

2026 Sire Source: Your Road Map to Profit through Science

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There is no doubt we are in unprecedented times in the cattle business. We are at a time where cattle across all types are bringing record-high prices. It seems every week there is a new sales record being set for feeder cattle in different parts of the country. Similarly, beef demand from the consumer continues to climb and new records were set in 2025. Our customers continue to seek beef for the nutrient-dense, flavorful, and positive eating experience it provides. These factors continue to put pressure on the US cow herd and in fact we are managing the smallest since 1952. Ultimately, we will be required to produce more beef from less cows.

The breeding decisions we make today have both short- and long-term impacts on not only pounds of beef produced, but also on the longevity of our cow herd. In the short term, our breeding decisions might be noticed by increased pounds of calf weaned per cow exposed. But we still don't see the results immediately, as a calf born next spring isn't weaned until the fall of 2027. However, if heifers are retained and we look farther down the road, our genetic selection decisions aren't truly noticed for years to come. For example, if a heifer is born in the spring of 2027 and retained in the herd, she doesn't wean her first calf until the fall of 2029, and that calf wouldn't enter the food chain until early 2031. And then, let's not forget about the number of years she stays in our herd.

As we work to build back America's cow herd and continue to supply families with the beef they demand, we are fortunate to have genetic selection tools available to help us reach our goals. A unique feature of the 2026 Sire Source is that every bull included has directly comparable EPD. Regardless of breed or breed composition, the EPD and economic indices of the sires included can be directly compared to one another without the need for any adjustment factors.

These genetic predictions are backed by the International Genetic Solutions Multi-breed Genetic Evaluation, which includes 24 million animals from multiple breed partners around the world. Not only are the EPD directly comparable, but they have also all been genomically enhanced, allowing for an increase in prediction accuracy, particularly noticed in young sires. The ability to utilize genomically enhanced EPD allows us to make more accurate selection decisions earlier than ever before.

As you study the 2026 Sire Source and reflect on your marketing goals and breeding objectives, we encourage you to reach out to the breeders listed to learn more about how they might fit into your breeding program. The 2026 Sire Source is a resource provided to help you reach your goals and provide an opportunity for 'Profit through Science.'



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