

Can Data Enhance Sustainability for UK Farms?



Lee Leachman, CEO



We are in the beef genetics business

- Raise four different lines:
 - Angus (red & black)
 - Charolais (white)
 - Wagyu (black or red)
 - Stabilizer (red & black)
- We and our cooperators breed just over 10,000 cows.
- We sell our bulls online, and via fifteen annual auctions.
- Will sell over 1 MM units of Stabilizer semen to dairies this year.

Breed (# sold)



Angus (200)



Red Angus (75)



Charolais (75)

Stabilizer (2,000)

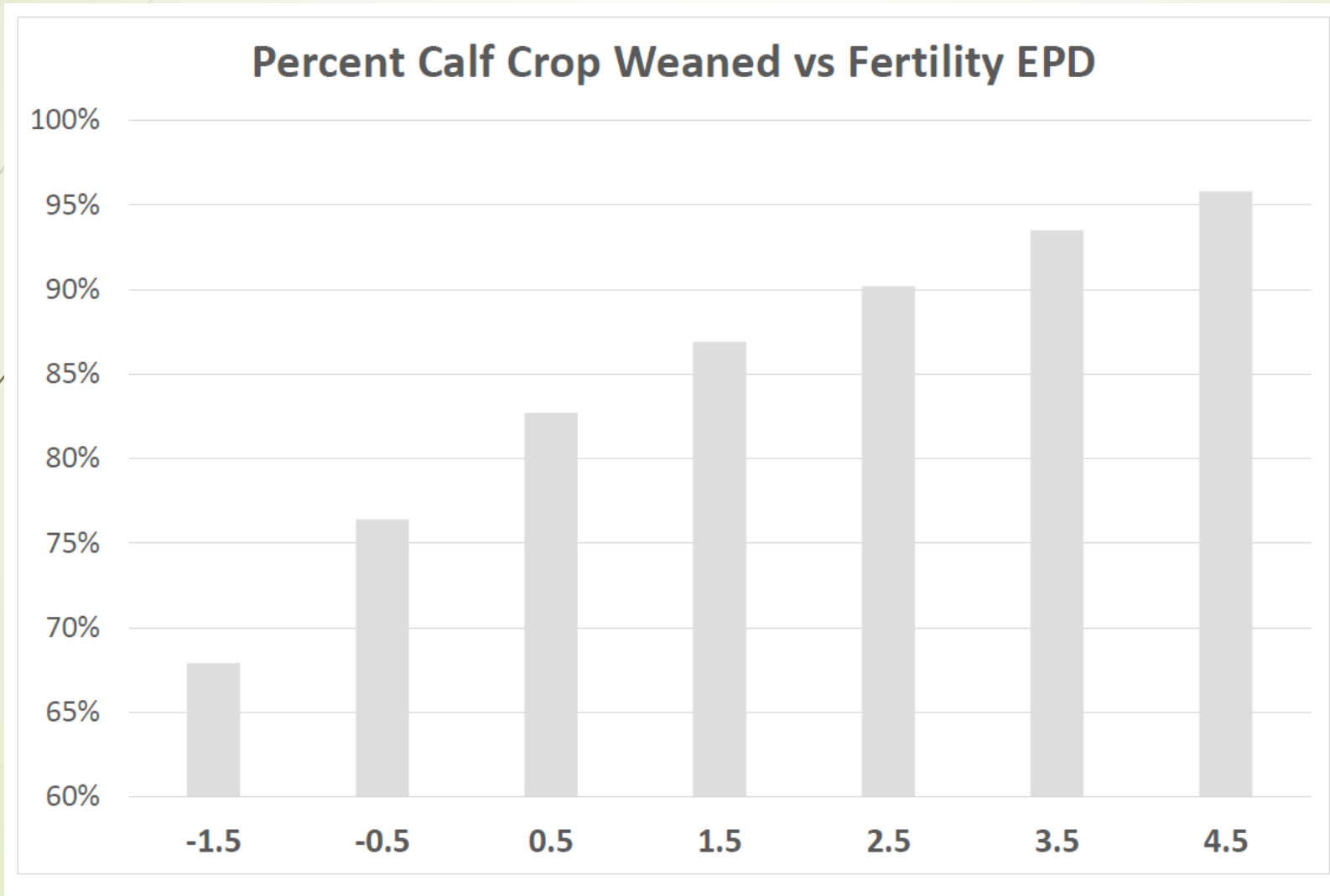


The Big 5 Sustainability Drivers

1. Cow Lifetime Productivity: get more calves out of each cow
2. Daily Feed Intake: eat less feed per day
3. Days to Harvest: reach market weight in fewer days
4. Carcass Weight: get more carcass weight off each harvested animal
5. Edible Yield: get more edible beef out of the same carcass weight



Fertility EPD Drives Lifetime % Calves



Efficiency Driver: Feed Intake

A tale of two bulls...



- ▶ One bull used 7.3 kg of feed per day to gain 1.8 kg per day of live weight (4:1).
- ▶ The other bull used 18.2 kg of feed per day to gain 1.8 kg per day of live weight (10:1).
- ▶ **Which bull is utilizing resources more sustainably?**

12 to 14 Month Bulls



**Permanently
reshaping the
national beef
herd through
grass roots
genetic selection
for climate-smart
outcomes**

Dr. Mark Allan

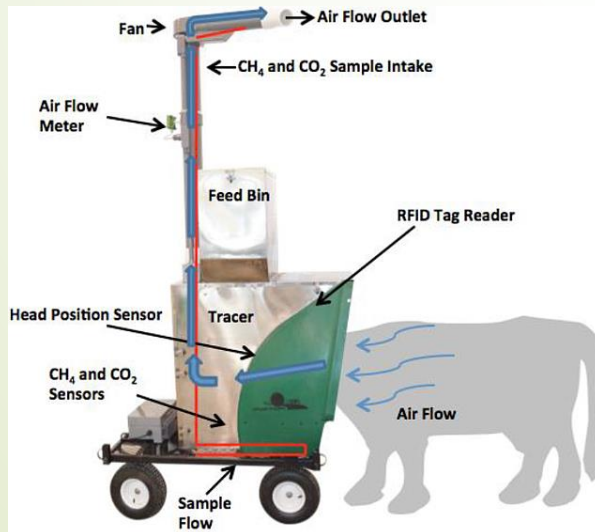


A Collaborative Project

Partners

- ▶ Texas A&M University-Kingsville, Texas
- ▶ Brahman Country, Texas
- ▶ Leachman Cattle, Colorado
- ▶ Zoetis Animal Genetics, Michigan

\$4.75 Million – Goal is to offer seedstock and genetic tests to commercial herds that will improve their carbon footprint.

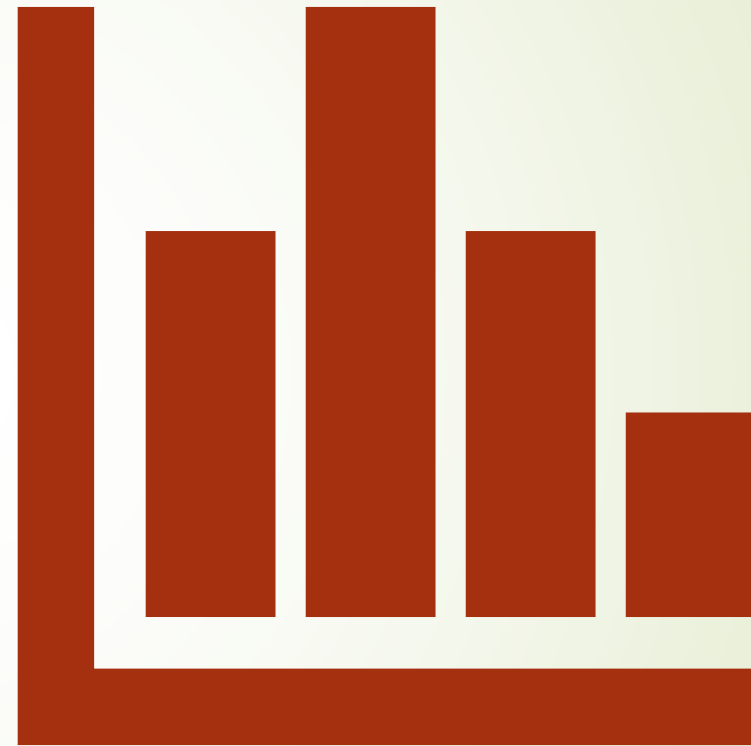


THE LATEST GENETIC TOOL FOR PRODUCTION EFFICIENCY



zoetis

You cannot
manage what
you do not
measure!



Our competitors made rapid progress:

Day 43

Day 57

Day 71

Day 85

**1957
Chicken
Genetics**

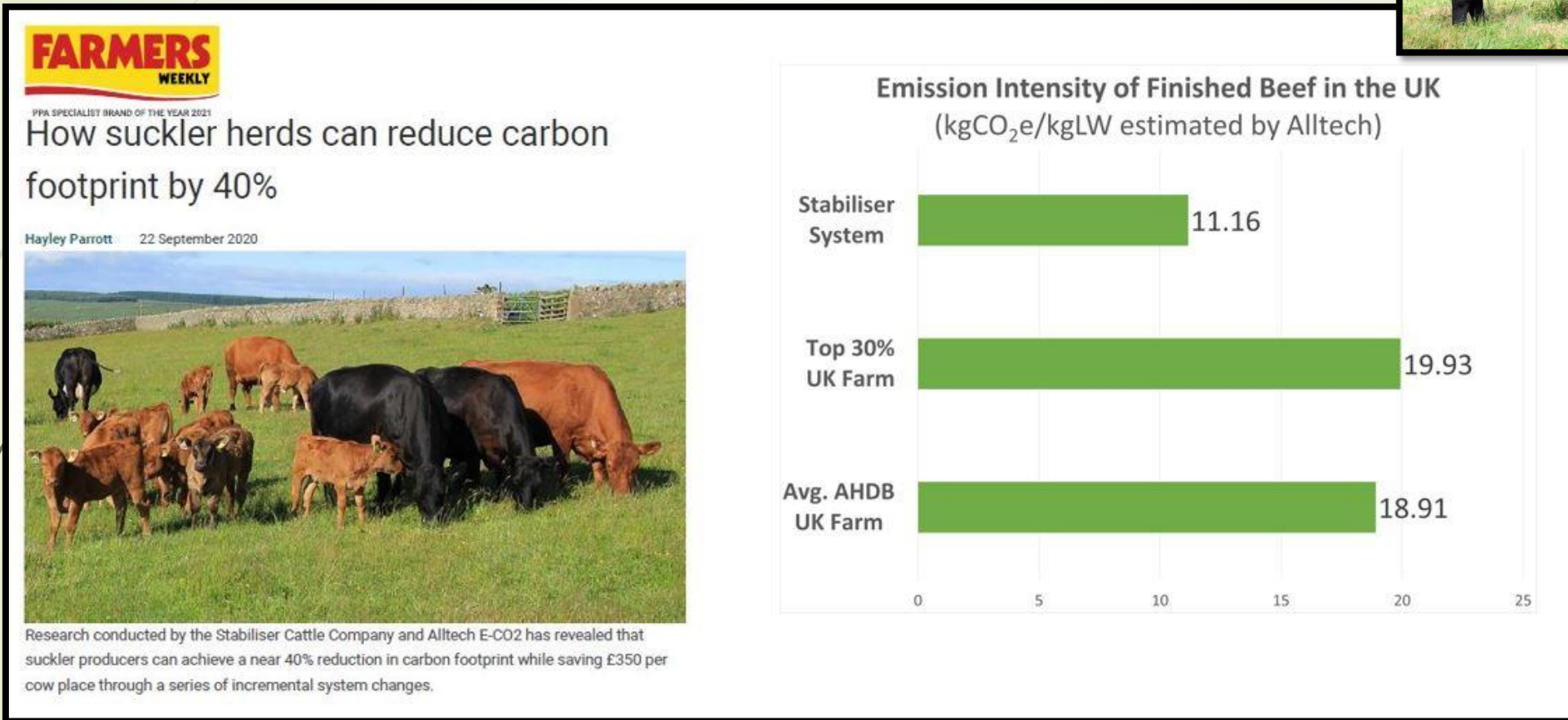


**2001
Chicken
Genetics**



How did they do this? They used the data!

In Conclusion – Data Works



Go online at www.leachman.com
or www.stabiliser.co.uk.