

COBA



Since 1946

STRAIGHT FROM

THE CHUTE

FEBRUARY 2020



REMAINING *Marketable* IN AN EVER-CHANGING INDUSTRY

By: Bruce Smith, District Sales Manager and Beef Specialist, COBA/Select Sires Inc.



Welcome back to another edition of *The Chute!* It has been another exciting year of continued growth in beef semen sales for COBA/Select Sires as well as Select Sires Inc. A significant factor in the growth of beef semen sales has been beef semen going into dairy cows. **It is important that traditional beef producers be aware of this changing market as the quality of beef on the market will continue to improve;** therefore, traditional beef producers will need to continue to use the management strategies available to remain competitive in the marketing of their cattle.

One of these strategies should be extensive use of artificial insemination (A.I.) with synchronization. We, at COBA/Select Sires, are ready to help you with these needs using our large selection of A.I. sires as well as reproductive expertise to assist you with getting cows pregnant. Our genetically superior sires are determined through the use of genomic testing and a young sire testing program as well as information turned in by breeders across the country to their respective breed associations.

Breed associations continue to enhance the information available on sires with their ever-increasing amount of data. An example of this is

the EPDs and \$indexes added by the American Angus Association this past year, including Claw and Angle EPDs as well as \$Maternal (\$M). Claw and Angle are to be used to help with foot improvement in angus cattle. (While recognizing this valuable information, keep in mind that the heritability for these two traits is low the data supporting them continues to be gathered.) \$M is an index compiled of the maternal EPDs and additional maternal information, which should be used by those producers selling at weaning but retaining replacement females for future generations in their herds. In 2020, Angus will be adding an EPD for hair shedding, and they will be making \$Combined (\$C) official on performance pedigrees even though industry is already using this \$index. \$C is to be used by producers for post-weaning performance and carcass merit, who will also retain some females for the future. This is different than \$Beef (\$B), as \$B should be used as a terminal index with no consideration for any female retention.

To highlight several bulls from the Select Sires lineup which are exceptional for Claw and Angle:

7AN550 KNOW HOW



7AN550 KNOW HOW is an exciting addition to the Select Sires lineup this year who, among many other traits, is a breed leader for Claw and Angle. KNOW HOW ranks in the top 2 percent of the breed for both traits. At 300+ \$C, he excels for growth

and carcass traits as well as Heifer Pregnancy (HP) and Scrotal Circumference (SC) EPDs.

7AN466 RAINFALL



7AN466 RAINFALL is a shining star of the lineup for many traits including Claw and Angle. RAINFALL is a calving ease sire who is expected to make many maternally appealing daughters with flawless phenotype. He ranks in the top 15 percent of the breed for his feet scores and the top 1 percent of the breed for \$M. Get your orders in early!

7AN388 NIAGARA



Another highly proven bull that excels for Claw and Angle is **7AN388 NIAGARA**, ranking in the top 5 percent for both traits. NIAGARA will add pounds and muscle to every calf crop, ranking in the top 2 percent for Ribeye Area (REA) and the top 4 percent for Yearling Weight (YW). He has mating flexibility that can be used on many angus cows in today's population.

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THE *Power* OF ESTRUS SYNCHRONIZATION AND A.I.

By: Dr. Ky Pohler; Department of Animal Science, Texas A&M University



are among the most powerful and applicable technologies for genetic improvement of beef herds. **When considering that pregnancy has a four times greater economic impact than any other production trait, it is critical to optimize reproductive efficiency in our herds.**

“When considering that pregnancy has a *four times greater* economic impact than any other production trait, it is critical to optimize reproductive efficiency in our herds.”

Recent years have witnessed the rapid development of technologies utilized to increase reproductive efficiency and/or improve the genetic merit of a herd. These technologies include estrus synchronization, artificial insemination (A.I.), gender-selected semen, in vitro embryo production, embryo transfer, ultrasonography, transgenics and cloning. Of the preceding reproductive technologies, estrus synchronization and artificial insemination

The development of effective methods of synchronizing estrus and ovulation has been based on our understanding of the physiological and hormonal mechanisms controlling the estrous cycle, as well as initiation of estrous cyclicity in prepubertal heifers and postpartum cows. Although estrus synchronization products (e.g. CIDR and GnRH) and protocols have changed over time, the basic physiological principles underlying how these products work have not. An understanding of the importance of estrus expression and the basic

physiological factors affecting pregnancy rate following estrus synchronization and artificial insemination can facilitate the application of these technologies in cycling and anestrous females. Extension agents, veterinarians and/or Select Sires reproductive specialists can

help you to determine realistic goals and best strategies based on your individual herd.

When considering the advantages of using estrus synchronization and A.I., a few of which are highlighted below, most cattlemen and women tend to be preoccupied by the hassle factors such as complicated protocols, mating decisions, facility demands, labor and time. While considering those factors, it is also equally important to think about all the gains and the major increase in efficiency. One of the major advantages that has to be

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PHENOTYPE WITH NUMBERS OR NUMBERS WITH PHENOTYPE

EITHER WAY – YOU WIN!



7AN521 WOODHILL BLUEPRINT
 AAA 18876777 | Confidence Plus x Sierra Cut
 This moderate-sized stud sports a strong number set, incredible shape and dimension with a rich and deep cow family. His dam just topped the Woodhill Farms Female Sale at \$35,000 and his full sister topped the open heifers at \$30,000.
 From Woodhill Farms, WI and Deer Valley Farm, TN

CED	BW	WW	YW	DOC	HP	CW	Marb	RE	\$M	\$W	\$B	\$C
10	-0.3	62	117	23	11.6	52	.68	1.07	63	71	162	273



7AN528 DEER VALLEY GROWTH FUND
 AAA 18827828 | Payweight 1682 x WEIGH UP
 GROWTH FUND is a wide-based truck who oozes depth and dimension. His performance projections are off the charts and his maternal side glows of Angus royalty. You can lead, or you can follow, it's your choice.
 From Deer Valley Farm, TN; Edisto Pines, SC; Britt Angus, GA; Trowbridge Angus, NY; Raymar Farms, CA and Lawson Farms and Tom Baker, VA

CED	BW	WW	YW	DOC	HP	CW	Marb	RE	\$M	\$W	\$B	\$C
8	1.6	101	174	32	11.6	90	.64	.68	67	109	184	306



7AN531 MOGCK ENTICE
 AAA 18952921 | Enhance x Sure Shot
 Want to change your cattle? Look In! ENTICE has sired his first calf crop of standouts and he can do it in your herd, too. Massive growth, strong carcass traits and all the eye-appeal you demand.
 From Mogck & Sons, SD; Hoover Angus, IA and TK Angus, NE

CED	BW	WW	YW	DOC	HP	CW	Marb	RE	\$M	\$W	\$B	\$C
4	2.9	82	143	32	10.4	72	.86	.84	69	85	189	314



7AN550 HOOVER KNOW HOW
 AAA 18543644 | No Doubt x Storm 8504
 No Doubt progeny are in high demand! Here's a powerful son with high \$C, major carcass benefits, super foot scores and high HP, plus his pedigree is an outcross to most. What are you waiting for?
 From Hoover Angus, IA and Teixeira Cattle Co., TX

CED	BW	WW	YW	DOC	HP	CW	Marb	RE	\$M	\$W	\$B	\$C
2	2.8	62	129	22	18.6	63	.89	1.05	58	46	205	324

AAA EPDs as of 1/10/20

CONTACT YOUR LOCAL REPRESENTATIVE TO ORDER TODAY!

HOW *Collaboration* MOVES THE INDUSTRY FORWARD

By: Lara Borchers, COBA/Select Sires, Communications Coordinator



Select Sync, Co-Synch, Hybrid Synch: All of which are artificial insemination (A.I.) protocols that are widely known and used across the beef industry. These are merely a few examples of protocols derived from the collaboration between Select Sires Inc., and The Ohio State University Jackson Agricultural Research Station (OSU Jackson).

Established in 1968, OSU Jackson is a beef cow-calf research station located in Jackson, Ohio. Calving approximately 150 head per year, this operation sets industry standards through research and application.

As a herd involved in the beef young sire program with Select Sires Inc., OSU Jackson is provided with semen from new and upcoming sires in exchange for progeny data and research partnership opportunities. This partnership not only allows the facility to breed their cattle using cutting-edge genetics, but also provides resources for achieving herd

goals and arm service to breed the cattle. Select Sires gains a tremendous amount of valuable information from this young sire herd, including conception and fertility information, progeny data and the opportunity to collaborate with research experts in developing new protocols and technology.

For more than 30 years, OSU Jackson has specialized in reproductive and production management research, primarily focusing on reproductive methods and nutrition. They have developed synchronization protocols, including Progestin hormone usage, A.I. with synchronization protocols to enhance breeding efficiency and proper usage of CIDR® technology. They have also found feed resource correlations with milk production and the effects on calf health, as well as studied how an earlier weaning age impacts nutritional needs and cow health.

These research projects are ongoing as OSU Jackson works to improve upon its practices each day and find new ways for producers to be more efficient. This past summer alone, they were able to increase their rate of conception by approximately 10-12 percent. Manager, Scott Payne states that he appreciates the customer service that his beef specialist, Bruce Smith, provides. He added that he is able to pose the “tough” questions to Bruce knowing that he will get an honest answer with the best interest of the herd in mind.

OSU Jackson sits on roughly 490 acres, with access to facilities that enables

them to host many community outreach activities throughout each year. This includes events with Jackson City Schools, the local Farm Bureau, their Soil and Water Conservation Districts, OSU Extension, producer field days and workshops and other various events. It is an incredibly valuable operation economically to southeastern Ohio. With Ohio ranked 16th in beef industry based on the number of operations, Jackson County generates \$87 million or the \$745 million in production impact for the state according to the Ohio State University’s information webpage about the operation.¹ OSU Jackson also provides the ability to obtain federal grants and other industry funding to support research and development and overall economy of Jackson County.

Select Sires Inc., and COBA/Select Sires are incredibly grateful for the valuable partnership with OSU Jackson. COBA/Select Sires will be hosting a Fall Beef Tour at the Jackson facilities on October 10, 2020. If you would like the opportunity to view some Select Sires’ progeny, ask questions regarding synchronization protocols or talk with your COBA Beef Specialists about your herd goals, please see the information to the right of this page regarding the upcoming event. Where research, industry personnel and producers come together to collaborate, great things are achieved. ♦



Background photo credit to Certified Angus Beef at OSU Jackson, 2019. ¹Source for article above: <https://oardc.osu.edu/facility/jackson-agricultural-research-station>.

Fall Beef Field Day

Looking for an opportunity to view some great cattle, collaborate among other beef producers and enjoy some delicious BBQ?

Save the Date: October 10, 2020!

The Ohio State University Jackson Agricultural Research Station (Jackson, Ohio)

Hosted by: COBA/Select Sires

On The Agenda

- ▶ Presentations on
 - Reproduction
 - Genetic Advancements
 - A Select Sires Update
- ▶ Viewing of Select Sires’ progeny from bulls pictured to the right and more!
- ▶ Tour of OSU Jackson
- ▶ Opportunity to ask questions to industry experts over lunch!

RSVP information to follow. Check with your local COBA/Select Sires representative or watch the COBA website for more details.

Background photo credit to Certified Angus Beef at OSU Jackson, 2019.



THE *Power* OF ESTRUS SYNCHRONIZATION AND A.I.

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considered is getting females bred earlier in the breeding season which results in early calves in the calving season. In many cases, without estrus synchronization very few of the animals would be cycling due to postpartum anestrus, and even cows that do not become pregnant to A.I. may see a benefit with the quicker resumption of cyclicity. In addition to these earlier calves, which will result in increased weight at weaning (20 to 50 lbs more per calf), those calves will also have increase genetic merit due to access of the elite genetics through A.I. Moreover, early calving may also increase cow longevity. There have been numerous case studies demonstrating this, translating into financial gains for producers as well.

When considering using reproductive technology, there are a few things that should be considered:

1. **Remember that you don't always have to do what your neighbor is doing.** Develop a plan that works well for your operation and that you can be successful with.

2. **Get help!** There are numerous state extension services that have specialists in this area, or call your COBA/Select Sires representative. Ask them for help in developing your plan and working you through the process.
3. **Don't start and stop!** Make a 3 to 5-year plan and stick with it.
4. **Have realistic expectations!** From the list above, this is the most critical. This not only goes for A.I., but all aspects of beef management.

Remember when obtaining your pregnancy rate data from fixed time A.I., that those are the percentage of females that you got pregnant on day 1 of the breeding season to a genetically elite sire which translates to more calves born earlier in the calving season, more pounds of calf weaned and more money in your pocket. ♦

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REMAINING *Marketable* IN AN EVER-CHANGING INDUSTRY

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Several other bulls that are breed leaders for Claw and Angle are **7AN419 REMEDY** and **14AN550 FOX TROT** who also have more to offer.

Breed leaders for \$M besides the aforementioned RAINFALL are:



14AN502 TAHOE is 90 \$M, ranking in the top 1 percent of the breed. TAHOE is a highly proven sire with a no-holes EPD profile. Few sires do it all like TAHOE with calving ease, growth, maternal traits and carcass merit, and to top it off, he is available in *gender*SELECTed™ semen.

7AN463 PLAYBOOK is also a highly proven, high-ranking \$M bull at 88 \$M, ranking him in the top 2 percent. PLAYBOOK sires big-bodied, square-hipped females with sound udders. PLAYBOOK sired another breed leader in the lineup,

7AN563 GOOD BOOK. GOOD BOOK is 101 \$M and an outcross sire to most Select Sires pedigrees.

Also of note for \$M are **7AN480 BONANZA** and **14AN503 ENGAGE.** See the chart below for **Select Sires' top-ten ranking for \$M.**

Ranking in the top ten for Select Sires for \$C include the following:

14AN548 WEST POINT, a Momentum son, comes in at 363 \$C. WEST POINT is a moderate-framed bull expected to add growth and carcass.

Also leading the way, and from the same herd, is **7AN510 PEYTON.** PEYTON is 356 \$C, ranking in the top 1 percent. He ranks in the top 5 percent for 16 different traits including Calving Ease Direct (CED), Yearling Weight (YW), Angle and Marbling (MARB).

Not to be overlooked is **14AN461 ACCLAIM.** ACCLAIM also ranks in the top 1 percent of the breed at 326 \$C, while excelling for growth with moderate calving ease. ACCLAIM sires eye-appealing cattle that are larger framed yet free moving and long bodied.

7AN560 QUANTUM is a carcass leader at 325 \$C. He is a Momentum son in the top 1 percent for REA and the top 3 percent for MARB. Use QUANTUM to improve carcass merit as well as calving ease, scrotal circumference and docility.

7SM91 MAIN EVENT is a breed leader in the Simmental Association with registrations. A ½ Simmental, ½ Angus sire, MAIN EVENT will add muscle and eye appeal to the calf crop.



A blaze-faced Simmental that has been added to the lineup this year is **14SM3101 FULLY LOADED.** He is a Lock N Load son who is also available in *gender*SELECTed semen. FULLY LOADED is already siring very high phenotype cattle that have balanced EPDs.



Red Angus bull, **14AR2085 ATOMIC** is a calving ease sire with growth and phenotype. ATOMIC is an eye-appealing bull himself, moderately framed with body depth and sound feet.



7HP120 CUDA is high spread Hereford bull in the top 1 percent for both CED and YW. CUDA also ranks in the top 5 percent for carcass traits and all three Hereford indexes.

The beef industry is evolving faster than ever! How will your herd remain competitive and marketable? Do you understand the sire information available to you and are you using it effectively? Reach out to your COBA representative for local opportunities to learn more or meet with them to set goals for your herd. For herdowners in Ohio, look for upcoming information about a beef field day that COBA will host at the Jackson OARDC Research Station on October 10th. Check out pages D & E to learn more! ♦

EPDs as of 01/03/2020

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FIRST DAY FORMULA

There is never a second chance for their first feeding. First Day Formula® is made with 100% dried bovine colostrum providing the protective benefits newborn calves need to optimize immune development and health. First Day Formula offers consistency for every calf with the research-based recommended amount of IgGs and biosecurity from transmittable diseases, as well as feeding convenience whenever timing is a factor.

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Special runs from Jan. 1, 2020 to Feb. 29, 2020

First Day Formula is a registered trademark, and manufactured by Select Sires, Inc.

\$MATERNAL

The new Maternal Weaned Calf Value includes nine traits with an emphasis on the cow. \$Maternal combines traits used previously in \$Weaning with the addition of Calving Ease Maternal, Heifer Pregnancy, Docility and Foot EPDs. Geared towards commercial cow-calf producers, \$Maternal focuses on improved cow productivity and profitability.



Code	Full Name	\$M	% Rank
7AN563	GOOD BOOK	101	1
14AN503	ENGAGE	93	1
7AN466	RAINFALL	92	1
7AN475	CONVICTION	90	1
7AN463	PLAYBOOK	88	2
14AN502	TAHOE	88	2
7AN369	UPTOWN	87	2
7AN511	SPUR	82	4
14AN478	BREAKOUT	81	5
14AN500	FOX TROT	81	5

\$COMBINED

While the official name is yet to be decided, \$Combined blends both maternal and terminal indexes, using information and relationships from 14 different traits. The goal of this index is to provide seedstock and commercial cattlemen with a single selection tool to enable better, more informed and more profitable decision making from conception to harvest.



Code	Full Name	\$C	% Rank
14AN548	WEST POINT	364	1
7AN510	PEYTON	352	1
7AN518	XCEPTIONAL	342	1
7AN542	COMBUSTION	342	1
7AN483	PHOENIX	332	1
7AN550	KNOW HOW	324	1
14AN461	ACCLAIM	323	1
7AN560	QUANTUM	322	1
7AN526	CHECK IT	316	1
7AN425	HIGH WEIGH	316	1
7AN531	ENTICE	314	1

COBA



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SPECIAL PRICING

Ask your local COBA representative about our

Spring Beef Special!

(Prices on select bulls reflect a 25% discount. Special runs Feb. 3, 2020 to May 30, 2020.)

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