

WHY ET?

Beef is a commodity- by definition is a break even game

To make money, livestock producers need to think outside the box and use technology to their advantage

- Implants
- Ionophores
- Beta agonists
- AI
- ET?

WHY ET?

Seedstock producer:

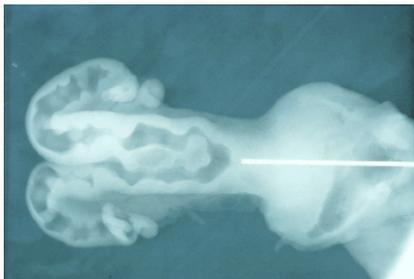
- Quickly propagate superior genetics
- Overcome infertility
- Import/export genetics

Commercial producer:

- Produce own/sell bulls
 - Potential opportunity to save/make money
- ?

BASIC PRINCIPLES OF ET

- MOET = multiple ovulation embryo transfer
- "Super-stimulate" follicular development on the ovary
 - Super ovulate
- AI stimulated cow
- Flush/collect multiple embryos seven days following AI
- Direct transfer vs. freezing embryos
- High intensity labor-
- Very simple procedure, but very difficult
- IF you are very proficient at AI, easily learn to transfer embryos



RECIPIENT SIDE

- Set up like AI (7 day co synchrony)
- Watch for strong standing heat
- Record what day they come into heat
- Put in fresh/frozen embryos 7 day later
- Opportunity to serve as a profit center to use your cows as a recip for others

COST OF ET

Table 1. Estimated Cost of producing frozen embryos for future transfer

Item	7/eggs/flush	12/eggs/flush
Collection fee (including drugs/flushing)	\$600	\$800
Semen (2 units@\$100/unit)	\$200	\$200
Freezing Fee (\$50/embryo)	\$350	\$350
TOTAL	\$1,150	\$1,150
Cost per embryo	\$164	\$95.83
Cost per pregnancy (60% preg rate)	\$274	\$160

(These costs do not include donor expense, labor, overhead, etc.)

THANK YOU

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RECIPS AS A PROFIT CENTER

Jaclyn Wilson
Wilson Flying Diamond Ranch/Flying Diamond Genetics



Wilson Ranch
Founded 1888



WHY RECIPS

- Succession solution
- Opportunity to keep quality cows in production
- Additional Revenue Source



TIMELINE

- 2012 Drought
- 2013 Implanted Embryos
- 2014 First Calf Crop
- 2017 Leased Ranch and Purchased Cow Herd
- 2018 Started Fall Herd
- 2019 Brought in Business Partner



HOW DOES IT WORK



- Four-time payment (Implantation, Preg/Fetal, Birth, Weaning/Delivery)
- Three options for calving season- February, March, September
- All expenses covered including creep, with exceptions.



WHY DOES IT WORK?

- **FDG**
 - Calve ET's in Feb and March
 - Natural Service: End of March to mid-April (30 days)
 - Implant: May and June
 - Precondition: August
 - Wean/Delivery: September
 - Calve Fall ET's in September
 - Natural Service: End of September-October (30 days)
 - Implant: December
- **WFDR**
 - Calve Heifers End of April (28 days)
 - Cows Start End of April (43 days)
 - Breeding session July
 - Weaning: October






LESSONS LEARNED

- Be selective on recips
- Mouth any purchased females
- Avoid heifers
- Select clients based on own beliefs
- Change the mindset
- If something doesn't feel right change it up





FUTURE OUTLOOK

Partners, technology and thinking outside the box




IGENITY® CONFIDENT SELECTION

- Rank and select replacement heifers to meet future goals
- Produce feeder cattle that fit your market
- Score commercial bulls
- Verify sire parentage

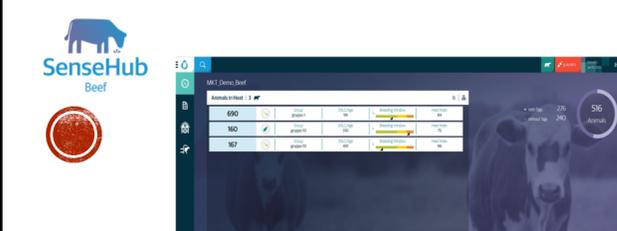


NEOGEN

IGENITY BEEF

16 traits, three indexes

- Traits:
 - BW, CED, CEM, Stay, HP, Doc, Milk, RFI, ADG,
 - Tend, Marb, RE, Fat, WW, YW, HCW
- Production, Maternal and Terminal indexes
- Free SeekSire if we have your bulls on file
- Free online Igenity Beef Dashboard



SenseHub Beef

SenseHub Beef gives you cow status, 24/7,



FLYING DIAMOND GENETICS

Hoping to take some of the guess work out of commercial production



FLYING DIAMOND GENETICS

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