



# Performance

## THE VALUE

of genetic performance compounds over time

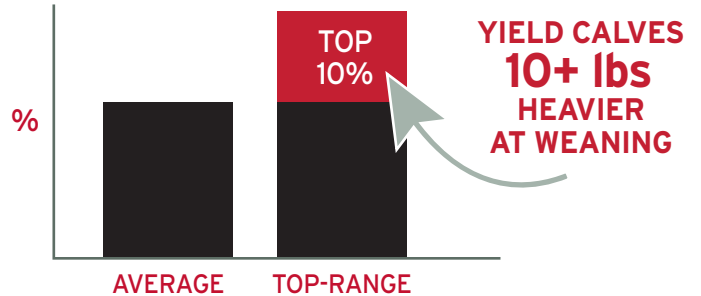
# 18%

rise in profit with a 10% improvement in performance

Fox et al., 2001



Select AI sires with high Performance breeding worth



Strive for moderate birth weights while achieving

## EXCELLENT GROWTH

**BIRTH WEIGHT = 45% HERITABILITY**  
Moderate Birth weights improve calving ease

**41% OF CALF ILLNESS DUE TO DIFFICULT CALVING RESULTING FROM HIGHER BIRTH WEIGHTS**

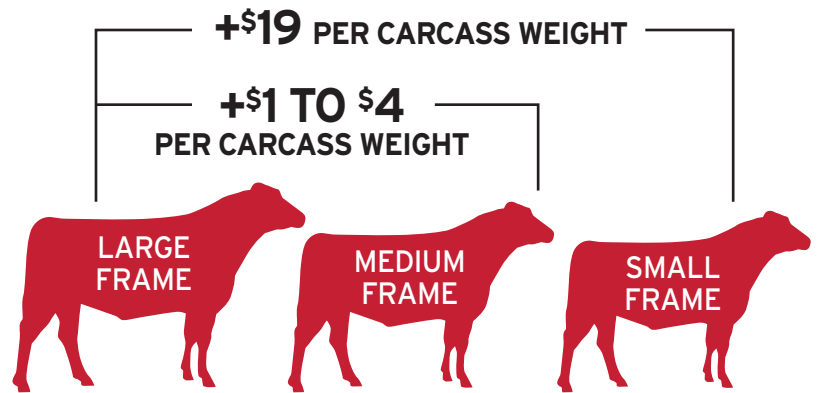


Weaning Weight can be altered by:

- pre-weaning nutrition
- dam milk production
- calving ease & health
- management
- genetics

Sanderson, 2000; Hewitt and Holt, 1992

## LARGER FRAME CATTLE = GREATER GAIN = MORE PROFIT



Smith et al., 2000; Troxel et al., 2001

IMPROVED RESIDUAL AVERAGE DAILY GAIN  
LARGER RIBEYE AREA  
INCREASED WEANING WEIGHT  
GREATER CARCASS WEIGHT

## PERFORMANCE TRADEOFFS

REDUCED EFFICIENCY  
LESS MARBLING  
HIGHER MAINTENANCE COSTS

