin Elite Nucleus, Lincoln County Feed Yard, Hayse Farms, Slovek Ranch, R.A. Brown Ranch, Foster Hay & Cattle, Jones Ranch, Odom Ranch, Rossman Farms, Apex Cattle & Ralph Huntley & Son.

# ANGUS

Rissington **Resolved** C116



**Born: 24/04/18**  
**ASA#: NZE14572015C252**

DR J ANALYST M250  
**LEACHMAN RESOLUTION G228U**  
 L A GAMMER PRIDE LG 291  
 AYRVALE BARTEL E7  
**ELLERTON 135317**  
 RISSINGTON 090332

Out of Ayrvale Bartel E7 2yr old heifer. Sired by Resolution who is a proven maternal & feed efficiency leader. Used as a yearling. Resolved offers excellent scrotal EBV and positive fat EBVs combined with a 3.3% IMF EBV.

Owners: Rissington Cattle Co

\$Profit ABE		
	\$19,297	
\$Ranch	\$63	9
\$Feeder	\$142	4
Feed:Gain	-0.28	1
Intake	29.75	88
Accuracy	★	
C. Ease	★ ★	
Growth	★ ★	
Maternal	★ ★ ★	
Feed/Carc	★ ★ ★ ★	
Disposition	★ ★ ★ ★	
\$Profit ABE as of 24/04/17		
BW	1	37
WW	60	4
YW	102	7
MILK	25	20
SC	1.29	4
MAT WT	18	61
REA	0.73	3
IMF	1.3	1
CAR WT	820	-6
BF	0.05	1

Mid September 2018 Angus Australia BREEDPLAN

Trait	CE Dir	CE Dtrs	GL	BW	200	400	600	MCW	MLK	SS	DC	CWT	EMA	RIB	RMP	RBY	IMF	ABI	DOM	GRN	GRS
EBV	+1.8	+0.1	-2.9	+3.9	+52	+88	+103	+89	+16	+2.1	-7.0	+68	+4.5	+1.4	+2.8	-2.3	+3.3	+\$117	+\$111	+\$125	+\$112
Acc	60%	46%	84%	73%	70%	69%	69%	65%	57%	63%	41%	63%	62%	65%	62%	59%	61%				



# FAQ's about \$PROFIT™

## WHAT IS \$PROFIT?

**\$Profit tells you which bulls' calves make you the most profit, from birth to slaughter if you retain ownership and keep replacements.** It

includes the cow traits, fertility, growth, carcass and feed intake. Isn't that really what you want to know? It is for sure what you need to know. If you sell your calves at weaning, instead of retaining ownership, you can use the \$Profit Index.

## WHAT DOES THE SINGLE NUMBER, \$PROFIT, DO FOR ME?

**\$Profit helps you compare what different bulls are worth so you can find the best bull to improve your herd.** None of us are smart enough to look at 20+ EBV's and figure out which bull will help us the most. \$Profit does that for you.

Why would anyone buy something for a business unless they knew how much money it will generate in profit for the company? You don't want to guess. You spend a lot on bulls. You want to buy a bull that will reduce your costs and increase your revenues.

The \$Profit single number estimates what a bull's 100 calves (4 years @ 25 calves per year) will generate in net profit compared to an industry average bull. Literally, the \$Profit system runs partial budgets and looks at how all of the genetic effects impact your bottom line.

Here is how you can use it. Say the cost of the average industry bull this year is \$4,500. That industry average bull has a \$Profit of around \$7,500. If you buy a \$12,500 \$Profit bull for the same price, then you are ahead \$5,000.

## HOW DOES \$PROFIT DIFFER FROM OTHER MAJOR INDEXES?

**1. Like most indexes, \$Profit takes into consideration output and revenue, but also includes the cost side of the equation.** Other indexes ignore the cost and just help you find the cattle with the highest output and revenue. Unfortunately, growth and output always have a cost. Do you know of a single index that directly includes cow feed intake in the equation like \$Profit does? Years ago, farmers learned that you couldn't just chase more and more output, but that you had to control the input and costs. The important goal is more net income or profit, not maximised revenue. \$Profit index helps breeders raise cattle that cost less.... and produce more profit.

**2. \$Profit recognises that many traits have ideal levels – more and more or less and less is not what you want.** Seedstock breeders like to chase big numbers because it helps them sell cattle. However, the \$Profit program knows you make more profit when you are at optimum levels for traits like birth weight, milk and cow size. As an example, more milk is good up to a point. However, too much milk hurts your fertility. Almost all traits are like that. Other industry indexes are linear, and do not find the optimums. Instead they often encourage breeders to chase maximums.

**3. \$Profit takes into account hybrid vigour because customers want and need to cross breed.** Fertility and longevity are huge drivers of cow herd profitability. Many herds are struggling with fertility because they have become too straight bred. A cross bred cow breeds up sooner, is empty less often, and lives longer. Crossbreeding can increase kilograms weaned





per cow exposed by 23% and that drives profit. \$Profit ABE includes the economics of heterosis.

## HOW GOOD IS THE DATA BEHIND \$PROFIT?

***This is the largest breeder owned data base in the industry with over 1,400,000 records. Plus, the data is all from top notch, “professional breeders”.***

The key is to receive complete, whole herd reporting data. Other systems contain data that is partially reported or substantially unreported. Plus, many herds do a very poor job at establishing contemporary groups. If there are problems they are corrected or removed from the \$Profit database.



***In the US, Leachman co-operators reported over 12,000 calves in the last year. These calves all come from structured, mostly AI, matings with reference sires and breeds so that all animals, breeds, and producers can be compared.*** It is like a huge, structured progeny test. This data is heavily AI driven. It also contains thousands of breed comparisons as we used purebred, hybrid, and composite bulls from each of our breeds. Clay Centre Nebraska compares 200 animals of each breed against one another in a single environment with limited use of proven AI sires to derive their breed differences. So far they have compared thousands of animals of each breed and heavy use of proven sires in hundreds of different environments. We believe that these are the most accurate across breed comparisons available in industry.

***Finally, they do more feedlot and carcass verification than any other seed stock program.*** There are a number of commercial test herds that breed AI so they can feed then process the progeny. Feeding large sire groups confirms that feed efficiency ABE's accurately predict the performance in the feedlot as well as over the hook. Collecting carcass data makes sure that the ultrasound based predictions are accurate. In all, there have been several thousand sire identified carcasses processed each year. Data collected includes conversion gain, and carcass weight on over 10,000 \$Profit sired calves from herds each year.

## HOW GOOD IS THE \$PROFIT SYSTEM?

***If there was a better index than \$Profit we would know about it!*** Each year there are new seed stock herds that sign up to use \$Profit. When their herds are analysed they are shocked – shocked by how well the best cattle are found and shocked by the number of bulls they are using that will not improve their herds. Inevitably, \$Profit helps them make more rapid genetic improvement and that is why they join the \$Profit system.

***Using \$Profit for all breeding decisions.*** In a seed stock situation no matter the breed, female or sire that has a low \$Profit is excluded in the continuous quest for outlier bulls and cows to bring in from the industry. Breeders use \$Profit to select replacement females and to help make cow culling decisions. You can use \$Profit to share in genetic progress!

## \$PROFIT SEEMS TO BE GOING UP AND UP. IS THAT REAL AND WILL IT CONTINUE?

***\$Profit breeders are making more rapid genetic progress than nearly any other program in the industry - worldwide.*** We know this is because each herd is actively comparing themselves. Each year co-operators keep the highest ranked \$Profit heifers as replacements and AI them to the highest \$Profit bulls. \$Profit herds operate in the UK, USA, New Zealand and now Australia. So long as breeders can continue to find higher and higher ranked \$Profit sires, this trend will continue.

***There is no doubt that the genetic change is real.*** Results speak for themselves. Cows are getting smaller frames, weaning weights are going up, and feed conversion (efficiency) is improving. The \$Profit cattle max out the carcass weight range.

***Our future depends on \$Profit.*** It is adding profit to all herds which is essential for viability of beef producers. You don't have to guess whether or not to believe in \$Profit – just watch the bulls being used and you will know where to place your bets.



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