

# Let's use our context clues...

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To better position the premium supply chain in the beef business.

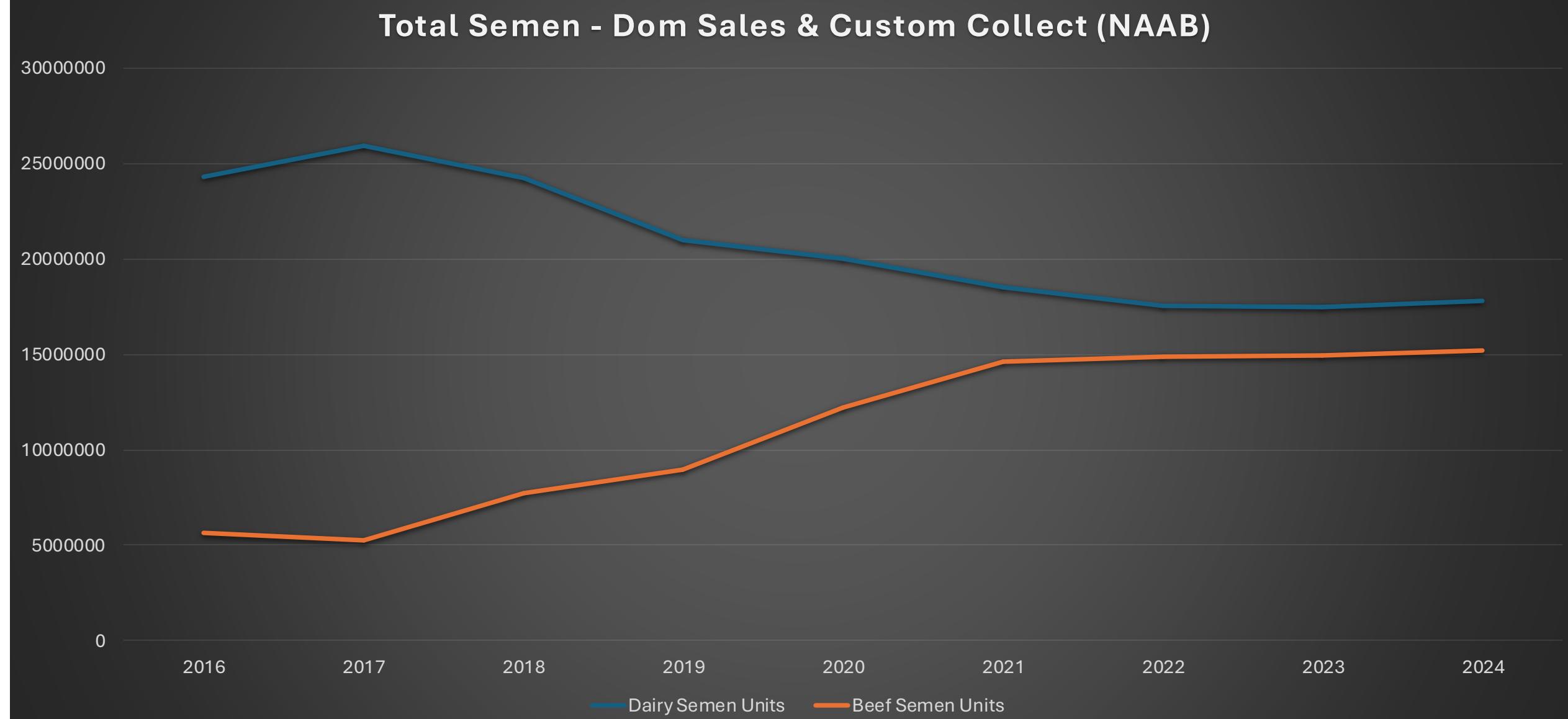


# The Wild, Wild West – full of dairy cows!

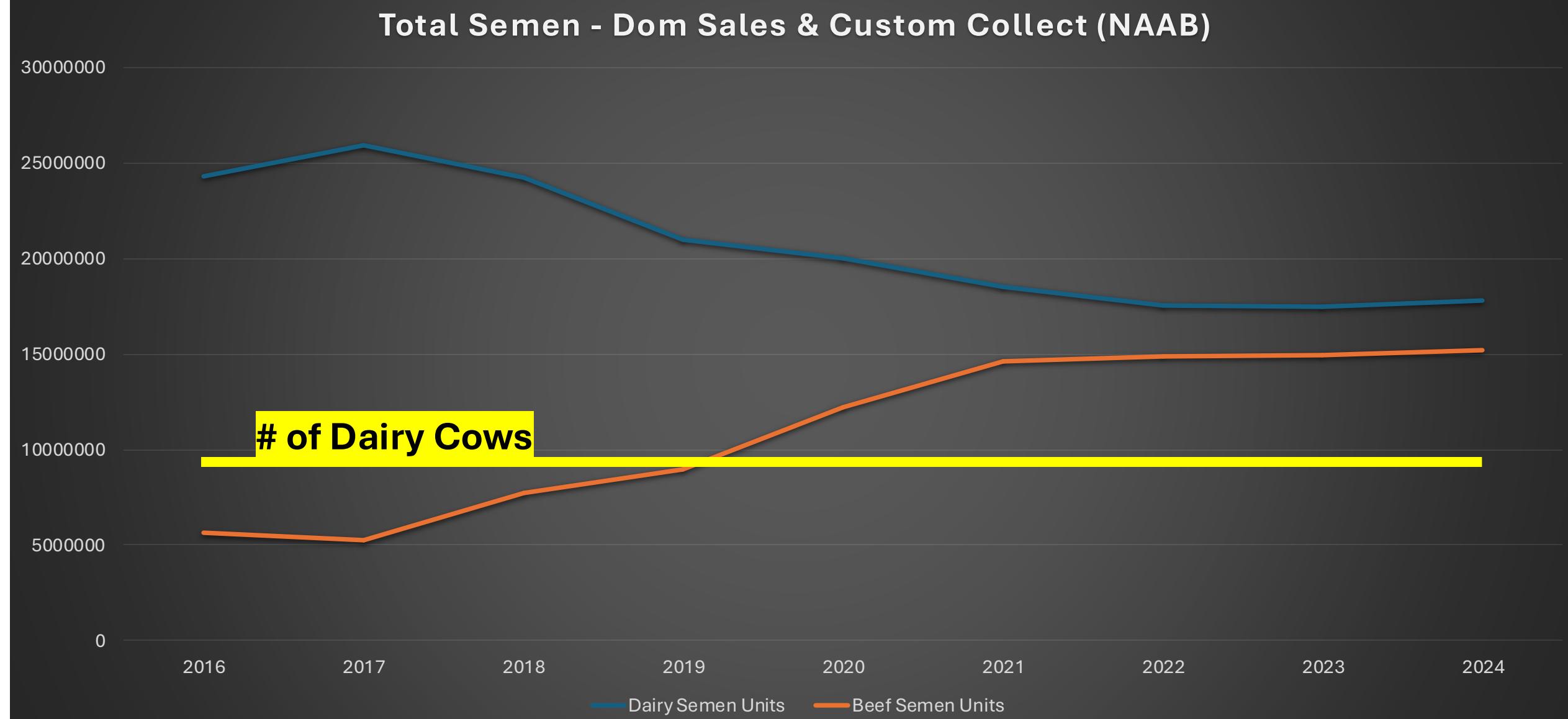
2015 to early 2020s

- **“If a thing is worth doing, it is worth doing badly.” ~ G.K. Chesterton**
- Market conditions allowed the industry to learn, experiment, and to identify valuable beef genetics far faster and at a scale than academia, associations, traditional beef models were designed to do.

# The New Normal...



# The New Normal...



# Carcass length was a hold up

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- 10 years ago, nearly all rails were too low.
- Ever-increasing carcass weights have brought changes.
- Previous tension is almost completely gone.

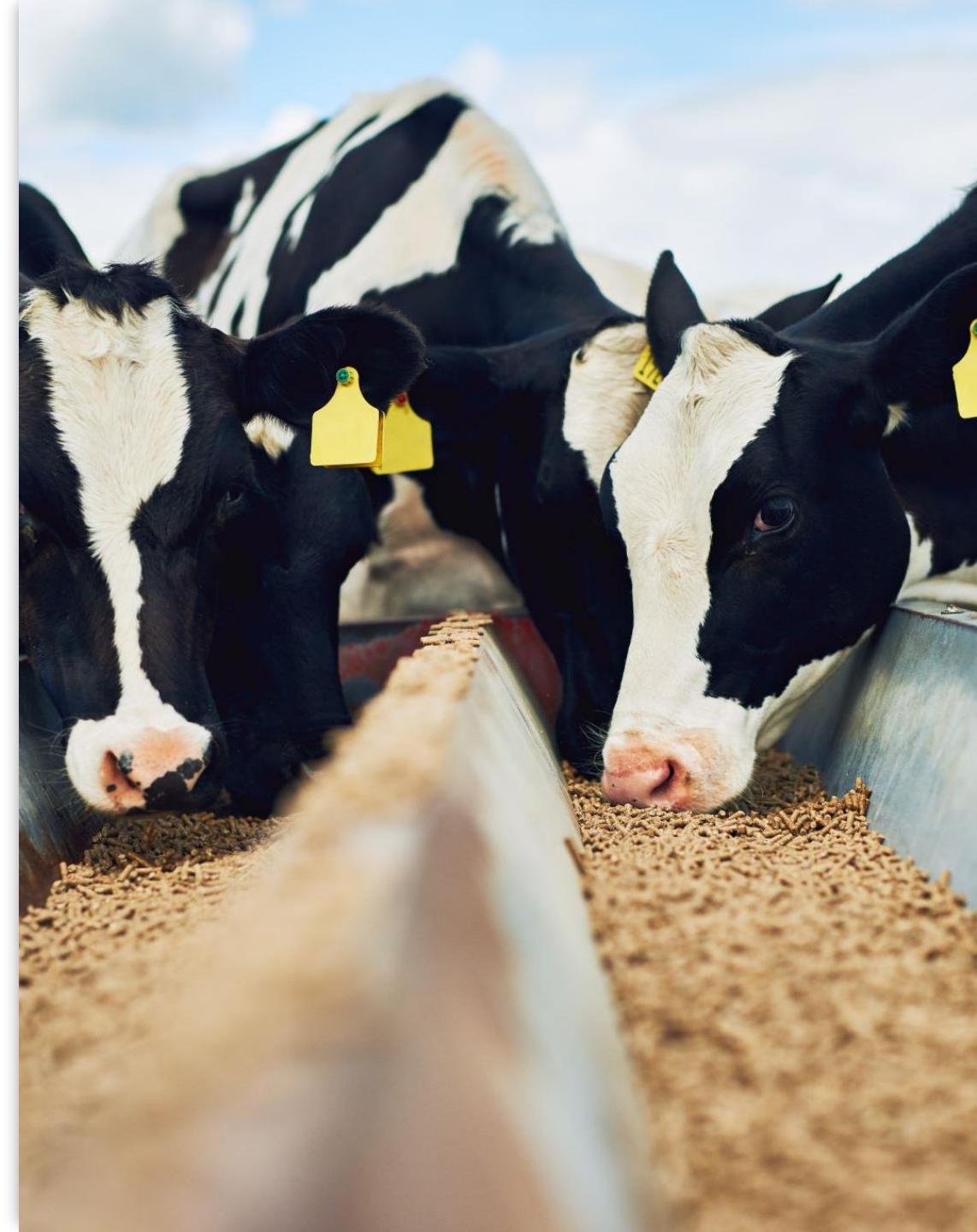


# Sire Genetic Selection Becomes Clear...

Terminal Indexes  
Beef x Dairy Specific

Thus, the industry has a pretty  
good handle on which genetics  
work & where they fit.

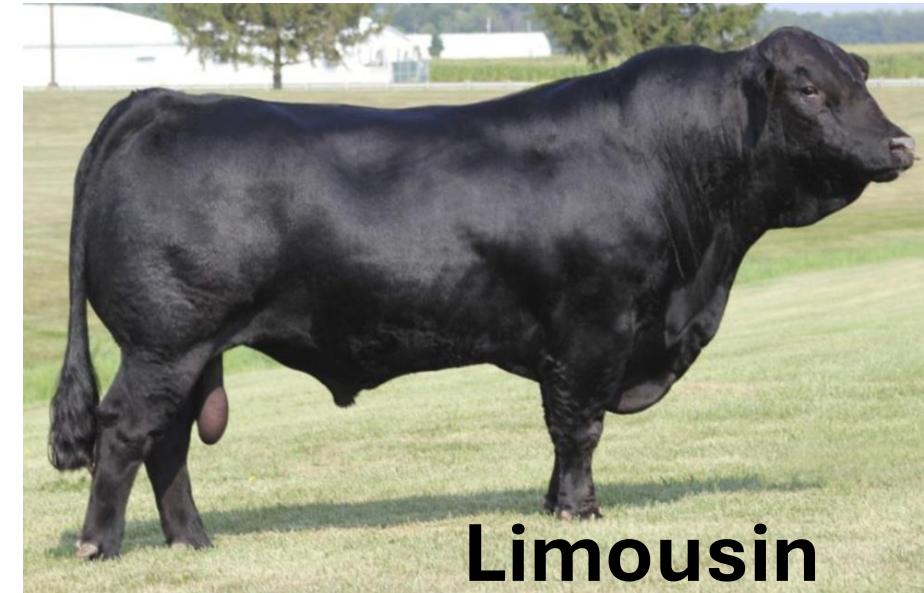
And which don't.





# BEEF IMPROVEMENT FEDERATION

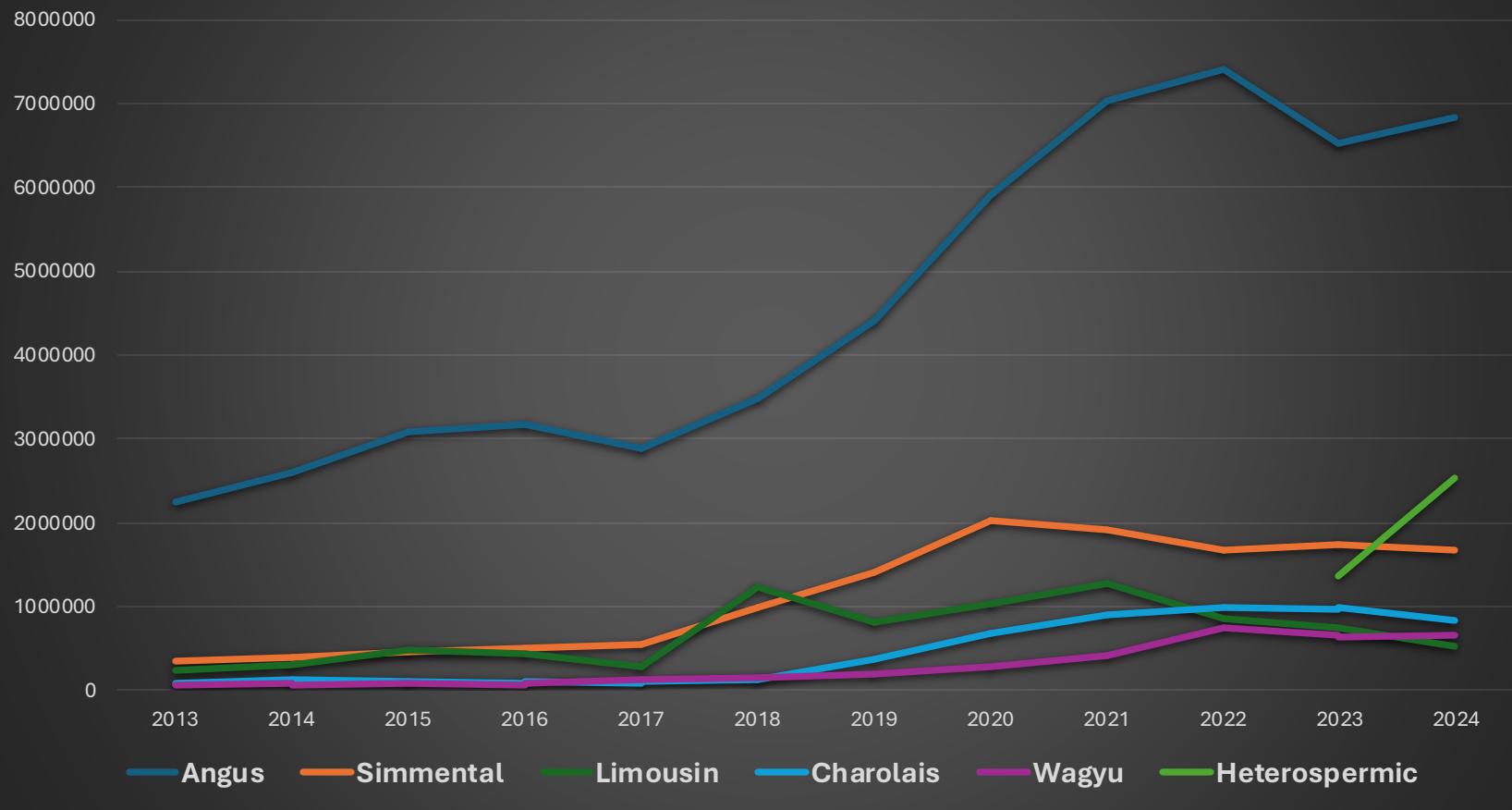
2025 BIF Symposium, General Session I, Beef on Dairy Panel Discussion



# Beef Breeds Aren't Monoliths!

Finally, semen companies have begun to realize the vast variation **within a beef breed**.  
Just like they always accepted relative to Holstein and Jersey.

## Beef Semen Sales & Custom Collection



Angus is roughly 2x  
the other 4 breeds  
combined.

Does this change?  
Maybe...

# How do the major beef breeds align today? Pros

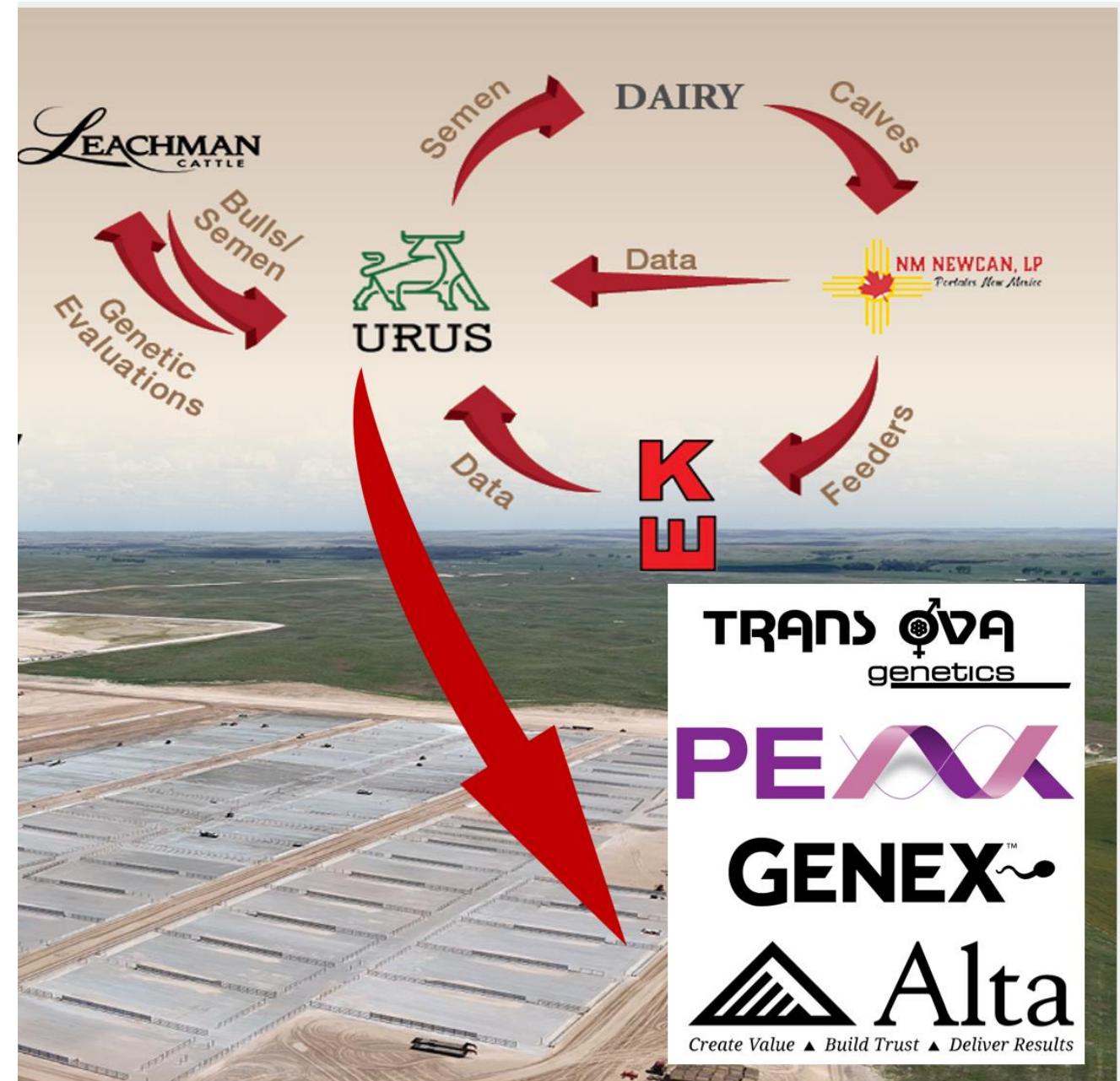
- **Angus** – **low-cost semen**, value of “**Angus**” in the market, **ADG**, **marbling**.
- **Limousin/LimFlex** – The **initial continental influence** in the modern version of Beef on Dairy. Improves the **Red Meat Yield** proposition.
- **Simmental/SimAngus** – The **primary continental player** at present. **RMY, added feedlot performance, marbling** advantage to other continentals
- **Wagyu** – **marbling, premium brand, sophisticated corporate structure**
- **Charolais** – **feedlot performance, pounds**

# How do the major beef breeds align today? Cons

- **Angus** – Red Meat Yield concern, Heart health
- **Limousin/LimFlex** – Marbling, Ability to reach “ultra weights”
- **Simmental/SimAngus** – *Very good* in most all categories. Max/Optimum
- **Wagyu** – feedlot performance, RMY concern
- **Charolais** – marbling, no access to CAB premiums

# In less than a decade...

- WWW to sophisticated system
- Vertical alignment akin to Pork & Poultry (faculty numbers?)
- As industry changes (including genetic demands) the system will quickly incorporate the data and make the change
- When working in critical mass one is often doing genetic eval even if they don't realize it.
- And yes, they realize it.



# The “Leverage” question:

- If you must ask if you have leverage...
  - You don't.
- Leverage requires critical mass – NUMBERS.
  - You either get that based on your outfit or a collaborative system.
- This doesn't discount the possibility for profit.
  - But it likely doesn't come by winning the primary, commodity market.

# Industry Desires and **Pain Points**

- **Consumer, Grocer, Restaurant, Purveyor**
  - Uniformity, Consistency, Palatability, **The Story**
- **Packer/Processor**
  - Pounds, Marbling, **Red Meat Yield**
- **Feeder**
  - Performance/Efficiency, **Death Loss** (heart/liver),  
**Discounts** (liver), **Implants**
- **Calf Ranch**
  - Predictability, Performance, **Health, Ability for individual monitoring, The Story**
- **Dairy/Seedstock**
  - **Fertility, Calving Ease, Live Calf, Market Access**

**Live, healthy calf**

**Housing Method (health/perf)**

**Time on Feed – Implant Strategy**

**Red Meat Yield**

**Liver Abscess**

**Limited Individualized Metrics**

**Primary  
Pain Points  
&  
Areas for  
progress &/or  
Selection  
Pressure**

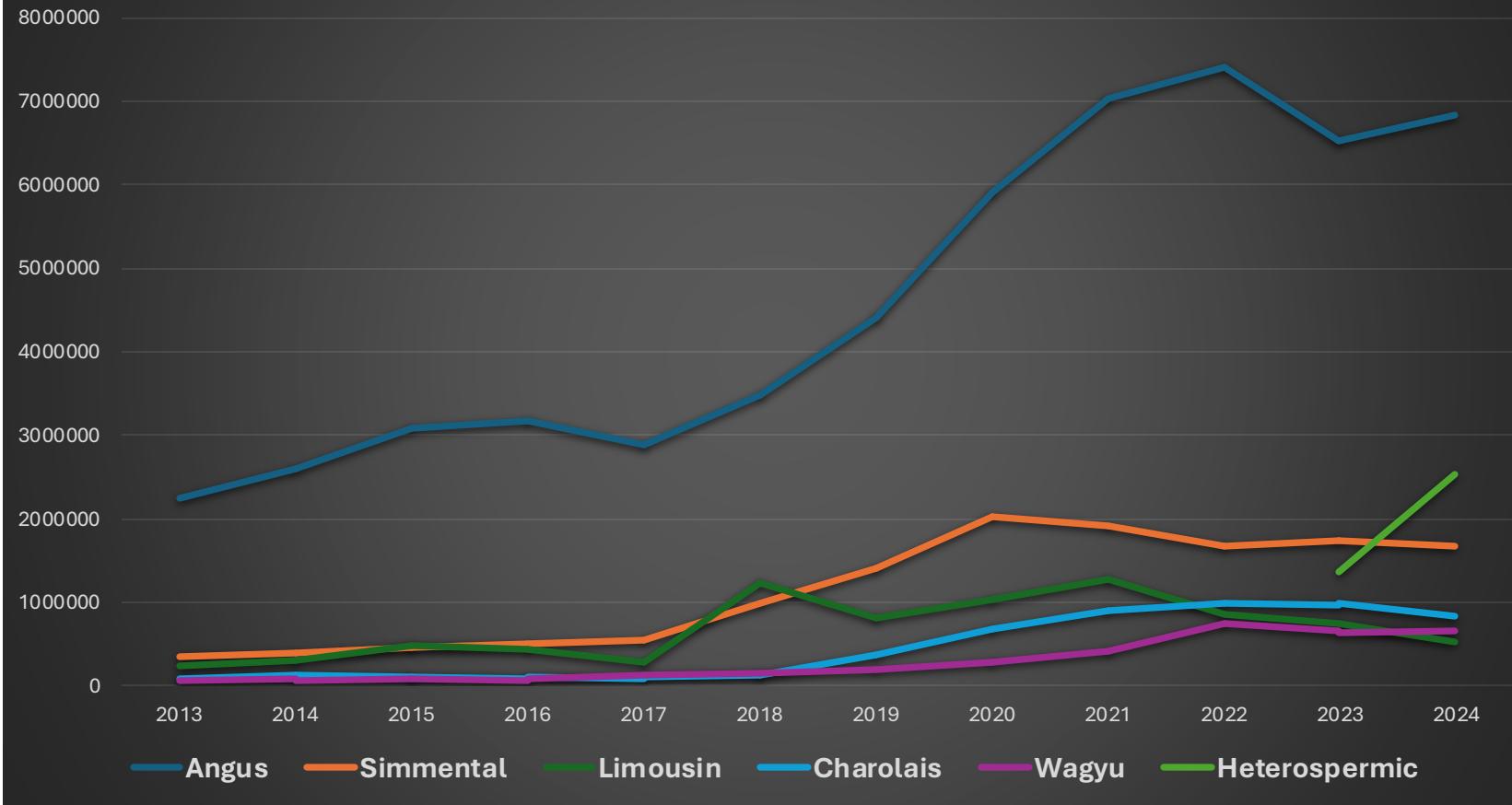
Red Meat  
Yield  
Working  
Group



# Genetics & Breedings as Risk Mgmt Tool

- What is the Red Meat Yield Concern?
  - Texas Tech – Drs. Dale Woerner and Blake Foraker
  - West Texas A&M – Dr. Ty Lawrence
- What does this have to do with the USDA Yield Grade equation?
- How does one plan for potential changes in a primary valuation tool when an individual mating decision is years in advance?

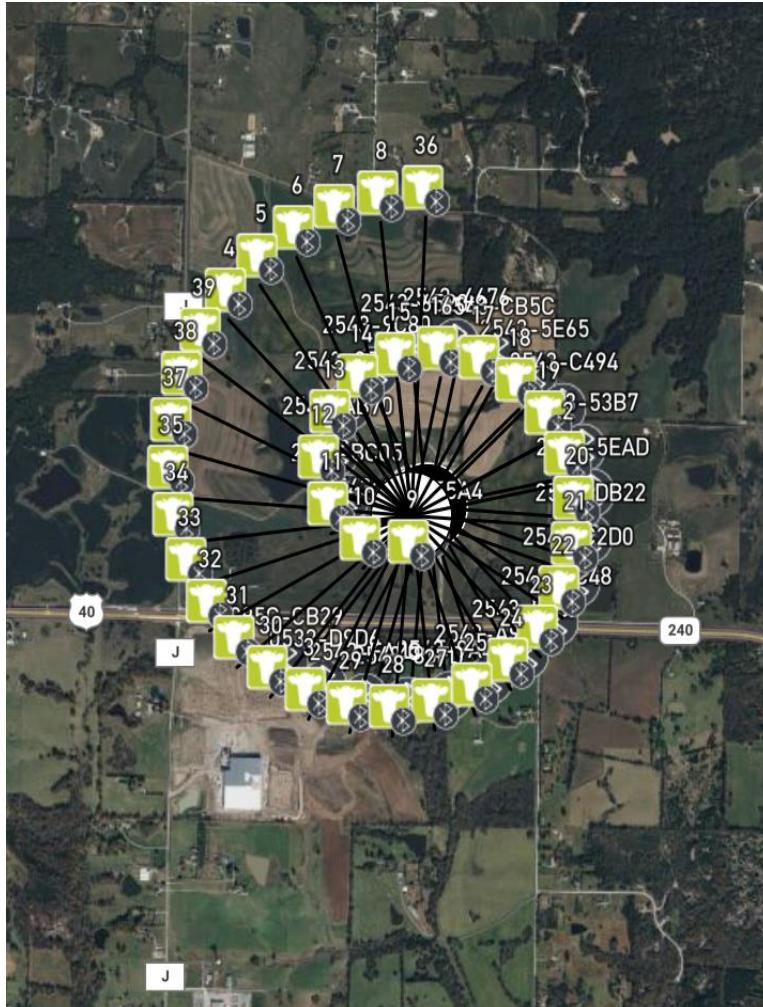
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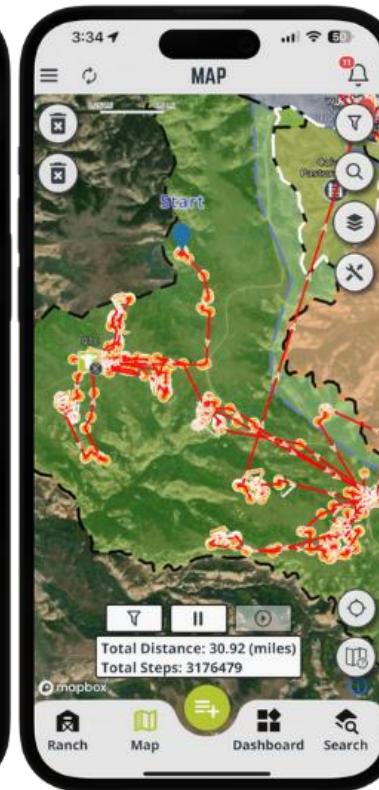
# Look Harder...



We now have novel tools and approaches that:

- Aid with “The Story”
- Provide in-hutch metrics of activity, health
- Integrates into group housing &/or feedlot for same
- HR aids
- Passive and easy data capture integration lends itself to novel trait development for genetic evaluation and management.





Back

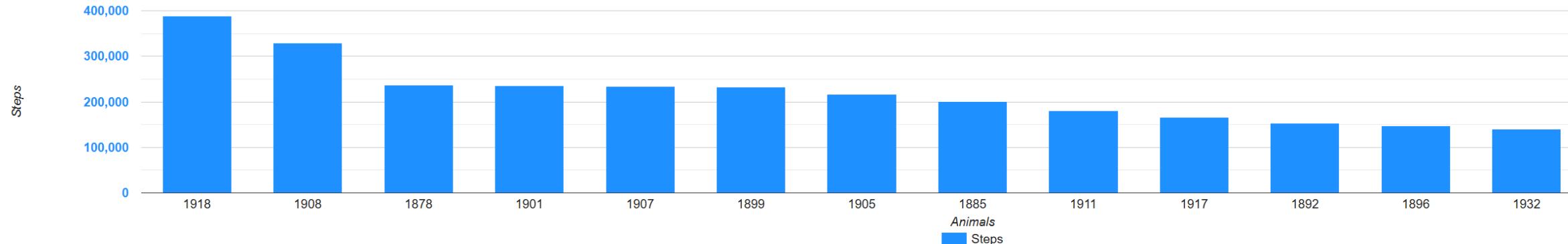
Load Report

## Herd Activity Report

Date Range: 01-07-2026 - 01-21-2026  
 Total Distance (miles): 1.59  
 Total Steps: 3,130,365

Animals Found: 15  
 Avg Distance (miles): 0.11  
 Avg Steps: 208,691

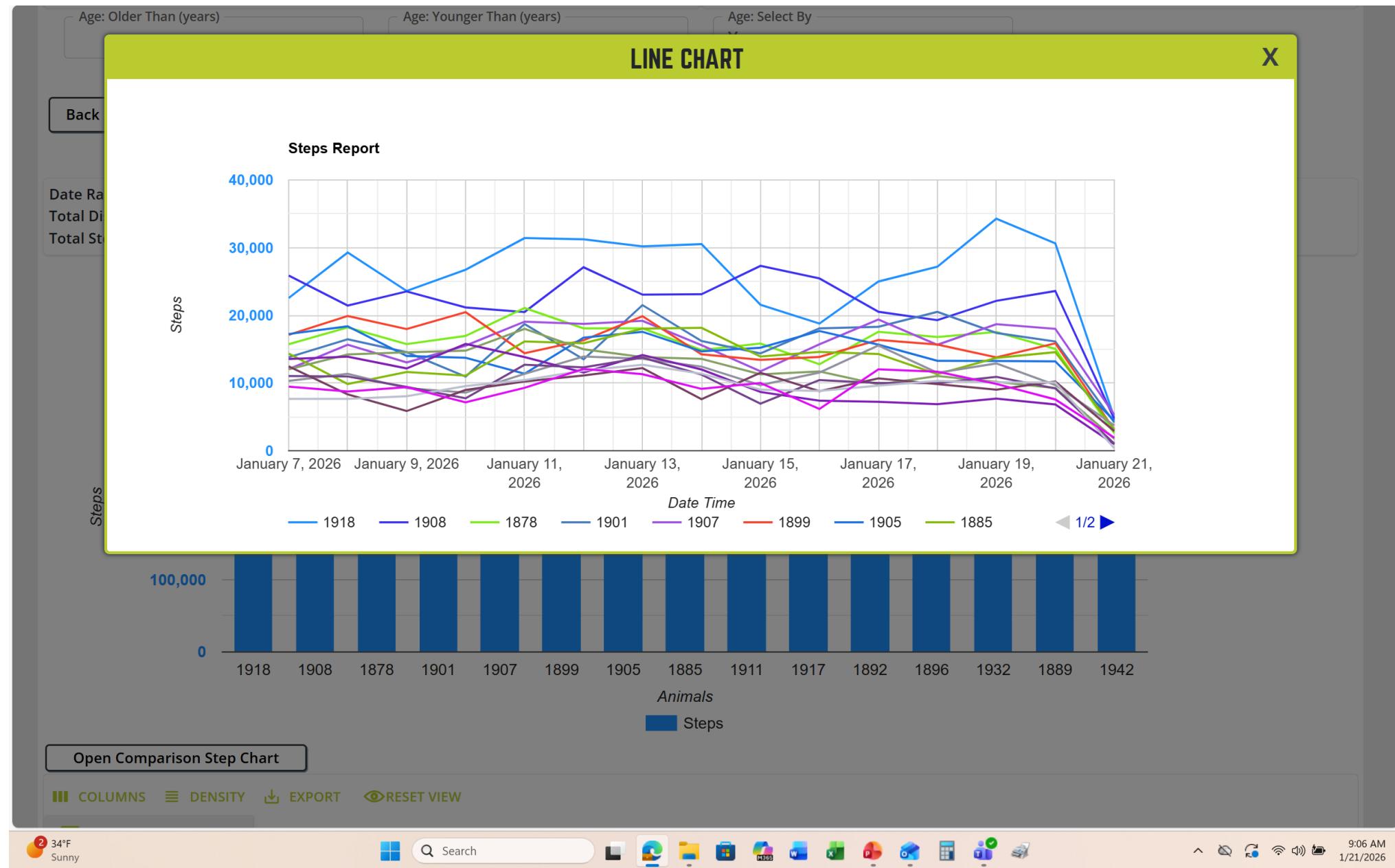
## Steps comparison

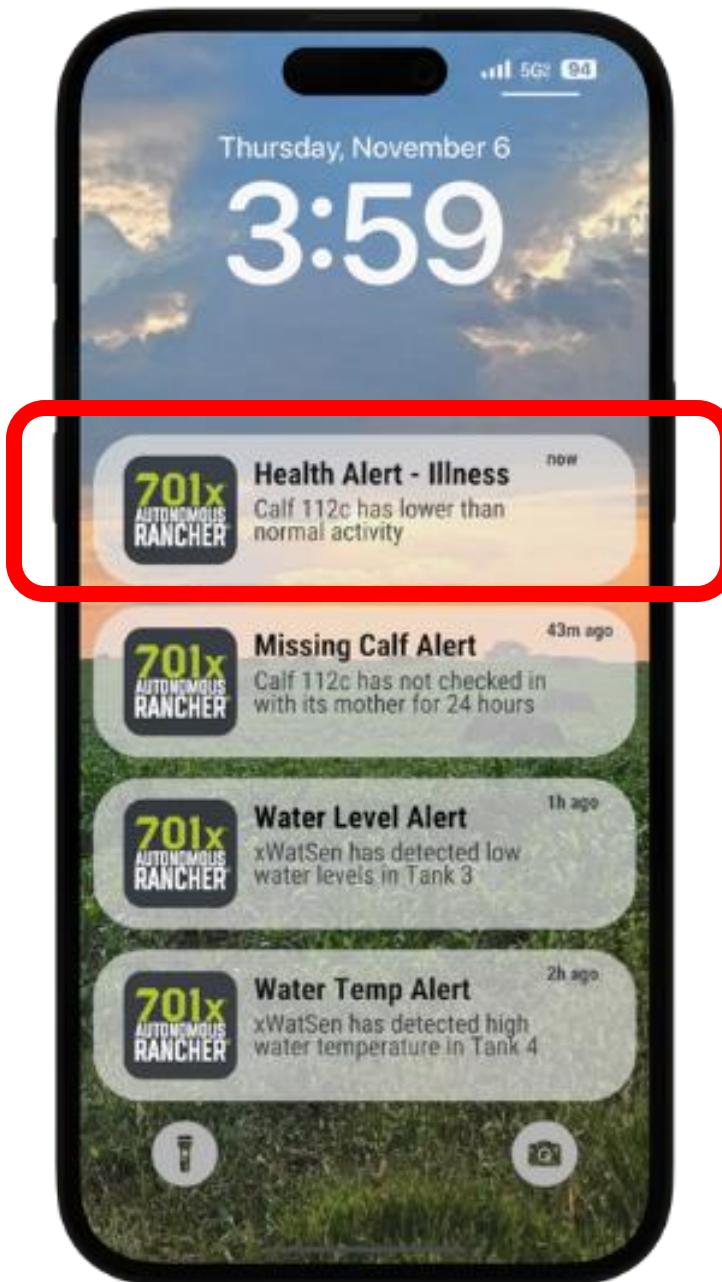


Open Comparison Step Chart

III COLUMNS DENSITY EXPORT ⏪RESET VIEW

Cattle #	Steps ↓	Avg Steps/Day	Distance (mi)	Avg Distance/...	Animal Type	Age	Current Weight (lbs)	BCS	Fence	Ranch	Product Type	701x Device #
1918	387,833	29,833.31	0.14	0.01	Steer	11 months	642				xTlite	4D01-42B5
1908	328,774	25,290.31	0.1	0.01	Steer	10 months	610				xTlite	4D01-4499
1878	236,897	18,222.85	0.1	0.01	Steer	9 months	802				xTlite	4D01-42F7
1901	234,684	18,052.62	0.11	0.01	Steer	10 months	477				xTlite	4D01-42E2
1907	233,329	17,948.38	0.11	0.01	Steer	9 months	611				xTlite	4D01-459E
1899	232,313	17,870.23	0.1	0.01	Steer	11 months	644				xTlite	0532-A0E1
1905	216,399	16,646.08	0.12	0.01	Steer	10 months	594				xTlite	4D01-42BF
1885	200,633	15,433.31	0.11	0.01	Steer	9 months	674				xTlite	4D01-42AB
1911	180,979	13,921.46	0.13	0.01	Steer	10 months	782				xTlite	4D01-42B8
1917	165,384	12,721.85	0.09	0.01	Steer	9 months	701				xTlite	4D01-42EC
1892	152,518	11,732.15	0.13	0.01	Steer	9 months	802				xTlite	4D01-42D1
1896	147,633	11,356.38	0.1	0.01	Steer	11 months	679				xTlite	4D01-42C1
1932	139,668	10,743.69	0.08	0.01	Steer	8 months	628				xTlite	4D01-42DC
1889	137,552	10,580.92	0.09	0.01	Steer	11 months	873				xTlite	0532-CCBE
1942	135,769	10,443.77	0.08	0.01	Steer	9 months	643				xTlite	4D01-42EA





9:26 4G 94

Back NOTIFICATIONS

## 2 Notifications X

Search Animals

**Health Alert - Illness X**  
(1)

**The tag has detected lower than normal activity.**

**This could mean:**

- The animal is sick or injured**
- The animal was moved to a smaller fence or pen**

**Ranch Map Data Das... Sear...**

9:26 4G 94

## HEALTH ALERT - ILLNESS X

Notifications: 1

**Clear All**

01-04-2026 11:24AM  
Cattle #: 1899  
Device #: 0532-A0E1

**Animal** **Clear**



## HEALTH ALERT - ILLNESS



### REPORTS

Filter By Ranch \*

Animals as of:  
01/21/2026

From Date/Time:  
01/14/2026 09:24 AM

Type:  
(Choose Type)

Age: Older Than (years)

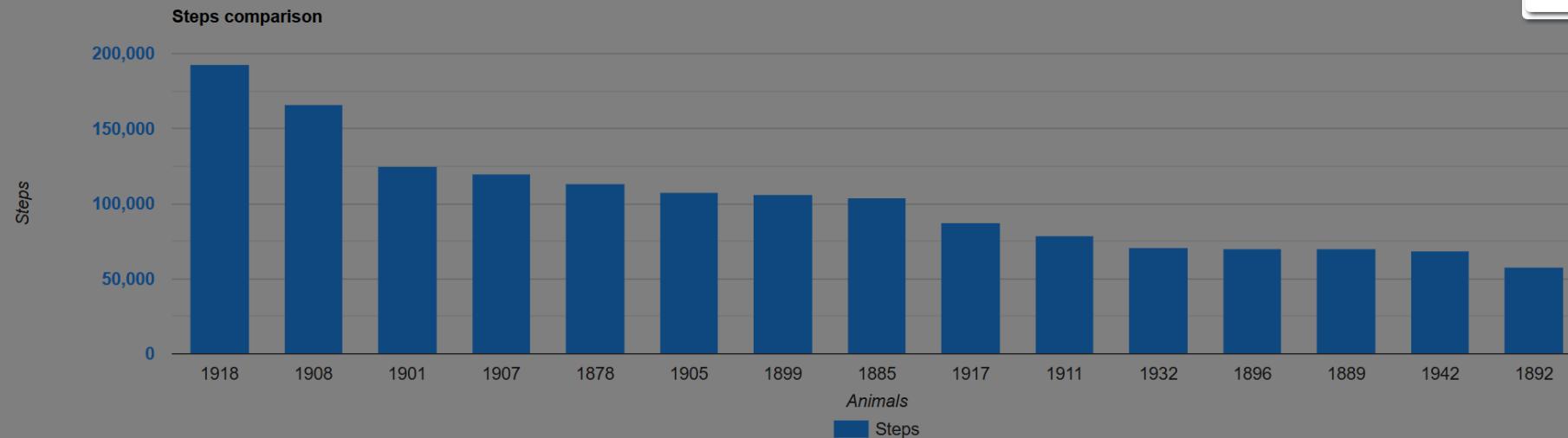
Age: Younger Than (years)

Back Load Report

Date Range: 01-14-2026 - 01-21-2026  
Total Distance (miles): 1.55  
Total Steps: 1,536,204

Animals Found: 15  
Avg Distance (miles): 0.1  
Avg Steps: 102,413.6

### Herd Activity Report



Notifications: 1

Clear All

Map

Cattle #

Device #

Occurred

Clear

Go to

1899

0532-A0E1

01-04-2026 11:24AM

Clear (1)

Fence:

Age: Select By  
Years

### 2 NOTIFICATION(S)

#### Health Alert - Illness (1)

The tag has detected lower than normal activity.

This could mean:

- The animal is sick or injured
- The animal was moved to a smaller fence or pen
- Significant weather changes have decreased animal activity

[View Herd Activity Report](#)

Details

Clear

#### xWatSen Unreachable (1)

xWatSen has not been able to upload data for greater than 3 hours.

This could mean:

- There is no cell reception where xWatSen is located
- xWatSen is significantly damaged
- xWatSen is out of battery

Details

Clear

## ANIMAL INFORMATION

bfed4027-cb30-4a94-8e1c-e9a0bd41eb9c

[Edit](#) [+](#) [⋮](#)

[<<<](#)

Main

Timeline

Medications

Fences

Weights

Activity Report

Ownership Pedigree

[>](#)



Red Steer

### Identification

Status: Active  
Cattle Tag #: 1899  
Other Tag #: 556  
701x Device #: [0532-A0E1](#)  
701x Device Type: xTlite  
Name:  
EID Mgmt. #: 901013000006825

### Descriptive

Date of Birth: 02-18-2025  
Age: 11 months  
Color: Red  
Breed: 100% Red Angus  
Type: Steer  
Sex: M  
Horn Type: (P) - Polled

### Timestamps

Created by: Chip Kemp  
Created Date: 12-29-2025 10:14AM  
Updated by: Chip Kemp  
Updated Date: 01-21-2026 07:50AM  
Last Check-In: 01-21-2026 07:49AM

From Date (Start of Day)

01/01/2026

To Date (End of Day)

01/21/2026

Run



Show more details

## 701x Device Data



## 20 Days - Mounting Report

1.0

## ANIMAL INFORMATION

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Edit

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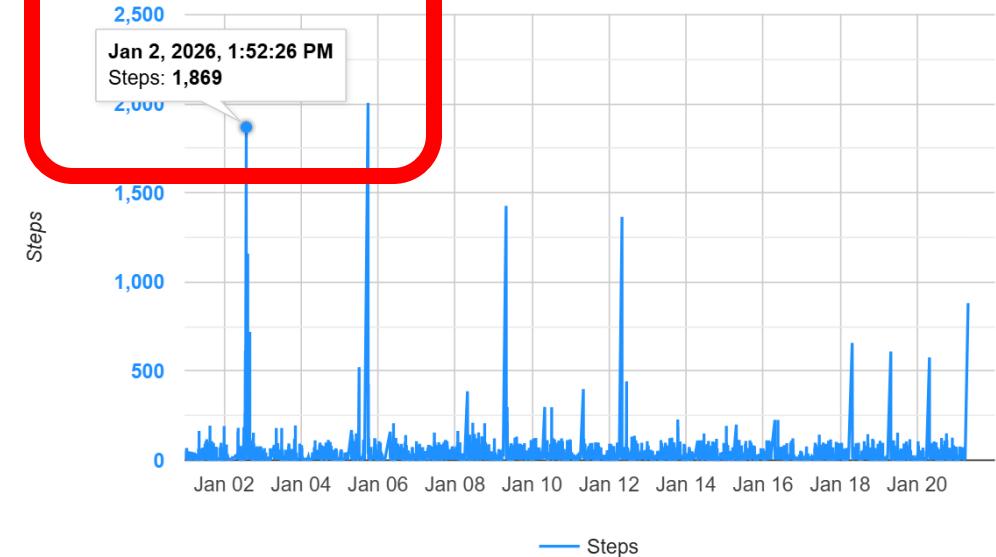
Run



Show more details

## 701x Device Data

### 20 Days - Step Report



### 20 Days - Mounting Report

1.0

3 35°F  
Windy



Search



9:38 AM  
1/21/2026

## ANIMAL INFORMATION

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Edit

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Main

Timeline

Medications

Fences

Weights

Activity Report

Ownership Pedigree

>



Red Steer

From Date (Start of Day)

01/01/2026

To Date (End of Day)

01/05/2026

Run

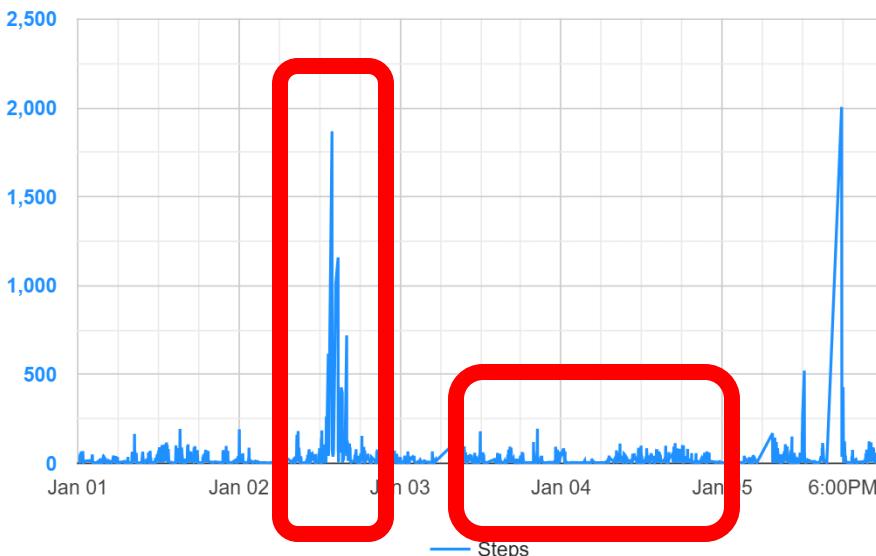
Show more details

Identification

**Fortunately, in this case it is likely a rare alarm that didn't denote a health event. But rather illustrated a management opportunity to refine SOPs and focus on employee/HR efforts.**

701x Device Data

4 Days - Step Report



4 Days - Mounting Report

1.0

3 Temps to rise  
Next Monday



Search



9:31 AM  
1/21/2026



701x®

**Chip Kemp**  
**[Chip.kemp@701x.com](mailto:Chip.kemp@701x.com)**