Replacement Heifer Production and Marketing Programs

Kevin Thompson - University of Tennessee Institute of Agriculture (MTREC and DREC)
Background

- Tennessee Beef Producer Alliance
  - Multiple herds/producers involved
  - Aiming for common end point
Objectives

- Building a Reputation
- Understand Your Target
  (Heifer and Audience)
- Establish an Effective Market Plan
Reputation

- Very Reputation Sensitive

- Two types of reputation!!

- Takes effort and time to build a good one, but only a short time to negatively alter!!
Understand Heifer Target

- Maternal
  - Fertility
  - Longevity
  - Efficiency
  - Quiet disposition
  - Desirable Genetic package
  - Desirable phenotype
Appropriate Target ?
Target

- Productive and viable w/in own operation
- Suitable and desirable for customer operations
Focus on Marketable Breed Type Target
Genotype + Phenotype = Breed Type
Ideal Target

Maternal Heterosis (Fertility & Longevity)
Target Reproduction

Most Economically Important

- Yearling Wt.
- Maternal Milk
- Scrotal Circumference
- HP (Heifer pregnancy)
- $EN (Cow Energy Value)

Genetics
Continental X Black Baldy F1

Allows Terminal Focus

Maximize Pounds Produced

Offspring/Highly marketable
Terminal Sire system

- Purchase replacement females
- Single breeding pasture
- Simple to maintain
- Maximize Heterosis both maternal and individual
- More efficiently utilize land resources
- Increase marketing options
Target Audience

- Make your Operation a Management Tool
  - Time Limited
  - Land Restricted
  - Maintenance of Heterosis
  - Dystocia Control in Heifers
Marketing

- Public Auction/Competitive Environment

Group by Uniformity of:
- Color
- Type; quality, size and breed character
- Bred Status 30 to 60 day grouping
Apply Synchronization and AI Technologies

- Co-Synch plus CIDR
- Timed Artificial Insemination
  - Greater control due to Proven Sires
  - Aid in Grouping

Benefits Marketability
Thank You