

KEY RANCH

KEY INTERNATIONAL SUPPLY CORP.

ASQUITH, SASK.

WADE SHRIMPTON

306-329-4931



KEY RANCH COWS

- 220 – 250 COW HERD
- HIGH % TO PUREBRED ANGUS COWS
- 1250-1300 POUND COW
- MODERATE FRAME

KEY RANCH COWS

- HARDINESS
- FERTILITY
- FEET AND UDDER QUALITY
- HIGH CARCASS TRAITS BRED INTO THE COW HERD

KEY RANCH COWS

- HOW ?

KEY RANCH BULLS

- IN ORDER FOR US TO PRODUCE OUR IDEAL SIZE AND QUALITY OF COW AND HIGH PERFORMING CATTLE IN THE FEEDLOT WE NEED TO BE DILIGENT IN THE GENETIC SELECTION OF OUR HERDSIRES
- RESEARCH GENETICS / BLOODLINES THAT ARE PROVEN AND PREDICTABLE
- NEED TO IDENTIFY THOSE BULLS THAT WILL ENHANCE CARCASS TRAITS AND EFFICIENCY IN THE STEERS WITHOUT SACRAFICING ANY OF THE “WORKING” TRAITS NEEDED TO PRODUCE REPLACEMENT FEMALES
- HOW ?

KEY RANCH BULLS

- HOMEWORK (BLOODLINES) WITHIN THE BREED(S) WE CHOOSE TO RUN
- UTILIZE ULTRASOUND DATA IN HERD SIRE SELECTION (THIS IS A VALUABLE TOOL IN DETERMINING CARCASS QUALITY)
- EPD INFO OF NOT ONLY THE OFFSPRING BUT OF ORIGINAL SIRE

KEY RANCH BULLS

- MANAGE THE GENETICS WITHIN THE HERD/CREATE A BREEDING PROGRAM
 - COW HERD AND OFFSPRING SHARE CONSISTENT TRAITS
 - EASIER HERD MGMT.(BREEDING AND FEEDING)
 - PROFITABILITY US AND CUSTOMER
- PRESENTLY WE WILL BE RUNNING 3 PASTURES WITH 6- 1/2 TO 3/4 BROTHERS IN ONE FIELD, 6 1/2 BROTHERS IN ONE FIELD, AND 1 “NEW” BLOODLINE IN ANOTHER FIELD
- BENEFITS TO OURSELVES AND OUR CUSTOMERS
“PROFIT” – EASY TO MANAGE COW HERD EASY TO FEED THE PENS OF CALVES FROM THESE COWS

KEY RANCH HERDSIRE ULTRASOUND DATA

■ TAG	BW	WW	YW	B.FAT	REA(SQ.CM)	MARB.	LEAN YIELD
■ 184M	100	693	1331	5.9MM	80.68 CM	AA+	NA
■ 200M	100	724	1360	5.05MM	82.82 CM	AA	NA
■ 12P	94	700	1290	NA	NA	NA	NA
■ 87P	105	670	1265	NA	NA	NA	NA
■ 08N	92	624	1125	7.2MM	67.80 CM	AAA	60 %
■ 57K	90	607	1230	5.4MM	93.66 CM	AA	65.03 %
■ 200N	80	675	1250	NA	NA	NA	NA
■ 463P	81	820	1442	8.52MM	82.48 CM	AAA	60.43 %
■ 310R	71	605	1126	6.28MM	76.22 CM	AA	61.93 %
■ 312R	86	600	1216	7.20MM	74.36 CM	AAA	60.76 %
■ 345R	72	606	1145	8.09MM	81.70 CM	AAA	60.77 %
■ 302R	85	614	1157	6.75MM	79.72 CM	AAA	61.89 %
■ 307R	95	707	1265	10.38MM	78.00 CM	AAA	57.96 %
■ AVG.	88.5	665	1246	7.07MM	79.74 CM	AA+	61.19 %

KEY RANCH RECORDS SUPPLIED

- COW#, DATE CALVED, CALF WT./SEX, RFID #, EAR TAG #, CALF DESCRIPTION, GENETICS (BULL GROUP)
- CAN BE PRINTED HARD COPY AS WEL AS E-MAILED TO CATTLE DESTINATION
- CALVES ARE AGE VERIFIED

KEY RANCH RECORDS SUPPLIED

- FULL VET RECORDS SUPPLIED IF REQUIRED (COW AND CALF)
- CAN PROVIDE FEED INGREDIENT LIST AND NUTRITIONAL INFO. IF CALVES HAVE BEEN ON A STARTER RATION PRIOR TO WEANING

KEY RANCH MARKETING

- PEOPLE HAVE TO KNOW ABOUT OUR PRODUCT
- LET PEOPLE KNOW WHAT WE ARE SELLING
- PHONE, VISIT POTENTIAL CUSTOMERS
- IF PEOPLE ASK TELL THEM
- INDUSTRY RELATED CONTACTS
- KNOW OUR MARKET AND KNOW THE MARKET
(TRIGGERS TO SELL)

KEY RANCH MARKETING

- TRY AND STAY INFORMED WITH WHAT IS HAPPENING IN THE MARKET AND WITHIN THE INDUSTRY
 - DTN – VERY INFORMATIVE
 - INTERNET – MARKET REPORTS, NEWS, RESEARCH
- PRODUCE WHAT THE MARKET DEMANDS
- PROVIDE AS MUCH INFORMATION ON OUR PRODUCT TO OUR CUSTOMER SO THEY CAN BUY WITH CONFIDENCE AND KNOW THEY ARE GETTING VALUE FOR THEIR DOLLAR

KEY RANCH MARKETING

- MY NEIGHBOR IS MY COMPETITION
- EAR TAGS (RANCH NAME) AND RFID
- RECORDS (HAVE ORGANIZED AND READY TO PROVIDE)
- RUN OUR RANCH LIKE ANY BUSINESS – 3 “C” S