



BORAN
CATTLE BREEDERS
SOCIETY

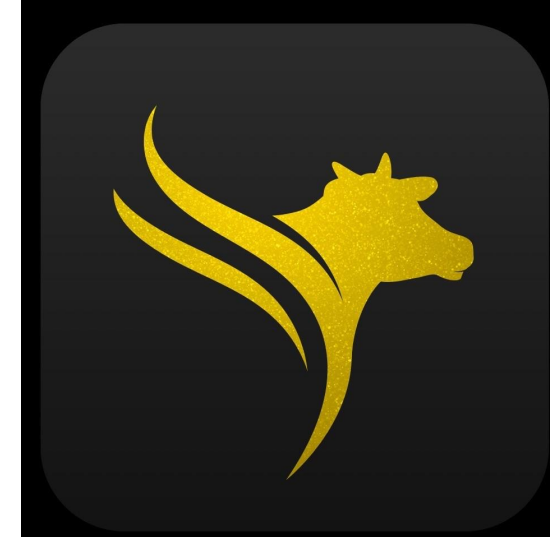
1 July 2022

A Global Perspective on Profitable Livestock
Production
(Challenges and Opportunities)

PJ BUDLER
Global Livestock Solutions



PJ Budler - Introduction











8 Divisions of a cattle operation

Genetics – Herd Management – Nutrition – Animal Health
Marketing – Record Keeping – Forage Management – Human Resources

Adaptability – Functional Efficiency - Fertility – Longevity

Most
important
economic traits
in a cattle
operation



Growth – Muscle – Milk - Marbling



Adaptability



Functional Efficiency

Physiology and Endocrinology



Fertility

10 x more important
than growth

Longevity





Growth (Weight)



Muscle



Milk



Marbling

What size should a cow be?

1. Appropriate Nutrition and Management
2. Calve by 27 months
3. Conceive in a 90-day breeding season
4. Do this annually and on time
5. Establish a minimum weaning weight at 7 months
6. Calf must be at least 45% of the cow's weight at 7 months
7. Do this every year and within 4-5 years, your cows will be the right size for your environment, resources and objectives



Evaluating Structure and Phenotype

- Eat, Walk and Reproduce
- Focus on the 4 most important economic traits (Fertility, Longevity, Adaptability, Efficiency)
Then build on that foundation with the next 4 (Growth, Muscle, Milk, Marbling)
- Quality cattle come in all different shapes, sizes and colors. Its easy to make a big one or a small one, a black one, a white one or a red one. The art of breeding lies in making a good one. Make sure that the good one fits your environment, resources and objectives



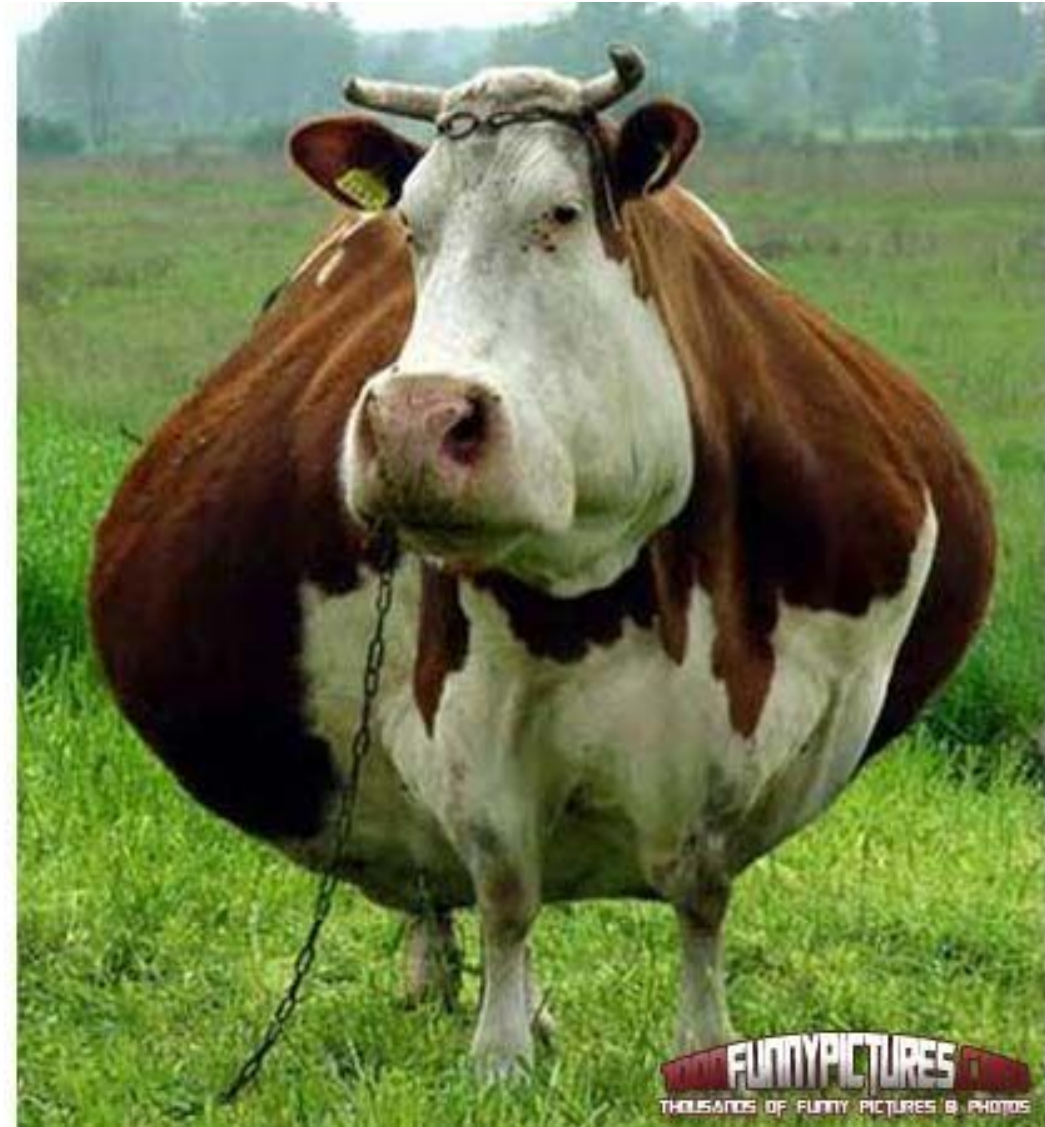
FAT

Good, bad or ugly?

Positive Correlations:

Body Condition = Energy

Body type, maturity pattern,
fertility, temperament,
do-ability, hardiness, carcass
quality





Balance

Opportunities

Growing Demand – Limited Resources

- China
- USA (More practitioners/fewer cows)



Humane



Humane & Sustainable



Sustainable

Challenges



Subsidies



Quotas



Communism



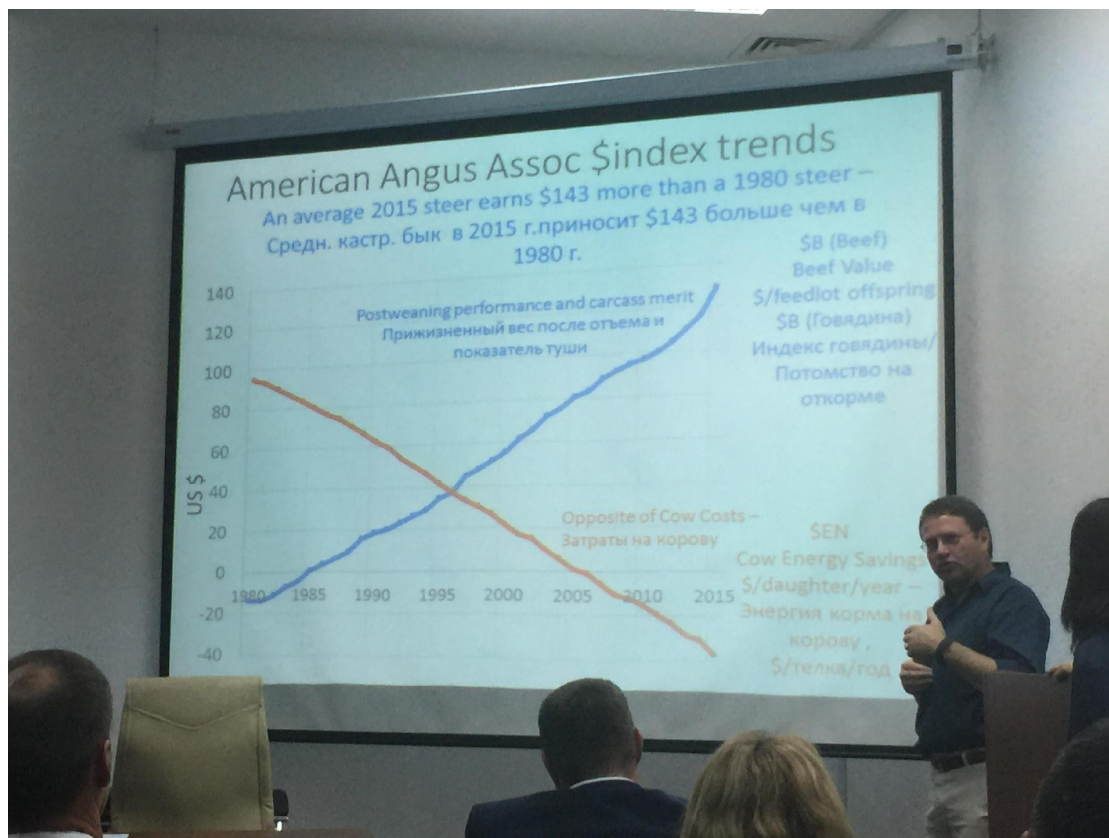
Socialism



Wars



Political Unrest



EPD's & Genomics



Recreation

DEATHS FROM GMO CONSUMPTION

OVER THE LAST 30 YEARS BY COUNTRY



THE FOSSIL FUELS

oil



natural gas



coal





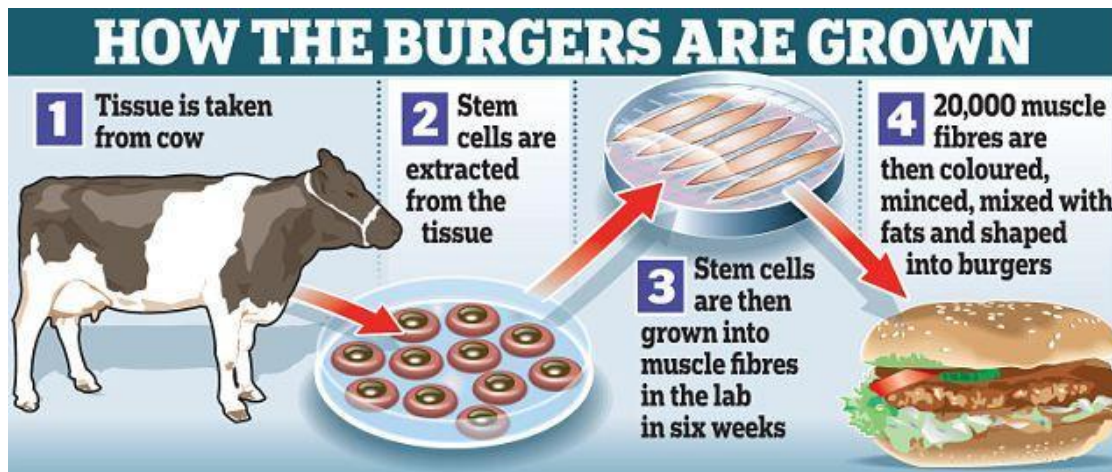
Manhattan, NY



Manhattan, KS



Religion & Politics

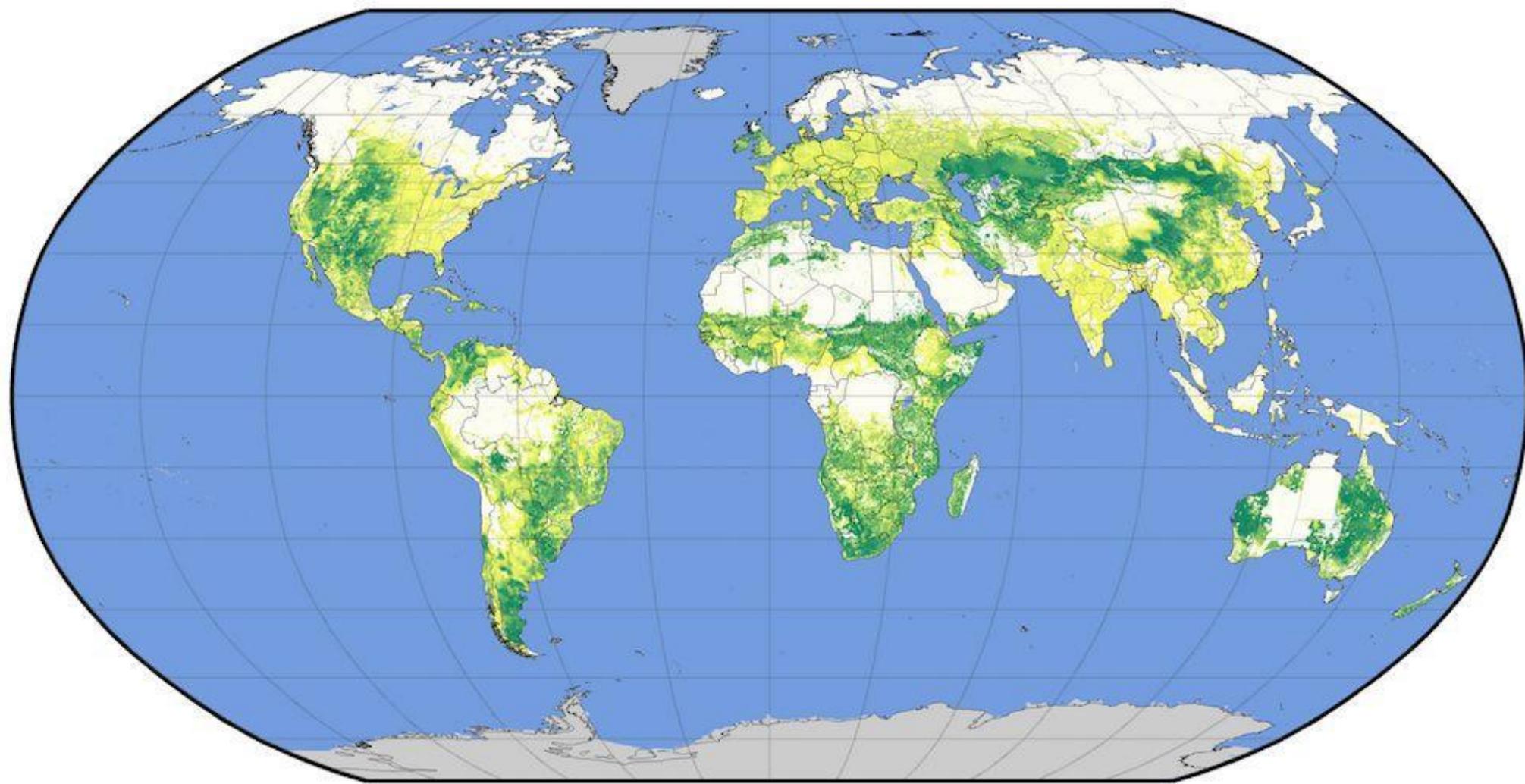


A vegan diet kills a lot of animals!



Climate & Environment - Context and Nuance

global pasture area



percent pastureland





75% of the world's cattle population
is in these 5 countries



TOP 5 COUNTRIES BY CATTLE INVENTORY

1. India – 330 million
2. Brazil – 220 million
3. China – 130 million
4. USA – 94 million
5. Argentina – 50 million



NO. 1 BEEF PRODUCER IN THE WORLD

USA



Every country in the world
either has cattle, eats beef or
does both



Phenotype vs Genotype?
The most important selection tool

Phenotype
Estimated Breeding Values/Estimated Progeny Differences
In-herd Indexes
Pedigree



Eat, Walk, Reproduce



Udder Quality



What's in a head?





Feminine Wedge Shape when analyzing body dimension



Maternal and Terminal Body Types



Temperament is an economic trait





Hide color and its effects on Infra-red and Ultra-violet rays



Hair coats in summer and winter

Pigmentation



It all
correlates





Balance

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