

MUDDY CREEK RANCH SEEDSTOCK BUYER'S PLAN

“A Goal Without a Plan is Only a Wish”

Before making a purchase we always start by asking the question, “What do we want our end result to be?” Here are some qualities/considerations we at MCR look for when making a purchase. The seller should be able to provide some, if not quite a bit, of this information on the cattle they are trying to sell.

We hope this will benefit you as you create a plan to reach your goal.

1. Performance Data

Performance data **will** include Birth Weight (BW), Weaning Weight (WW) and Yearling Weight (YW), at a minimum. The individual animal should be better than average to even be considered. Next we consider how this individual compares against their contemporary's group in the same environment.

2. Carcass Data

Usually, the data is generated from ultrasound evaluations. These traits are highly heritable and will be passed on to their offspring: Ribeye area/hundred weight (R/CWT), Intramuscular Fat (IMF), Shape Score (Ratio), Tenderness Score (TS). What is the sire's and dam's carcass data?

3. Historical Genetic Performance

What is the sire's and dam's performance? And we are not talking about **Blue Ribbons** here.

Sire's - scrotal circumference, BW, WW and YW. How did progeny perform compared to sire and other contemporaries?

Dam's - calving intervals, udder quality, milk, as well as BW, WW and YW. Did she calve by her second birth date and every year since? How did progeny perform compared to dam and other contemporaries?

4. Breeding Soundness Evaluation

When purchasing a bull, we must consider fertility through semen evaluation which includes morphology, motility, scrotal circumference--industry standards are no less than 30 cm at 12 months for both full bloods and moderators. Scrotal circumference is highly correlated to determining fertility in the sire's daughters.

5. Conformation

If the previous criteria have been met, then great conformation should follow:

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| A. Long, flat, broad top | B. Nice level hip |
| C. Smooth shoulders | D. Masculine head, but not big |
| E. Broad Chest | F. Standing on a good large foot |
| G. Travels within own tracks
(back foot follows where front foot left off) | H. Spring of rib |

6. Pedigree

MCR looks at the pedigree last. If the animal does not meet these requirements, then there is no need to consider the genetics. If they meet the requirements, then these genetics will work within your herd.

**THERE IS MORE TO CHOOSING THE RIGHT ANIMAL TO ACHIEVE YOUR GOAL THAN
SIMPLY PURCHASING A “SON/DAUGHTER OF LAST YEAR'S NATIONAL CHAMPION”**

**MCR ALWAYS WELCOMES ANY AND ALL CALLS
AND/OR VISIT US WITH ANY QUESTIONS OR COMMENTS**

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