

# KRAVIG RED ANGUS

*Annual Production Sale*

**TUESDAY,  
APRIL 14, 2015**

**AT THE RANCH • KARVAL, CO**



*"Cattle Working For You!"*

[www.kravigredangus.com](http://www.kravigredangus.com)

Welcome

# KRAVIG RED ANGUS



*Aaron, Danielle and Kennadee Kravig*

We would like to welcome you to our 5th annual production sale. We greatly appreciate your interest in our program and the continued support of our past customers.

Kravig Red Angus is a family operation that has been raising Red Angus cattle in Eastern Colorado for over 30 years. The day-to-day operations of our ranch are handled by myself, my wife, Danielle, my father, Dennis, and my mother, Lisa. With several of us holding jobs off of the ranch it makes our calving and breeding season very busy. For that reason it is very important to us to place a lot of emphasis on calving ease and good dispositions in order for everything to run smoothly.

The heart of our operation revolves around the mother cow. She must possess a sound udder, a quiet disposition, be moderate framed, easy fleshing and have excellent structure with an emphasis on her feet and legs. Our cows are not pampered and must be able to “work” for a living with only minimal supplemental feeding. These traits are passed on from generation to generation creating an ideal cow who will stay on the land and generate a profit year after year.

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### **Bull Selection – Simplified.**

Red Angus stakeholders have enjoyed the capability of selecting bulls based on economically relevant traits (ERTs), such as Heifer Pregnancy or Stayability, that truly impact their operations profitability. While these ERTs allow for efficient selection decisions, the growing number of ERTs and EPDs has resulted in confusion as producers attempt to estimate a sire's overall impact. In response, RAAA has developed the HerdBuilder and GridMaster indices, which answer the question:

**“What impact will each potential sire have on my operation's profitability?”**

**While the process of calculating an index is very complex, the resulting selection tool is very simple to implement.**

HerdBuilder and GridMaster are expressed as differences in profitability per exposure.

### **HERDBUILDER**

Producers selecting bulls to develop profitable replacement females and maximize the value of non-replacement marketed progeny should incorporate the HerdBuilder Index into their selection decisions.

The HerdBuilder Index is built using the following scenario:

- Red Angus bulls mated to cows and heifers
- Replacement heifers retained from within the herd
- All remaining progeny sold on a quality-based carcass grid

Given that replacement heifers are retained, significant influence is placed on the obvious maternal ERTs of Stayability, Heifer Pregnancy and Calving Ease. Additionally, with all remaining progeny sold on a quality-based carcass grid, Marbling, Yield Grade and growth EPDs also impact the HerdBuilder Index.

### **GRIDMASTER**

Use the GridMaster Index if your operation's primary goal is maximizing profitability of feeders in the feedyard and on the rail.

The GridMaster Index is built using the following scenario:

- Red Angus bulls mated to cows
- All progeny sold on a quality-based carcass grid

Marbling, Yield Grade and growth EPDs are the traits of primary importance in the GridMaster Index.

**For more information, visit [RedAngus.org](http://RedAngus.org).**

**Ranch Tested. Rancher Trusted.**

# **Red Angus**



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