



- \$70,000 high-seller from the 2024 Oak Meadow Farms Bull Sale.
- Sired by the \$230,000 KCC1 Countertime 872H.
- His dam, B100, has proven herself as a highly influential breed matron and a foundation of the Aggen and Effling programs.
- His first calf crop has arrived and is exceeding expectations at many progressive farms across the country.



ASA# 4255423 • PB SM • Homozygous Black • Homozygous Polled

ES Right Time FA110-4
Sire: KCC1 Countertime 872H
KCC1 Havana 83E

OMF Commander Y69
Dam: OMF Time Less B100
OMF Timeless Z21

Semen: \$100/unit

Semen available through owners

Trait	CE	BW	WW	YW	ADG	DMI	\$Gain	MCE	Milk	MWW	Stay	DOC	CW	YG	Marb	Fat	REA	Shr	API	TI
EPD	14.9	-0.8	78.3	115.7	.23	.67	.03	7.3	21.7	60.8	18.4	14.5	25.4	-.28	.37	-.059	.62	-	157.2	87.5
ACC	.44	.48	.49	.49	.49	.34	.38	.25	.20	.29	.34	.46	.42	.34	.42	.37	.41	-		
%	15	20	55	55	65	50	60	30	65	60	20	20	65	85	25	80	90	-	20	30

EPD as of 2.26.25



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The Value of Genetics in Feeder Cattle

by Lilly Platts

The Genetic Merit Pricing Task Force is a collaborative group of cattle breed associations, industry professionals, and individual cow-calf producers focused on increasing the percentage of feeder cattle marketed using quantitative genetic information. The group has been working to involve seedstock and commercial producers alike, encouraging the use of tools like the International Genetic Solutions Feeder Profit Calculator.

Genetics are important in the success of terminal cattle throughout the beef system. From birth to the rail, genetics are a major determinant of the health, performance, and the ultimate quality of an animal. Despite this, quantitative genetic merit is not a factor in determining the value of most feeder cattle, leaving money on the table for cow-calf producers and forcing feeders to guess how an animal will perform. The Genetic Merit Pricing Task Force was formed to tackle this issue, and encourage the use of genetic information in feeder calf price discovery.

The task force was formed by a core group around a year and a half ago, and has grown to include additional breed associations, industry professionals ranging from feeders to scientists, and individual producers. The American Simmental Association joined the task force, and has provided funding for the effort.

Dr. Ken Odde, cow-calf producer and professor emeritus at Kansas State University, serves as the lead facilitator.

Representation across the industry was a priority for the group. Odde shared, "We wanted to form a task force that represents all segments of the industry. We also tried to make sure that the group represented the whole country, because obviously one of the things about the beef industry is that it differs a lot across the country."

The overarching goal of the Genetic Merit Pricing Task Force is to increase the percentage of feeder cattle marketed using quantitative genetic information. Traditionally, this information is not shared with potential buyers. In many commercial settings, while producers may have general information about the genetics of a group of calves, individual pedigree information or EPD are not known, especially on the dam's side.

Placing value on quantitative genetic measures can help cow-calf producers capture value for genetically superior calves, help backgrounders and feeders better estimate the value of cattle, and ultimately, improve the final product on the rail. On a larger scale, better defining this value can incentivize industry-wide adoption of better breeding and management decisions.

Bridging the Gap in Genetic Progress

Genetics are heavily emphasized in the marketing of many other animal products, like poultry and dairy. However, in the beef industry, millions of feeder calves annually trade hands without knowledge about the actual genetics of each animal. Factors that directly affect the profitability of an animal — growth, feed efficiency, and marbling, for example — can be accurately evaluated