

Beef Breeders Association of Latvia

April 2024

Interreg



Co-funded by
the European Union

Central Baltic Programme

BreedExpo2

- A Global Perspective on Profitable Livestock Production (Challenges and Opportunities)

PJ BUDLER

PJ Budler - Introduction





URUS



PJ BUDLER

SINCE

1996

GLOBAL LIVESTOCK SOLUTIONS

CONSULTING · GENETIC SELECTION · MARKETING
EVENTS · INTERNATIONAL CATTLE JUDGE





WAGYU365.COM

Want to learn from the world leaders?



44 FARMS INTERNATIONAL BEEF CATTLE ACADEMY

TEXAS A & M UNIVERSITY
DEPARTMENT OF ANIMAL SCIENCE

Comprehensive online course coursework:

1. Cattle Welfare and Behavior;
2. Forage Production and Utilization;
3. Nutritional Management and Requirements;
4. Reproductive Physiology and Management;
5. Breeding and Genetics;
6. Immunology and Herd Health Management;
7. Beef Quality and Safety

- ✓ Self-paced learning
- ✓ Interaction with Texas A&M faculty in live sessions
- ✓ Beef Cattle Short Course
- ✓ Weeklong Experiential Learning Period in College Station, TX.

➤ [Website: animalscience.tamu.edu/ibca/](http://animalscience.tamu.edu/ibca/)











8 Divisions of a cattle operation

Genetics – Herd Management – Nutrition – Animal Health
Marketing – Record Keeping – Forage Management – Human Resources

Adaptability – Functional Efficiency - Fertility – Longevity

Most
important
economic traits
in a cattle
operation



Growth – Muscle – Milk - Marbling



Adaptability



Functional Efficiency

Physiology and Endocrinology



Fertility

- 10 x more important than growth
- High Heritability
- Inherent Body Condition + Hormonal Balance = Fertility

Longevity

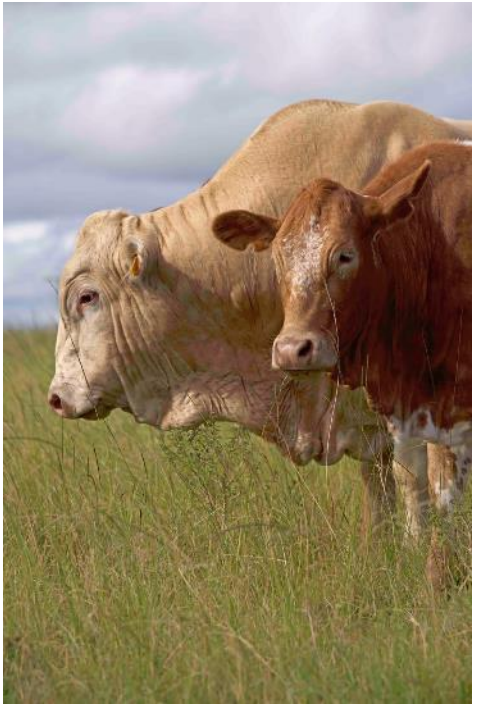




**Sexual Dimorphism
vs
Sexual Monomorphism**



**Growth Hormones
vs
Sex Hormones**





Growth (Weight)



Muscle



Milk



Marbling

What size should a cow be?

1. Appropriate Nutrition and Management
2. Calve by 27/36 months
3. Conceive in a 45/90-day breeding season
4. Do this annually and on time
5. Establish a minimum weaning weight at 7 months
6. Calf must be at least 45% of the cow's weight at 7 months
7. Do this every year and within 4-5 years, your cows will be the right size for your environment, resources and objectives



Evaluating Structure and Phenotype

- Eat, Walk and Reproduce

- Focus on the 4 most important economic traits (Fertility, Longevity, Adaptability, Functional Efficiency)

Then build on that foundation with the next 4 (Growth, Muscle, Milk, Marbling)

- Quality cattle come in all different shapes, sizes and colors. Its easy to make a big one or a small one, a black one, a white one or a red one. The art of breeding lies in making a good one. Make sure that the good one fits your environment, resources and objectives

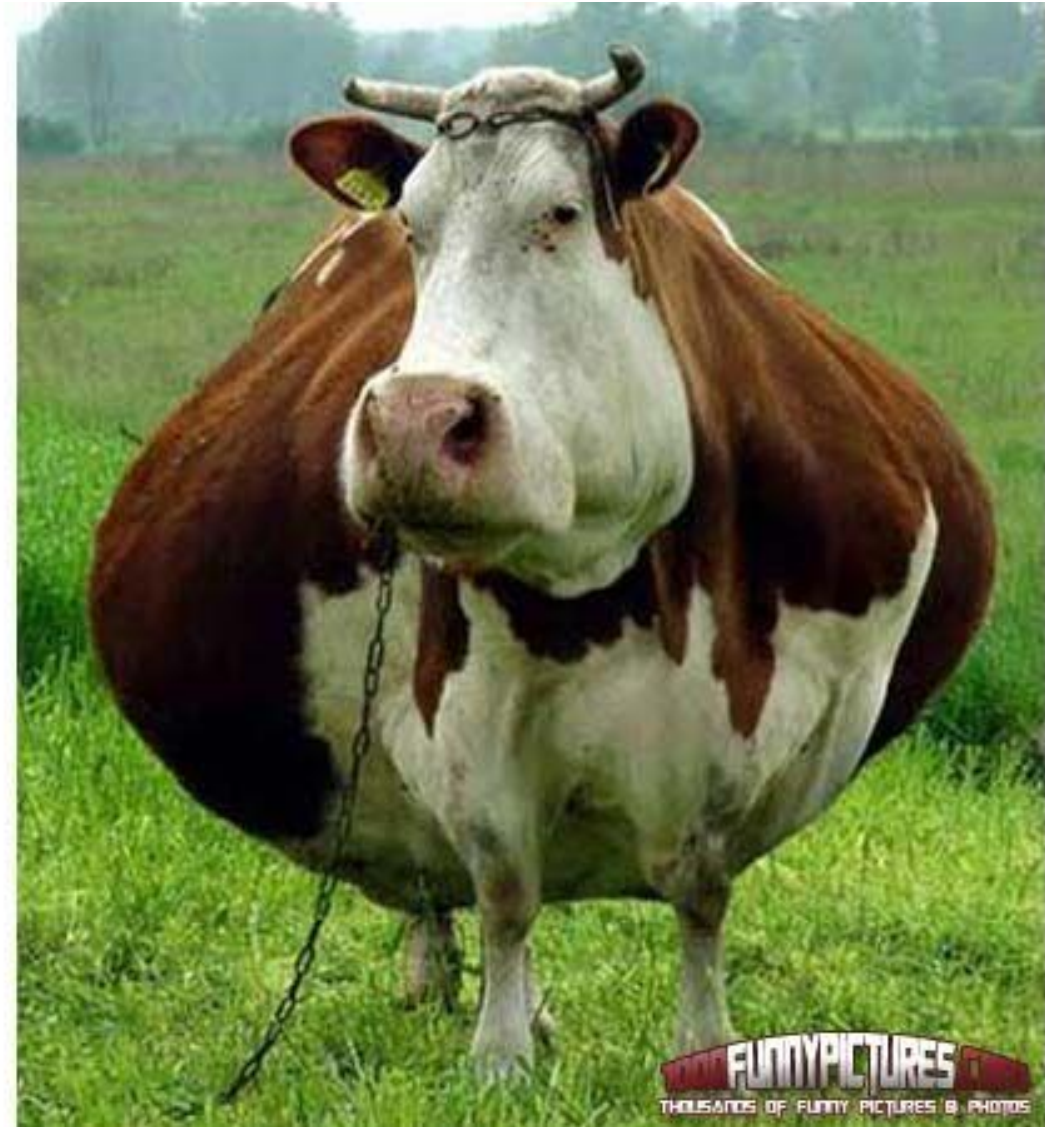


FAT (Inherent Body Condition)

Good, bad or ugly?

Positive Correlations:

Maturity Pattern, Fertility,
Temperament,
Foraging Ability, Carcass Quality



Human Flourishing/Well-being

- Free Market Economies
- Maximize Energy
- Liberate Women



10 happiest countries:

1. Finland
2. Denmark
3. Iceland
4. Israel
5. Netherlands
6. Sweden
7. Norway
8. Switzerland
9. Luxembourg
10. New Zealand



Balance



lagom

*Not too little, not too much.
Just right.*

Swedish.

Opportunities

Growing Demand – Limited Resources

- China

- USA (More practitioners/fewer cows)



Humane



Humane & Sustainable



Sustainable

Challenges



Subsidies
(Carbon Tax)



Quotas



Communism



Socialism

Market Economy

[mār-kət i-'kă-nə-mē]

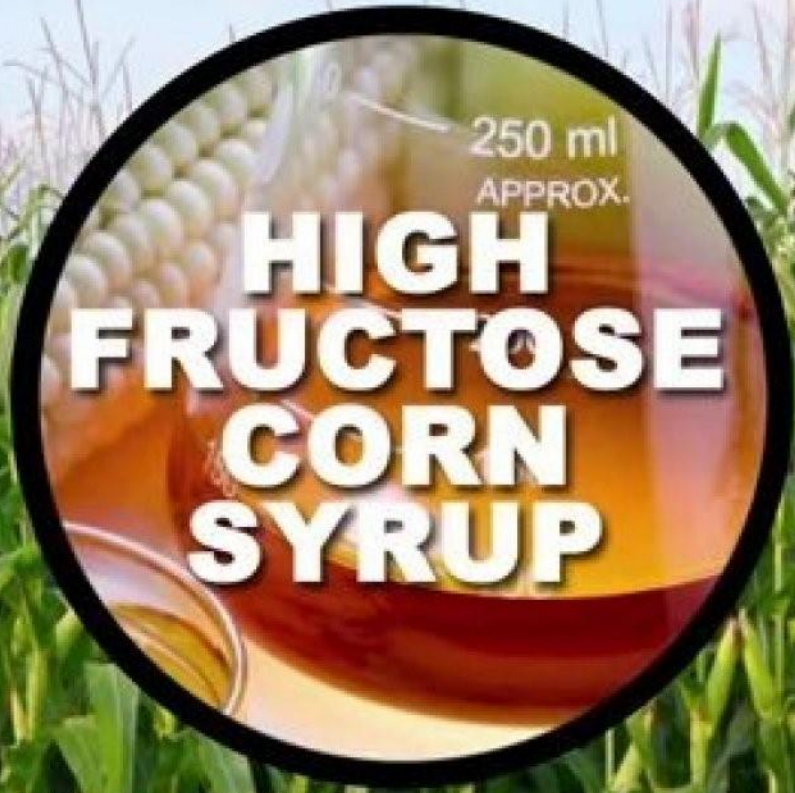
An economic system in which economic decisions and the pricing of goods and services are guided by the interactions of a country's individual citizens and businesses.

Free Markets and their effect on Island Nations

Free Market

"I'll supply your family with milk if you take my kids to school each day."





VS.



OIL & GAS – Cow/Calf Producers - Feedlots – Packers - Retailers

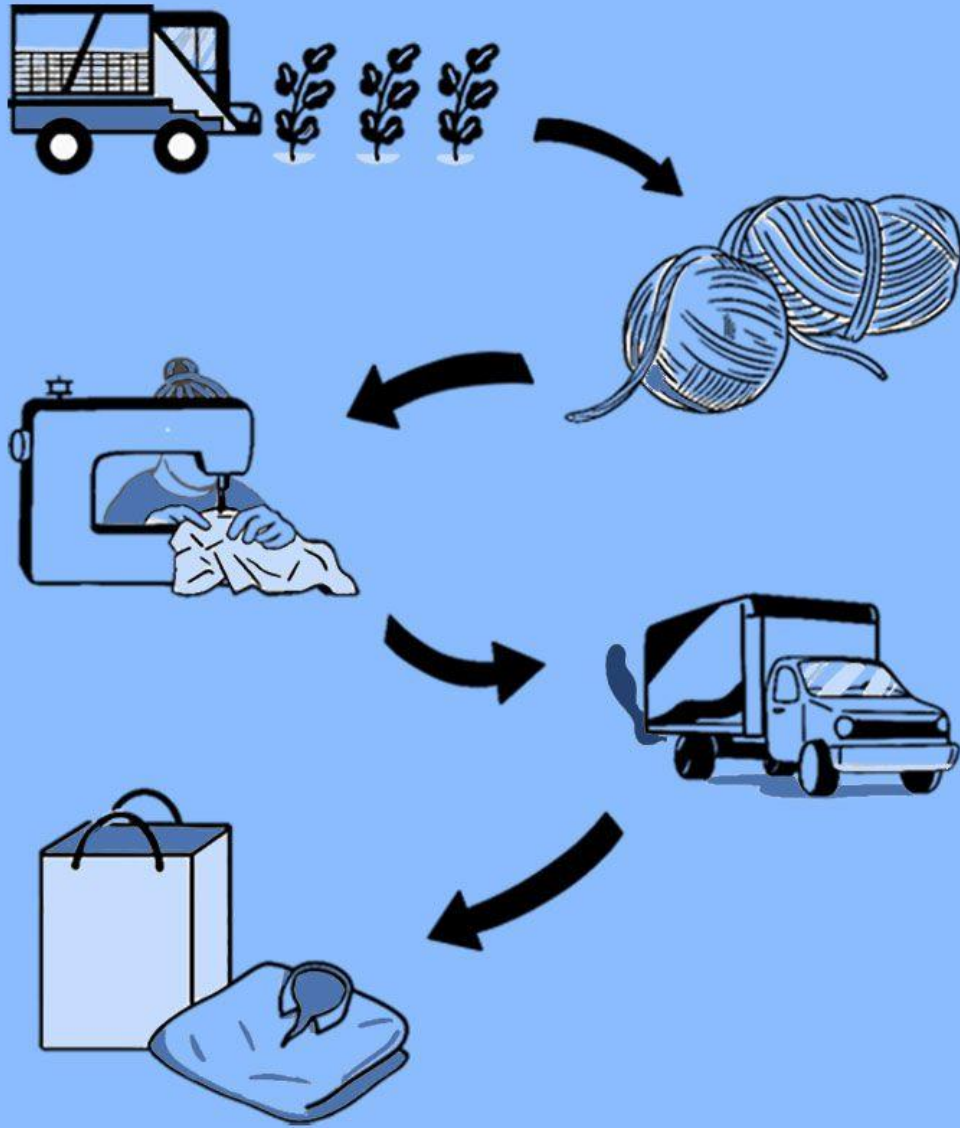




Wars



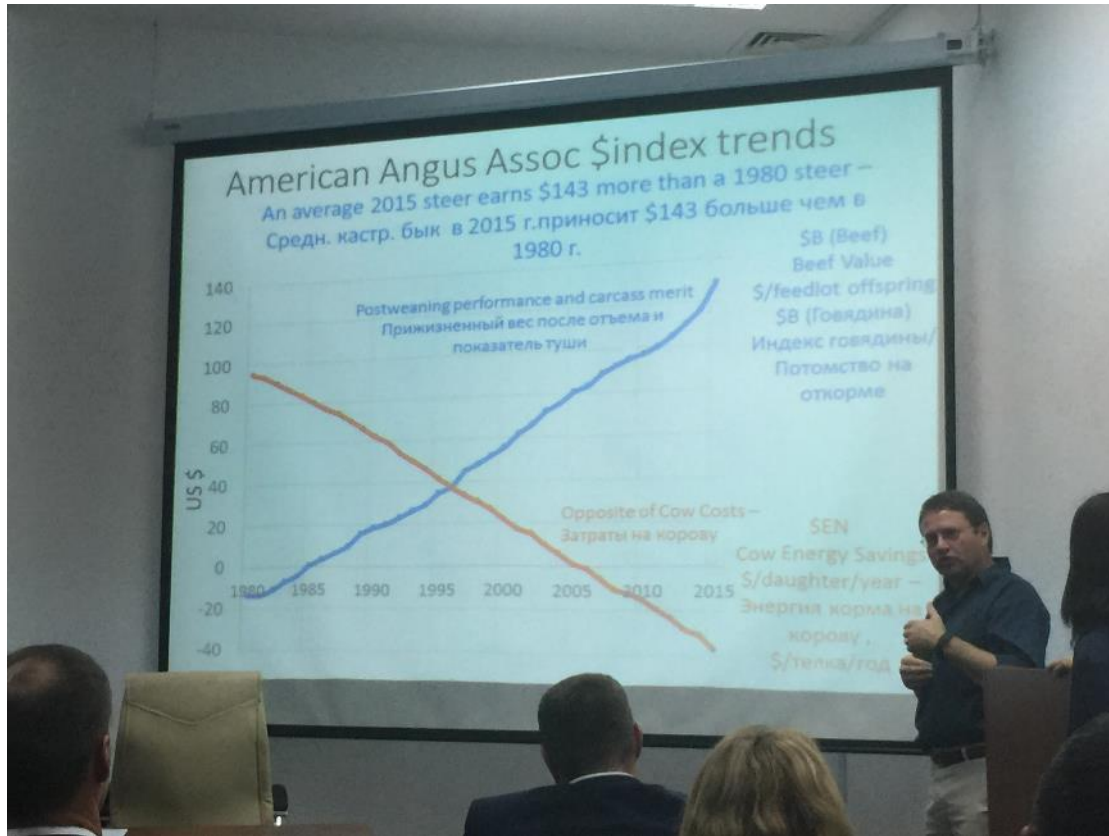
Political Unrest



Value Chain

['val-(,)yü 'chān]

A business model that describes the full range of activities needed to create a product or service.



EPD's & Genomics



Recreation

DEATHS FROM GMO CONSUMPTION

OVER THE LAST 30 YEARS BY COUNTRY



THE FOSSIL FUELS

oil



natural gas



coal





Manhattan, NY

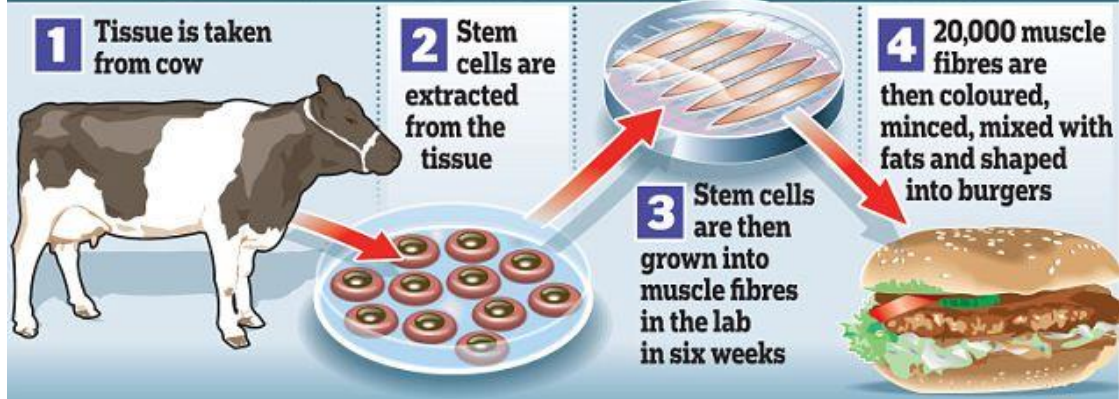


Manhattan, KS



Religion & Politics

HOW THE BURGERS ARE GROWN



A vegan diet kills a lot of animals!

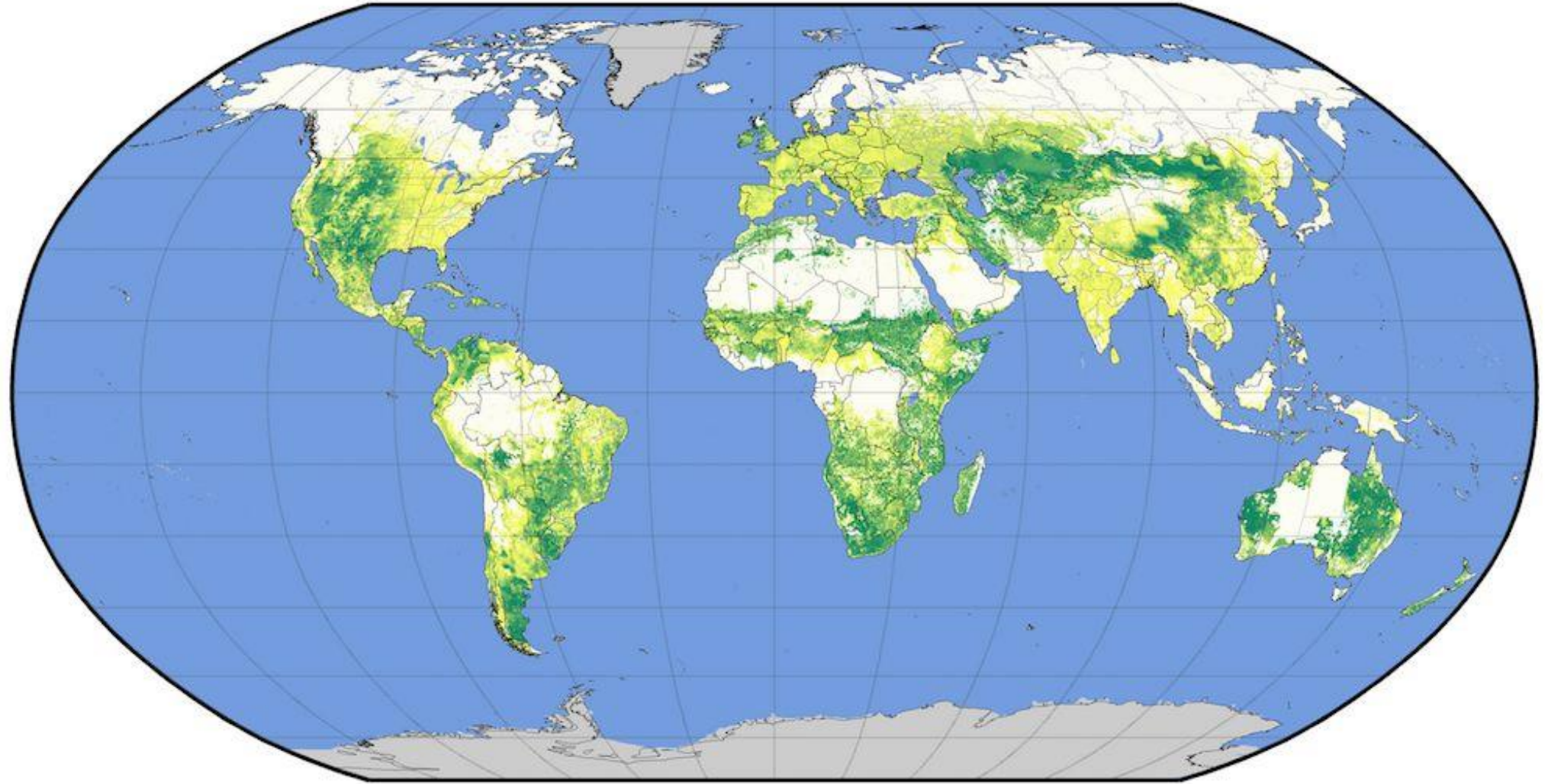
More Cows/Less Cows

More Energy/Less Energy



Climate & Environment - Context and Nuance
Minimal Human Impact vs Human Flourishing

global pasture area



percent pastureland





Succession
Planning

Different areas of focus

Estate Plan

The process of determining a plan to transition financial wealth from one generation to the next.

- What you **have** – Assets
- Easy to identify (balance sheet)
- Solved by an expert
- Responds to compliance/gov't regulations
- Solutions implemented quickly
- Involves **financial** ownership
- Determined by senior generation
- Activities occur at set times
- Major transition often occurs at death
- Opportunity for conflict limited time
- In-laws generally “passive” recipients
- Strategy tends to be clear

Succession Plan

The process of “co-creating” psychological ownership of the vision, strategy, goals, roles, decisions, performance and results of the business enterprise between two or more generations.

- What you **do** – Skills, Activities, Decisions
- Hard to clearly describe...lots of hats
- Solved by you, assisted by advisors
- Involves business environment, strategy
- Solutions evolve over time
- Requires **psychological** ownership
- Collaborative between generations
- Takes place daily in the business
- Major transition occurs during lifetime
- Opportunity for conflict every day
- In-laws often “active” voices
- Strategy can be very messy



60% of the world's cattle population is in these 5 countries



TOP 5 COUNTRIES BY CATTLE INVENTORY

1. India – 308 million
2. Brazil – 194 million
3. China – 102 million
4. USA – 89 million
5. Ethiopia – 70 million



NO. 1 BEEF PRODUCER IN THE WORLD

USA



Every country in the world either has cattle, eats beef or does both



Phenotype vs Genotype?
The most important selection tool

Phenotype
Estimated Breeding Values/Estimated Progeny Differences
In-herd Indexes
Pedigree
Raw Data
Genomics



Eat, Walk, Reproduce



Udder Quality



What's in a head?





Feminine Wedge Shape when analyzing body dimension



Maternal and Terminal Body Types



Temperament is an economic trait





Hide color and its effects on Infra-red and Ultra-violet rays



Hair coats in summer and winter

Pigmentation



It all
correlates





Balance



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