

July 8, 2024

MIBulls.com

Dear Seedstock Breeder:

As the region's most advanced testing facility, the **MCA-MSU Bull Evaluation Program** is accepting nominations for its next evaluation. Hosted at Wernette Cattle Co., the state-of-the-art facility includes the ability to capture individual body weights multiple times daily and individual feed intake measurements that allow precise determination of feed efficiency. 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 2024-25 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 in a uniform environment. This includes direct comparison of genetic traits, such as performance, reproduction, and carcass characteristics with bulls from other regional breeders.

**Collaboration and Networking:** By participating, you can connect with other breeders, industry professionals, the station manager, and MSU Extension staff. This collaborative setting fosters knowledge sharing, facilitates idea exchange, and forges valuable business relationships.

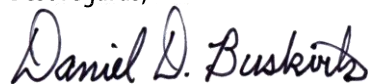
**Enhanced Marketing Opportunities:** The program provides a unique marketing advantage. Bulls that demonstrate exceptional genetic potential and successfully complete the criteria are showcased to a broad audience of bull buyers. The exposure boosts sale prospects and can enhance your program's reputation.

**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.

We are eager to have new consignors join us, as well as continue our work with program veterans. If you are new to the program, our committee members are happy to answer questions and/or review your bull prospects to offer advice on which may be most successful in the evaluation. Call or email me with questions anytime or join an **optional online Question & Answer session on Thursday, August 22<sup>nd</sup> at 6:00 p.m. EST.**

by computer ☐: <https://msu.zoom.us/j/94407001420>, passcode: bulls  
or by phone ☎: 1-312-626-6799, meeting ID: 944 0700 1420, passcode: bulls

Best regards,



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

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



**College of  
Agriculture &  
Natural Resources**

Department of  
Animal Science

Michigan State University  
474 S. Shaw Lane  
Anthony Hall Rm. 2265C  
East Lansing, MI 48824

517-432-0400  
buskirk@msu.edu