

Benchmark Angus



"Engineering Superior Beef"

INNOVATION

Research + Researchers



Develop Knowledge + More Knowledge



Innovation

Canadian Angus Animal Details

QAS PABLO 77 2E

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Registration #: 827270
 Colour: Black
 Sex: Male
 Tattoo: VCSA 2E
 Birth Date: 02/01/1995
 Calving Year: 1995
 Status: Dead
 Registration Status: Registered
 Certificate Electronically Stored: No
 Sire: [BIG DRY RANCHERS CHOICE 1673](#)
 Dam: [VCS GLYNN MARR 77](#)
 Breeder: Stevick Angus Ranch
 Current Owner: [Benchmark Farms Ltd](#)
 Parentage: Permanent Typed
 Elite Sire: Designated Elite since 2009, Qualified Dtrs. 5
 Progeny: [\[78 - View\]](#) [\[View by Herd\]](#)
 Pedigree: [\[View\]](#)
 EPD Graph: [\[View\]](#)
 Performance Data: [\[View\]](#)

Based on September 2016 EPDs Black Angus															
	Birth Weight	Weaning Weight	Yearling Weight	Milk	Total Maternal	Scrotal Circ.	Calving Ease	Mat Calving Ease	Yield Grade	REA	Carcass Weight	Marbling	Fat	Stay	HPG
EPD	+7.6	+36	+56	+11	+29	+0.54	-11.0	-9.0	-	+0.03	+15	+0.20	-0.007	-	-
Acc	70	59	57	46	-	33	37	30	-	20	46	18	16	-	-
TOP %	99	75	85	94	92	65	99	99	-	91	65	75	20	-	-
Average Black EPDs for all Calves born in 2015 Click for Percentiles															
Average Red EPDs for all Calves born in 2015 Click for Percentiles															
EPD	+2.2	+43	+77	+19	+41	+0.71	+3.3	+6.2	n/a	+0.32	+20	+0.37	+0.016	n/a	n/a
	-0.2	+52	+77	+17	+43	n/a	+3.3	+4.3	-0.01	+0.04	+16	+0.29	-0.013	+10	+10

Statistics: Number of Management Groups: 3, Progeny Analysed: 63, Number of Dtrs: 18



Details of Production



- 400 Purebred Black and Red Angus Cows
- 200 Spring Calving Black Cows, 100 Spring Calving Red Cows (Feb March)
- 100 Fall Calving Black Cows (August September)
- 2 Bull Sales Annually Selling Spring born bulls in the spring and fall born bulls in the fall

Details of Production

- All cattle that are not of breeding quality will go through our own branded beef program "Benchmark Beef Inc."
- Marketing beef in Lethbridge, Calgary, Medicine Hat and all points in-between
- We sell a premium product based on quality of beef and there is a difference



Details of Production

Calf Data Collection

- Recording Actual Birth Weight on every calf
- Recording Actual Weaning Weight on every calf
- Recording Actual Yearling Weight on every calf
- Carcass ultra sounding every calf at one year of age

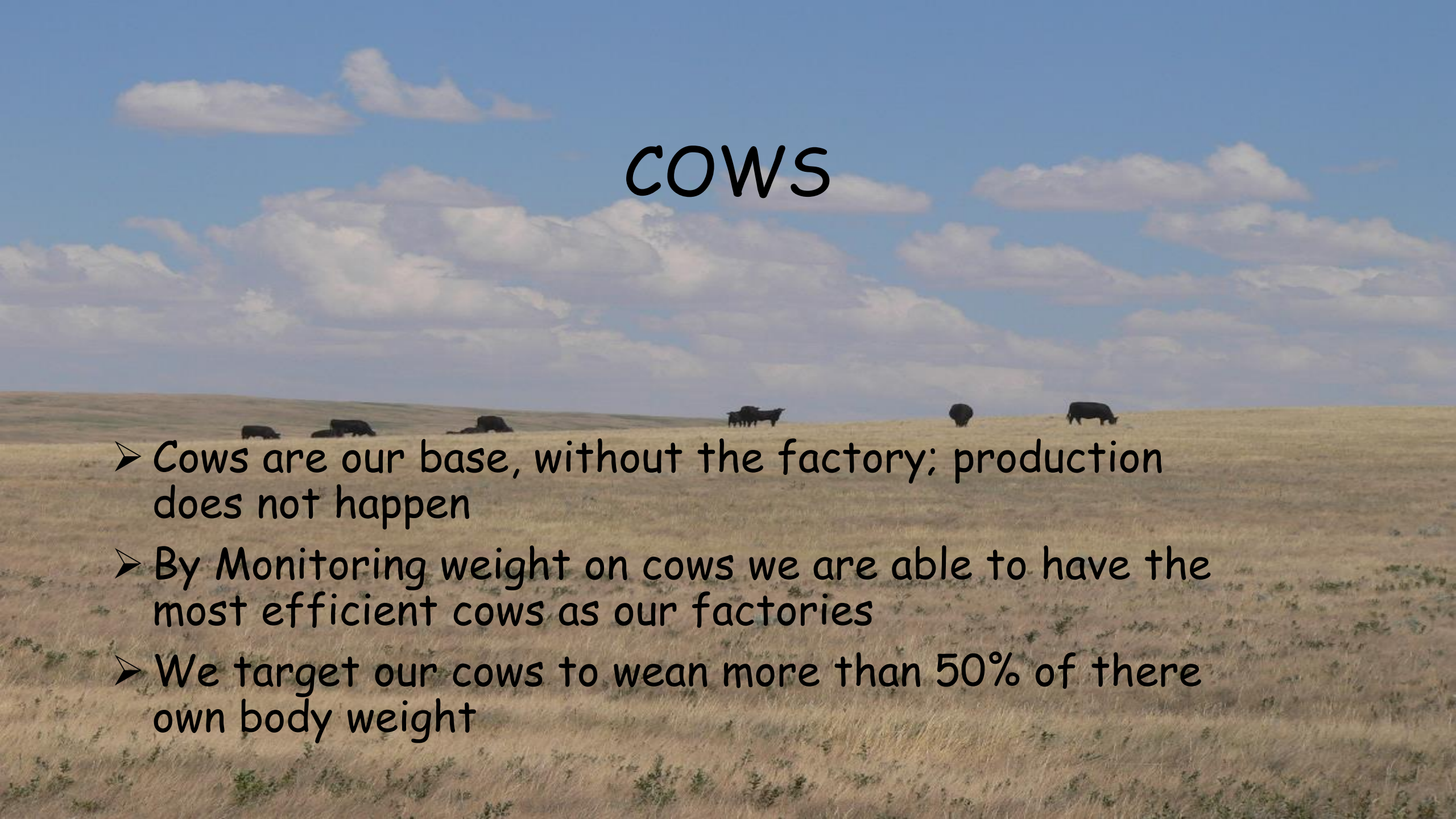


Details of Production

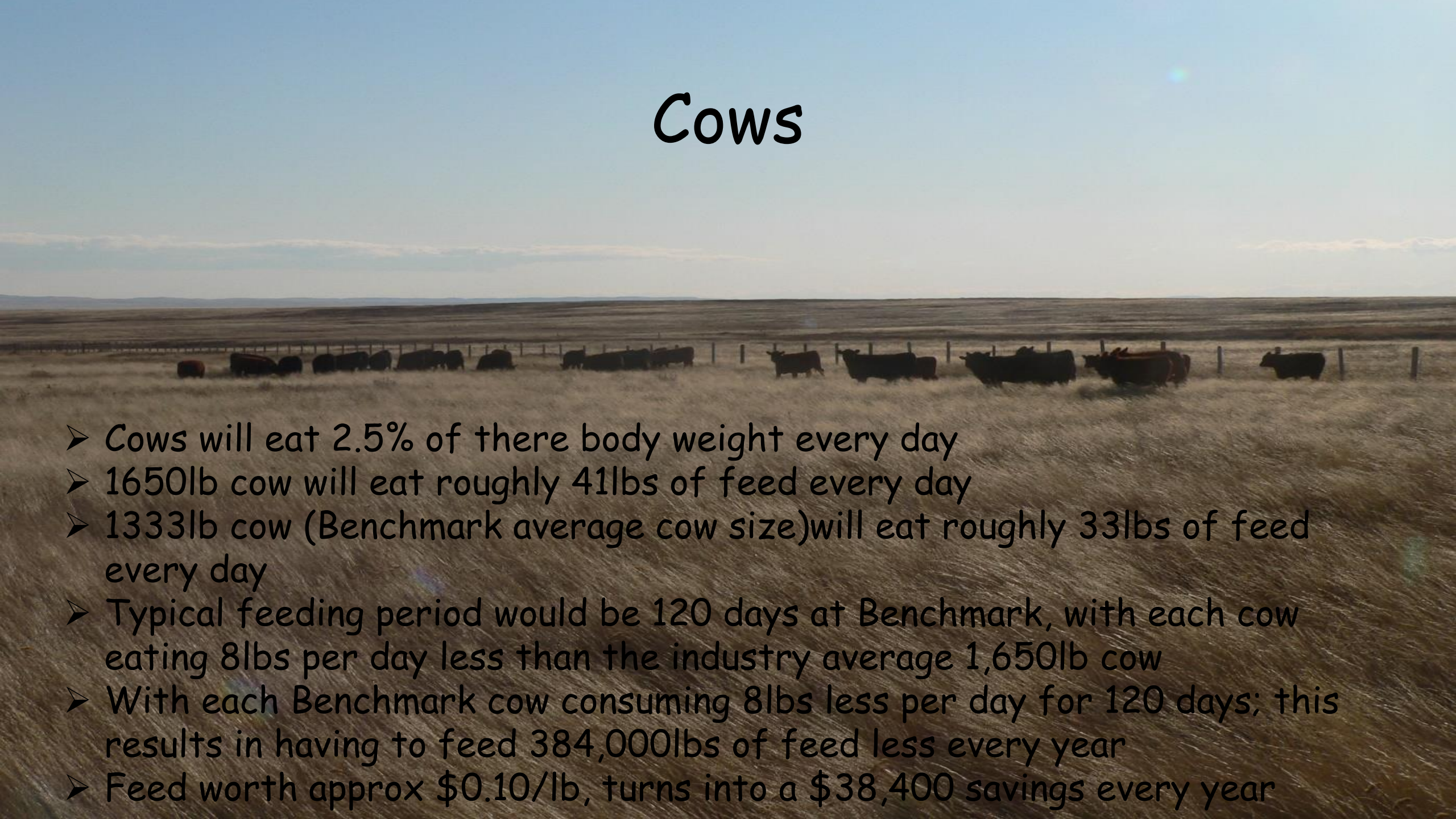
Cow Data Collection

- Cows are weighed after weaning at preg check time
- Cow weight is compared to the weaning weight of her calf to determine % of weaned weight to cow weight
- Calving interval is recorded every year, those that are less fertile are culled from the program

COWS

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- Cows are our base, without the factory; production does not happen
 - By Monitoring weight on cows we are able to have the most efficient cows as our factories
 - We target our cows to wean more than 50% of there own body weight

Cows


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- A photograph of a herd of cows grazing in a field. The cows are scattered across the middle ground, some standing and some grazing. The field is dry and yellowish-brown. In the background, there is a flat horizon line under a clear blue sky with a few wispy clouds. The sun is visible in the upper right corner, creating a lens flare effect.
- Cows will eat 2.5% of their body weight every day
 - 1650lb cow will eat roughly 41lbs of feed every day
 - 1333lb cow (Benchmark average cow size) will eat roughly 33lbs of feed every day
 - Typical feeding period would be 120 days at Benchmark, with each cow eating 8lbs per day less than the industry average 1,650lb cow
 - With each Benchmark cow consuming 8lbs less per day for 120 days; this results in having to feed 384,000lbs of feed less every year
 - Feed worth approx \$0.10/lb, turns into a \$38,400 savings every year

COWS



- In order to improve we must measure, we cannot improve what we don't know
- Benchmark Cows 14 years ago averaged 1,650lbs, and weaned on average a 600lb calf
- Benchmark Cows currently average 1,333lbs with the bull calves averaging 660lbs and the heifer calves averaging 650lbs.

COWS/CALVES

- 
- Feeding a smaller cow less with less of a result, is not what we are after
 - To remain profitable we must reduce this cost by raising more efficient animals

COWS/CALVES

- Resulting calves have been 100lbs heavier on average, with that weight class commercially being worth \$2.08/lb and multiply that by 400 calves we are \$83,200 ahead just on the weaning side
- Then we add in the feed savings we are more than \$108,200 ahead every year



COWS/CALVES

- All of these improvements come back to the cow, a cow that can forage native grass and stay in better shape is a real asset for us
- Allows us to feed less and the cow to be in better shape
- We have searched out and bred cattle that are better converters, this is according to Genomic testing
- The only bulls in the top 1% of the Angus Breed in Canada for RFI (Residual Feed Intake) as determined by Zoetis 50K test reside at Benchmark Angus

Canadian Angus Animal Details

BENCHMARK PREDESTINED 8301

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Registration #: 1479702
Colour: Black
Sex: Male
Tattoo: BFL 301U
Birth Date: 24/09/2008
Calving Year: 2008
Status: Active
Genetic Defect: AMF DDF
[More Information](#)
Registration Status: Registered
Certificate Electronically Stored: No
Sire: [G A R PREDESTINED](#)
Dam: [G A R T510 TRAVELER 264](#)
Breeder: Gardiner Angus Ranch Inc.
Current Owner: [Benchmark Farms Ltd](#)
Parentage: Parent Verified
Progeny: [\[174 - View\]](#) [\[View by Herd\]](#)
Pedigree: [\[View\]](#)
EPD Graph: [\[View\]](#)
Performance Data: [\[View\]](#)

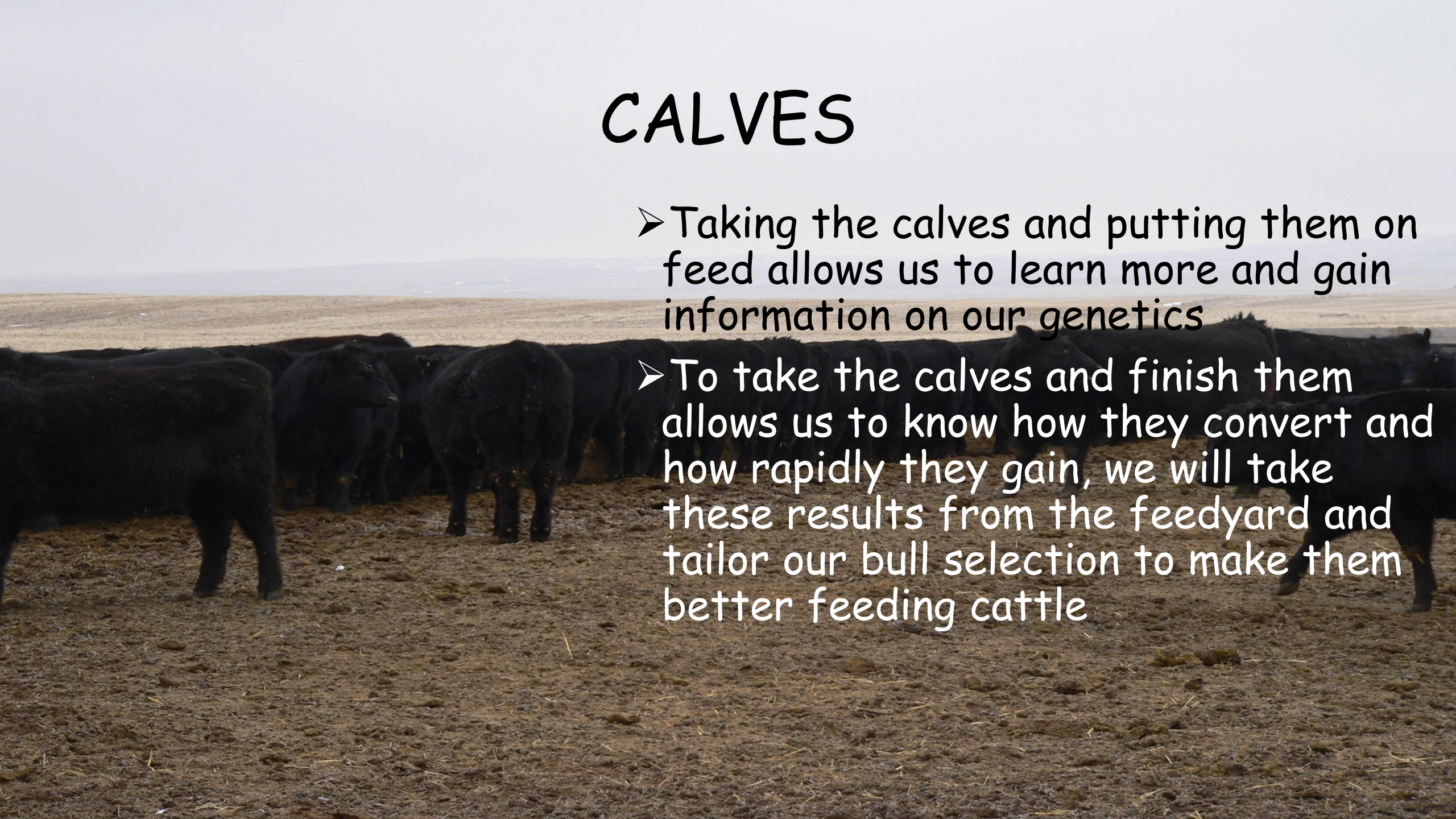
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	Birth Weight	Weaning Weight	Yearling Weight	Milk	Total Maternal	Scrotal Circ.	Calving Ease	Mat Calving Ease	Yield Grade	REA	Carcass Weight	Marbling	Fat	Stay	HPG	
EPD	+1.1	+45	+86	+19	+42	+0.19	+11.0	+14.0	-	+0.14	+24	+0.96	+0.038	-	-	
Acc	80	71	70	48	-	43	61	36	-	43	53	40	42	-	-	
TOP %	25	40	25	50	40	90	5	1	-	75	35	2	80	-	-	
Average Black EPDs for all Calves born in 2015 Click for Percentiles																
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EPD	+2.2	+43	+77	+19	+41	+0.71	+3.3	+6.2	n/a	+0.32	+20	+0.37	+0.016	n/a	n/a	
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Statistics: Number of Management Groups: 2, Progeny Analysed: 171, Number of Dtrs: 34



CALVES

- Taking the calves and putting them on feed allows us to learn more and gain information on our genetics
- To take the calves and finish them allows us to know how they convert and how rapidly they gain, we will take these results from the feedyard and tailor our bull selection to make them better feeding cattle



CALVES

- Better feeding cattle will result in better returns in the yard, this is all a product of a better cowherd that produces a better calf
- When it is time to slaughter cattle there are premiums available when selling on the grid and also when marketing to specific branded beef programs
- When cattle are marketed properly **there are** big potential bonus' for better grading cattle



Feeding of Calves

- Now with Grow Safe System we can know exactly how each individual bull and heifer is converting feed
- On average cattle in Canada will convert 6.1lbs of Feed to 1lb of Gain
- We will test all breeding bulls and heifers to find those that convert better

CALVES

- We see beef as being similar to rock; when we are selling rock do we want gravel or do we want gold
- Beef is very similar, A or AA beef represent below average quality beef and of course commands less money
- Prime and AAA beef bring back premiums the consumer will pay more for a quality product



CALVES

- When thinking of marketing we must pursue those that bring back a greater return
- We have done this through Benchmark Beef Inc.
- We market and slaughter all of our own cattle that do not qualify to be breeding animals
- We receive a premium for our product plain and simple because it is consistently better
- For example commodity beef burgers are worth \$3.50/lb, Benchmark Burger \$5.75/lb, we sell out every week because it is better beef

Carcass

- As of November 10th 2016
- 13 out of the top 25 Black Angus Cattle born in 2015 ranked for marbling with the Canadian Angus Association reside at Benchmark with the top 5 being Benchmark cattle
- 25 out of the top 25 Red Angus Cattle born 2015/2016 ranked for marbling reside at Benchmark
- Marbling is the one true characteristic that adds value and brings customers back for more
- When our beef customers have satisfied customers they have return business



Carcass

- On recent kill data Benchmark sired calves were 92% Choice, 13% Prime, and 54% CAB
- Quality beef is what we as Beef Producers need to be producing to strengthen the consumers confidence in BEEF
- When we have a quality eating experience we return again and again

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OUR 10 QUALITY SPECIFICATIONS



To earn the *Certified Angus Beef*[®] brand name, cattle must first be Angus-influenced, with a predominantly black coat. Then, beef must pass our 10 exacting specifications:

MARBLING AND MATURITY

1. **Modest or higher marbling** – for the taste that ensures customer satisfaction
2. **Medium or fine marbling texture** – the white “flecks of flavor” in the beef that ensure consistent flavor and juiciness in every bite
3. **Only the youngest classification of product qualifies as “A” maturity** – for superior color, texture and tenderness

CONSISTENT SIZING

4. **10- to 16-square-inch ribeye area**
5. **1,050-pound hot carcass weight or less**
6. **Less than 1-inch fat thickness**

QUALITY APPEARANCE AND TENDERNESS

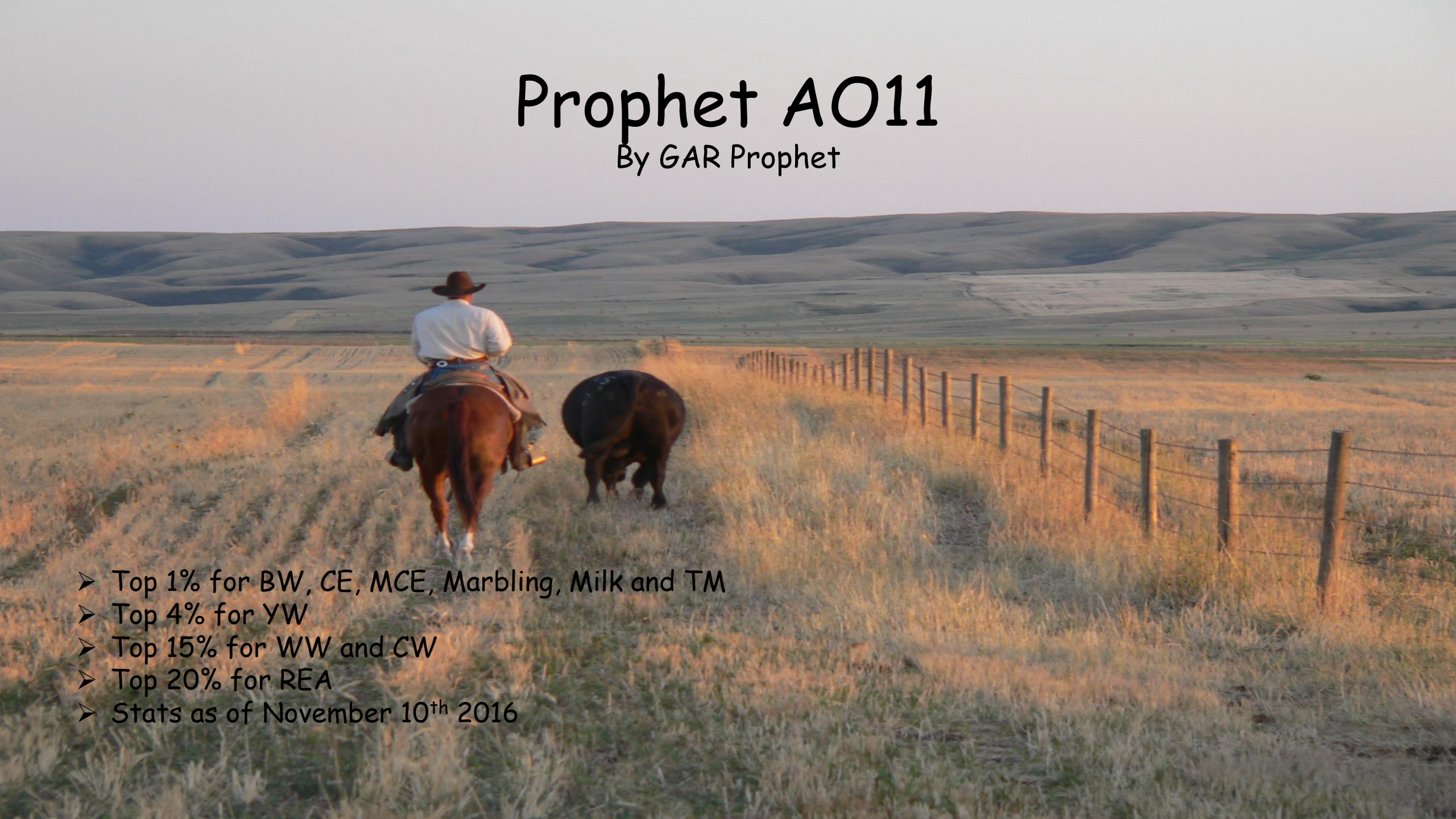
7. **Superior muscling** (restricts influence of dairy cattle)
8. **Practically free of capillary ruptures** (ensures the most visually appealing steak)

What we Sell

- We sell Grass, cattle allow us to do this by converting grass and other forage into Protein
- Beef Producers sell the Ranching idea and enterprise
- Our consumers view the ranching experience as an idealistic traditional lifestyle and profession
- We as producers need to know what we are indeed selling

Prophet AO11

By GAR Prophet

- 
- A photograph of a cowboy on a brown horse herding a black bull in a field of tall, dry grass. The cowboy is wearing a white shirt, a brown hat, and chaps. The bull is walking away from the camera. In the background, there are rolling hills under a clear sky. A wooden fence runs along the right side of the field.
- Top 1% for BW, CE, MCE, Marbling, Milk and TM
 - Top 4% for YW
 - Top 15% for WW and CW
 - Top 20% for REA
 - Stats as of November 10th 2016

Benchmark Micah 13247

By GAR Prophet



- Top 1% for Milk, TM, Marbling
- Top 4% for YW, MCE and CW
- Top 6% for WW
- Top 20% for REA
- Stats of November 10th 2016

End Point 5122

By B/R Destination 727-98

- Top 1% for Marbling
- Top 4% for MCE
- Top 10% for YW, Milk, TM, REA and CW
- Top 15% for WW
- Stats as of November 10th 2016

Baseline AB 297

By New Design 50/50

- Top 1% for YW, TM, CE, MCE and REA
- Top 2% for BW, WW, Milk
- Top 3% for CW
- One of the very top bulls in the industry to rank this high on this many traits
- Stats as of November 10th 2016



- Top 1% for BW and Marbling
- Top 2% for Milk
- Top 5% CE
- Top 10% for REA
- Stats as of November 10th 2016

Commitment

By Brown Commitment 57206



Red Benchmark Transition

By LSF MEW Game Changer



- Top 2% for Marbling
- Top 3% for TM
- Top 6% for YW
- Top 8% for REA
- Top 9% for CE
- Top 10% for WW and CW
- Top 20% BW
- Stats as of November 10th 2016

Dunn Better



- Top 1% for YW, TM, Carcass Weight, Milk, Marbling and HP
- Top 2% WW
- Top 6% for REA
- The only bull in Canada that has this type of spread and still maintains +12 Stayability and +18 Heifer Pregnancy
- The total package
- Stats as of November 10th 2016

Summary

- In production we cannot do anything without an efficient and productive factory, the cow is key to all that we do on our ranch
- Knowing where a person is headed is key, goals and things to conquer are key to making a better and more profitable ranch
- Measuring and recording as much data as possible and utilizing every tool available is key to making improvements, if one wants to improve or move their herd in a particular direction, be sure to use bulls that are in the top rankings for that specific trait

An aerial photograph of a large ranch facility situated in a vast, flat landscape. The facility includes a long, rectangular structure with a dark roof, a green-roofed building, a large white-roofed structure, and a series of small, rectangular ponds. The surrounding land is a mix of green and yellowish-brown fields, with rolling hills in the background under a blue sky with light clouds.

“Engineering Superior Beef”