



# BullSense

## Partnership to improve measures of bull genetics

### Four cattle groups are working together.

It may sound like the first line of a joke, but it's true. Beefbooster has joined with the Canadian Simmental Association and the Canadian Limousin Association to work with Beef Improvement Opportunities to build a better way to assess the genetic merits of breeding animals.

"It was a lot of work to develop the partnership among Beefbooster, Beef Improvement Opportunities and the two breed associations," says Jennifer Stewart-Smith, CEO of Beefbooster. "But, we all see this as a tremendous opportunity to develop better information for our members and their customers and to help us continue to be leaders in producing animals that meet the needs of industry and the demands of consumers."

### BENEFITS FOR THE ENTIRE BEEF INDUSTRY

Working together helps all the partners, says Stewart-Smith. "Together we can achieve much more than any of us could do alone. And, our cooperation shows funding agencies like ALMA that the industry wants this information and that we're prepared to contribute to finding it. Once the researchers find answers to the research questions, each group in the partnership will use the technology, word will spread, and the whole industry will benefit."

Beef Improvement Opportunities will lead the project. The other groups that will contribute equally are Merial, which offers commercial genomic testing, geneticists from the University of Guelph and the University of Alberta, and the four cattle groups noted above. ALMA will

provide most of the half million dollars the project will cost over its three-year life-span.

### EASIER SELECTION OF PROFITABLE ANIMALS

The goal of this research is to make selection of profitable animals easier and more accurate. The project will combine traditional EBV, based on phenotype and pedigree, with genetic predictions based on DNA markers, into a multiple trait evaluation. The research will take advantage of similar work done by the dairy industry, working with some of the same researchers, but focused on different traits. Accurate information on many cattle will allow Beefbooster, Limousin and Simmental cattlemen to select the most profitable bulls and replacement heifers and produce the beef animals their customers want. 🐮

“Our cooperation shows funding agencies like ALMA that the industry wants this information and that we’re prepared to contribute to finding it.” –Jennifer Stewart-Smith





## Cattlemen Connect on Facebook

A new online community for beef producers

Beefbooster is proud to announce the new Cattlemen Connect Facebook page – a place for beef producers to gather online. “Think of the Cattlemen Connect Facebook page as a coffee shop where you can meet up with fellow producers and share the latest industry news, personal stories and insights – and maybe even do a little bragging!” says Beefbooster CEO Jennifer Stewart-Smith.

### JOIN THE CONVERSATION

Go online to Facebook.com and “Like” the Cattlemen Connect page to join the conversation and the community. The page will be an open forum for cattle producers to engage in conversations as well as to share cattle industry news and timely topics.

Beefbooster also encourages you to use the page as a trading post. You will be able to easily post any cattle or related items (equipment, land, etc.) that you have for sale. And if you’re looking to buy,

the Cattlemen Connect Facebook page will be a one-stop place to see the very latest offerings from fellow producers.

### BUILDING A COMMUNITY

Following in the steps of the BullSense newsletter and the Cattlemen Connect website ([www.cattlemenconnect.com](http://www.cattlemenconnect.com)), the Cattlemen Connect Facebook page is the latest Beefbooster initiative aimed at building and supporting the community of beef producers.

“We understand how vital community is for beef producers. The social aspect is important, of course, but making the right connections and getting timely industry information can be the difference between success and failure in this business,” says Stewart-Smith. “This may be especially true for newer or younger producers. We think this will be a great opportunity for them to get in on the conversation with established producers.” 🐮

“Think of the Cattlemen Connect page as a coffee shop where you can meet up and share the industry news, stories and insights – and maybe even do a little bragging!” –Jennifer Stewart-Smith

### HOW TO FIND CATTLEMEN CONNECT ON FACEBOOK

For those not familiar with Facebook, connecting is easy. Just go to [www.Facebook.com](http://www.Facebook.com), sign up and search “Cattlemen Connect” in the Facebook search field. Click the “Like” button at the top of the Cattlemen Connect Facebook page and you’ll be able to respond to the posts on the wall.

“Community is vital for beef producers. Making the right connections and getting timely information can be the difference between success and failure – especially for newer or younger producers.”

–Jennifer Stewart-Smith

### SPRING 2012 BULL SELECTION DAY

April 24, 2012	M1/M2
April 25, 2012	M4
April 26, 2012	M3/Tx

CLASS	PRICE
Red	\$3,550
Orange	\$3,300
Green*	\$3,175
Yellow	\$3,050

\*Green Tag bulls only in M3, 77 & 78 lbs bulls, guaranteed for breeding soundness, but not calving ease.

### EARLY BOOKING DEADLINES

December 31, 2011	Save \$75/Bull (And a chance to win a free bull!)
January 31, 2012	Save \$35/Bull
February 28, 2012	Save \$15/Bull

### COW DISPERSAL SALE

#### 30 M4 sired heifers bred M3

33 M4 sired second cross cows bred to M4 bulls

130 M4 sired cows bred to M4 bulls all under 8 years of age

For further information please contact Stewart Tataryn at 204-646-2338

### BRED HEIFERS FOR SALE

#### All heifers bred to M3 bulls

17 Black - M1/Angus sired Angus weighing 850 to 900 lbs

5 Red - M1 sired weighing 850 to 900 lbs

6 Black and 2 Red M3/M1 cross heifers weighing 825 to 875 lbs

9 Black M4/M1 cross heifers weighing 860 to 910 lbs

10 Red M4/M1 cross heifers weighing 860 to 910 lbs

For further information please contact Jim Lynch-Staunton at 403-628-2020