

July 3, 2023

MIBulls.com

Dear Seedstock Breeder:

The **MCA-MSU Bull Evaluation Program** is entering a new era in beef cattle evaluation and is currently accepting nominations. The program is hosted at Wernette Cattle Co. in a new, state-of-the-art facility, with new, high-tech weighing and feed intake equipment which expands our testing to include feed efficiency (see policies document), making it one of just seven consignment bull tests in the U.S. with similar capabilities. As one of the leading platforms for evaluating and promoting superior bull genetics, we cordially invite forward-thinking seedstock producers to join us for the 2023-24 program.

Why is the MCA-MSU Bull Evaluation Program an exceptional opportunity for breeders?

**Rigorous Testing:** Our state-of-the-art evaluation facility and expert team ensure that your bull(s) undergo comprehensive testing under a uniform environment. This includes direct comparison of genetic traits, such as performance, reproduction, and carcass characteristics with bulls from other Great Lakes region breeders.

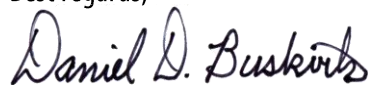
**Collaboration and Networking:** By participating, you will have the opportunity to connect with other breeders, industry professionals, the station manager, and MSU Extension staff. This collaborative setting fosters knowledge sharing, facilitates idea exchange, and assists in forging valuable business relationships.

**Enhanced Marketing Opportunities:** The program provides breeders with a unique marketing advantage. Bulls that demonstrate exceptional genetic potential and successfully complete the test are showcased to a wide audience of potential bull buyers. This exposure can significantly boost sale prospects and enhance your breeding program's reputation.

**Detailed Performance Data:** Detailed data on growth rate, feed efficiency, breeding soundness, structural development, ultrasound carcass measures, and other relevant metrics are provided to our breeders. The data collected serve as a powerful tool for identifying and selecting genetically superior individuals, and as a valuable resource for making informed breeding decisions to further raise the genetic merit of your herd.

If you are new to the program, our committee members are happy to visit with you and/or review your prospect bull(s) to offer advice on which are most likely to be successful in the evaluation process. We are always eager to have new consignors join us, as well as continue our work with program veterans. If you have questions on the procedures or what to expect, please contact me, or any program committee member.

Best regards,



Daniel D. Buskirk, Ph.D., P.A.S., Professor/Beef Extension Specialist

**Note: Please submit genomic testing samples early, especially if they include BVDV testing. Also, ensure RFID tags are properly placed in the animal's left ear to work with our intake equipment.**



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