

Efficient Genetics = Customer Sustainability

Optimizing Traits to Maximize Profits

Customer sustainability through customer profits is the basis of our program. It has been our belief since the beginning of Gartner-Denowh Angus Ranch that the best way to achieve this goal is to raise the most efficient genetics possible. To be clear, we are not only talking about feed efficiency, which is important, but overall cowherd efficiency. GDAR defines efficiency as getting the desired results with the least amount of inputs and effort. Balanced trait selection is utilized in our program to optimize economically important traits to maximize profit.

Balanced Trait Selection It's Not Just EPDs and Ratios

EPDs are important, but there are a lot of traits not quantified by EPDs that are also important. GDAR is striving for cowherd efficiency, so we want to achieve more while doing and spending less. EPDs do help towards this goal, but in our opinion other traits can come first.

All Traits are Important If they have an Economic Impact

GDAR selects for all economically important traits. An economically important trait is any trait that will financially affect an operation on either the cost or benefit side. If it takes money or time, it is selected against, and if it makes money or saves time it is selected for.



It all Starts with the Cow...

Selection starts with the cow. One of our founding principles was raise great cows and the rest will fall into place. This still holds true today. GDAR has selected females to be above all else functional for over 50 years. Females are culled ruthlessly. The GDAR female must go out and get the job done no matter her potential for any other trait. Open, lame, or bad bagged cows only cost time and money.

Data Overload

There are over 20 EPDs and \$ Values, with more coming each year, plus all of the individual records and ratios available, it seems like the numbers just keep going and going. Sometimes it seems like data overload. So, what data to use? Honestly, it all depends on the situation.

GDAR tries to measure and utilize any trait that could be economically important to our customers. The most important traits are published in the catalog. Other traits are utilized to make culling and breeding decisions. We are always happy to discuss any trait of interest.

The GDAR program incorporates some extra traits, like calving ease, udder scores, mature size, hip heights, and breeding data. It is a little extra work, but it is the attention to little details that can make a big difference on your bottom line.

Choosing Traits to Emphasize

Structure, Fertility, and Performance

First and foremost we select for functional cows that perform. Culling on the cowherd is performed for pregnancy, structure, udder quality, disposition, and maternal performance. Replacement heifers and bull calves are culled based on performance, structure, eye appeal, and fertility.



The 1st step to profitability is a bred cow and a live calf.

Live Calves & Fast Growth Plus Moderate Mature Size

Emphasis is placed on calving ease and performance, striving for moderate birth weights with higher weaning and yearling weights. However, selecting for growth can mean more mature size, which increases feed costs and negatively affects cowherd efficiency. For this reason mature weight and height measurements are utilized.

Efficiency

“Achieve more while doing and spending less.”

Selecting for Carcass

The GDAR program selects for carcass merit and finds it very important. However, not all emphasis is placed on carcass traits. Carcass is improved as long as other important traits aren't sacrificed.

The Result of the Program:



- Structurally Correct & Functional
- Eye Appealing, Moderate, & Thick
- Proven Pedigree, & EPDs
- Balanced across Traits

Satisfied Customers

Customer satisfaction is key to the GDAR program. The whole program is designed with the commercial operation in mind. Besides raising profitable genetics, a breeding guarantee is provided, registration papers are transferred, and as much data as possible is provided to help in bull buying decisions.

Don't Veer off of the Path

A lot has changed since 1957, but GDAR's vision has not. It has stayed pretty simple really, just breed for efficient, and profitable genetics through balanced trait selection, and always place emphasis on the female. The rest will fall into place.

