

Hadrick Enterprises Faulkton, SD

Troy Hadrick



About Us

- Commercial Black Angus cows
- Farming
- Three cousins took over management in 2012
- We are the 5th generation in Faulk County, since 1910

Old Goals

- Grow big calves
- Keep biggest replacement heifers
- Market once per year through sale barn

New Goals

- Shortened calving season
- Reduce cow size
- Better pasture management
- Better cow management
- Utilize technology
- Make cattle more valuable
- Market accordingly
- Ask why!
- Disciplined focus
- Establish a genetic benchmark to track progress

It's tough to get bigger, so let's get better!!

Establishing a Benchmark

- Plan was to feed 2012 born calves
- They were the last of the "old" genetics
- Forgot to rain that year, \$8 corn in KS



New Genetic Criteria for AI Sires

- Use proven AI sires
- Calving ease is a must, even for cows
- Superior carcass traits – marbling, \$B
- Below average yearling height

Clean up bulls coming from the "Super Cows", known pedigrees, unknown genomics

In 2012, every cow on the place was AI'd

2013 Calf Crop

- First time with significant numbers of AI sired calves
- In Jan 2014, shipped AI steers to Irsik & Doll
- Sold clean up calves at sale barn
- Retained all AI heifers to breed

First Carcass Data – June 2014

- **89% Choice or better, 32% CAB**
- **No Primes**
- **Made \$250/hd by retaining ownership**
- A GOOD START, but took 26 months from breeding til data. Made two years of breeding decisions in that time period.

2014 Calf Crop

- Every cow AI'd again
- Had first GAR Progress calves (+1.72 marbling, top 1%)
- Marketing plan was to do the same as prior year
- But....plans got changed! Decided to GeneMax Focus test the steers, and had to dedicate myself to USING the data



GeneMax Focus

- GAR Progress calves avg 96.8, 56% scored 5/5
- GAR US Premium Beef avg 86.5
- Clean Ups avg 83.5

Time to adjust the marketing plan!



GeneMax Advantage

- GAR Progress daughters avg 79.6
 - GAR USPB avg 35.6
 - Clean Ups avg 52.4
 - Herd avg was 63.9, high score was 92*
- Gave us the confidence to completely change heifer marketing plan too.



GM Focus vs. Carcass Data

- GAR US Premium Beef (Focus avg 86.5)
 - 0% Prime
 - 47% CAB or better
 - 95% Choice
 - \$142.34/cwt
- GAR Progress steers (Focus avg 96.8)
 - 23% Prime
 - 78% CAB or better
 - 100% Choice
 - \$149.60/cwt

2015 Genomic Testing



- Yrlg bulls from “super cows” 50K tested
- Also tested current clean up bulls
- 2015 born bull calves that are 2nd Gen all 50K tested
 - Over half scored in top 2% for MVPFL
 - Took 11 months from breeding til data available

150K Data for 2015 born heifers

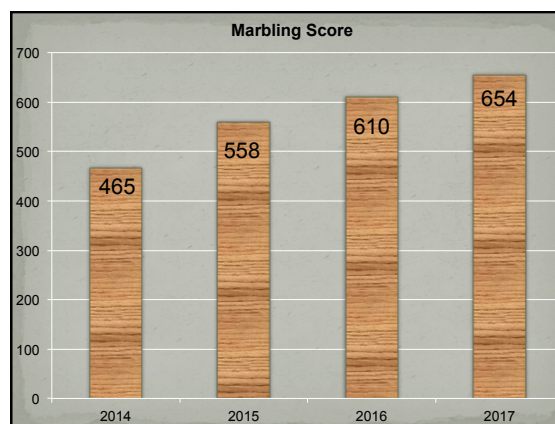
- GAR Prophet – 12 head – 206 MVPFL (Top 3%)
- GAR Progress – 88 head – 203 MVPFL (Top 3%)
- Clean Up – 34 head – 146 MVPFL (Top 24%)

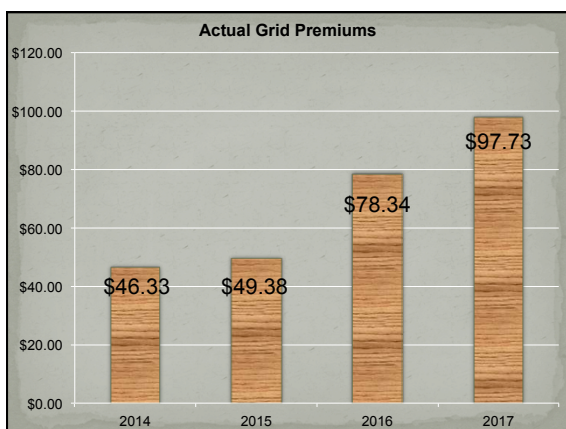
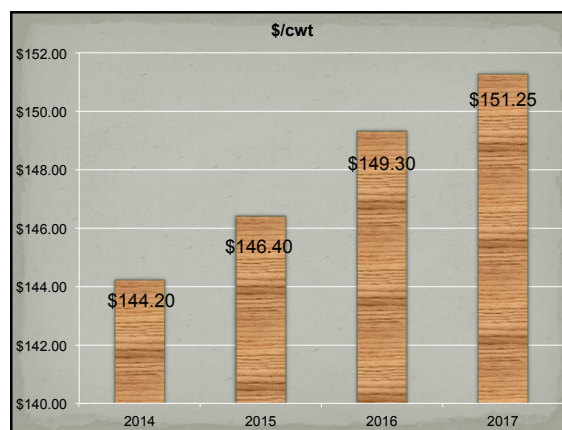
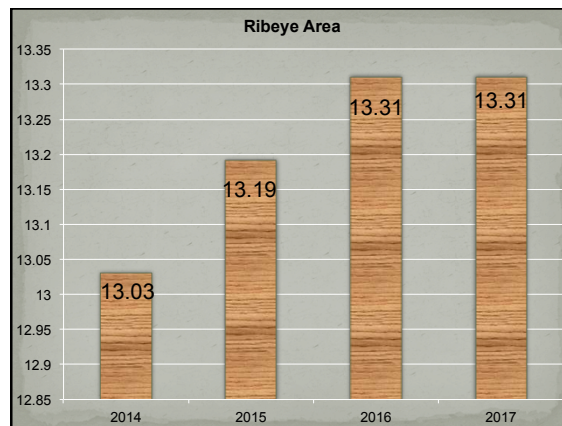
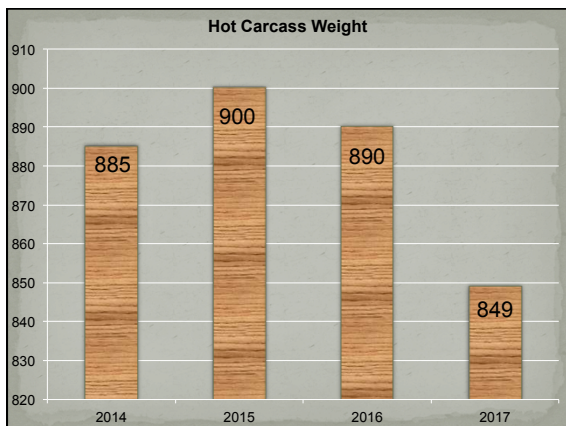
Carcass & Performance Data for 2015 born Open Heifers

- 57% Prime
- 17% CAB (74% CAB or better)
- 17% Black Canyon
- 100% Choice
- 4.8 lbs/day for 126 days
- Converted 5.15 on dry matter
- Cost of Gain was \$.57/lb

	2014	2015	2016	2017
% Prime	0.0	13.3	18.3	35.3
% Choice/bet	89.2	97.3	97.2	100.0
% Select	10.8	2.7	2.8	0.0
% CAB	31.9	52.2	62.0	47.1
% NAB/BC	36.2	20.4	5.6	6.0
% CAB/bet	31.9	65.5	80.2	82.4
% NAB/bet	68.1	85.9	86.0	88.4
% Y1	2.1	0.0	0.0	2.4
% Y2	14.9	20.4	16.9	15.3
% Y3	70.2	54.9	60.6	57.6
% Y4	12.8	23.9	18.3	23.5
% Y5	0.0	0.9	2.8	1.2
Hot Yield	62.5	63.6	64.1	62.7
HCW	885 lbs	900 lbs	887 lbs	849 lbs
STANDARDIZED \$/CWT	\$144.20	\$146.40	\$149.30	\$151.25
ACTUAL AVG GRID PREMIUM	\$46.33	\$49.38	\$78.34	\$97.73

	Old Cows	Young Cows	Old Cows – Bred to GAR Progress	Young Cows – Bred to GAR Progress
% Prime	10.6%	18.4%	44.5%	54.1%
%CAB or better	63.9%	82.4%	86.3%	90.6%
Std. Grid Premiums	\$55.06	\$73.76	\$111.89	\$125.33





Challenges We Faced

- Interpreting data, especially first year
- Data management
- Sticking to the plan/Changing the plan
- Finding a feedyard
- Finding a broker
- Finding a grid/packing plant
- Convincing family/yourself to change
- Genetics vs Environment

Where We Go From Here

- Continued Testing
- Seedstock sales
- Utilize other technologies, ET?
- Data management is challenging
- Marketing plan adjustments
- Goal adjustments
- More Partners



Thank You

- Zoetis – Andy Rausch, Larry Gran, Brett McCoy
- Prairie View Vet Clinic – Dr. April Schilder
- Select Sires – Duane Broek
- US Premium Beef – Brian Bertelsen
- Irsik & Doll Feedyard – Mark Sebranek
- Top Third Ag Marketing – Craig VanDyke

Good partnerships are very important to me, critical to my success!



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