

# Using Genomics as a Decision-Making Tool for Commercial Replacement Heifers

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## Situation

Making sound breeding decisions plays a critical role in improving the beef herd's profitability and sustainability, regardless of experience level or operation size. Maternal traits and terminal traits are influenced by genetics. However, not all cattlemen currently use genetic technologies as a means to improve the overall herd, or may lack good foundational education on the subject. Genomic testing looks at the animal's whole genome to predict future performance, and is one tool in the toolbox that can be utilized by producers to achieve herd goals.

DNA  
structure

Blood  
samples  
for  
genomic  
testing

## Response

Blood samples were drawn and genomic reports were run for maternal, growth, and carcass traits on a group of replacement heifers in the University of Wisconsin beef herd. Heifers were photographed to assess overall conformation and phenotype for comparison to genetic information - i.e., "Do the pretty heifers also look good on paper?" Genomic reports were used to develop a decision-making fact sheet that compared two animals side-by-side to aid producers' understanding of each trait. The fact sheet and genomic reports were used as teaching tools in producer workshops.

## Outcomes

The genomic data and fact sheets were presented to cattle producers through a variety of communication channels, including face-to-face workshops and meetings, webinars, one-on-one farm visits, websites, social media, popular press, and radio.

Face-to-Face Events:

- UW Beef Cow-Calf Field Day
- Wisconsin Schools of Grazing
- Farm visits with producers

Webinars:

- Beginning Beef Production

Media:

- Wisconsin Agriculturist magazine
- "Farm Talk" on 95.5 WEKZ

## Impact & Next Steps

Workshops generated dialogue with producers about using genetics in their operations. Sharing the fact sheet and article online reached a broader audience. This dissemination will continue, with the goal of documenting decision making changes on-farm as a result of the information.

**63** Producers at  
Workshops  
& Webinars

**515,000+**  
Print & Radio Audience

People via  
Website &  
Social Media **478**

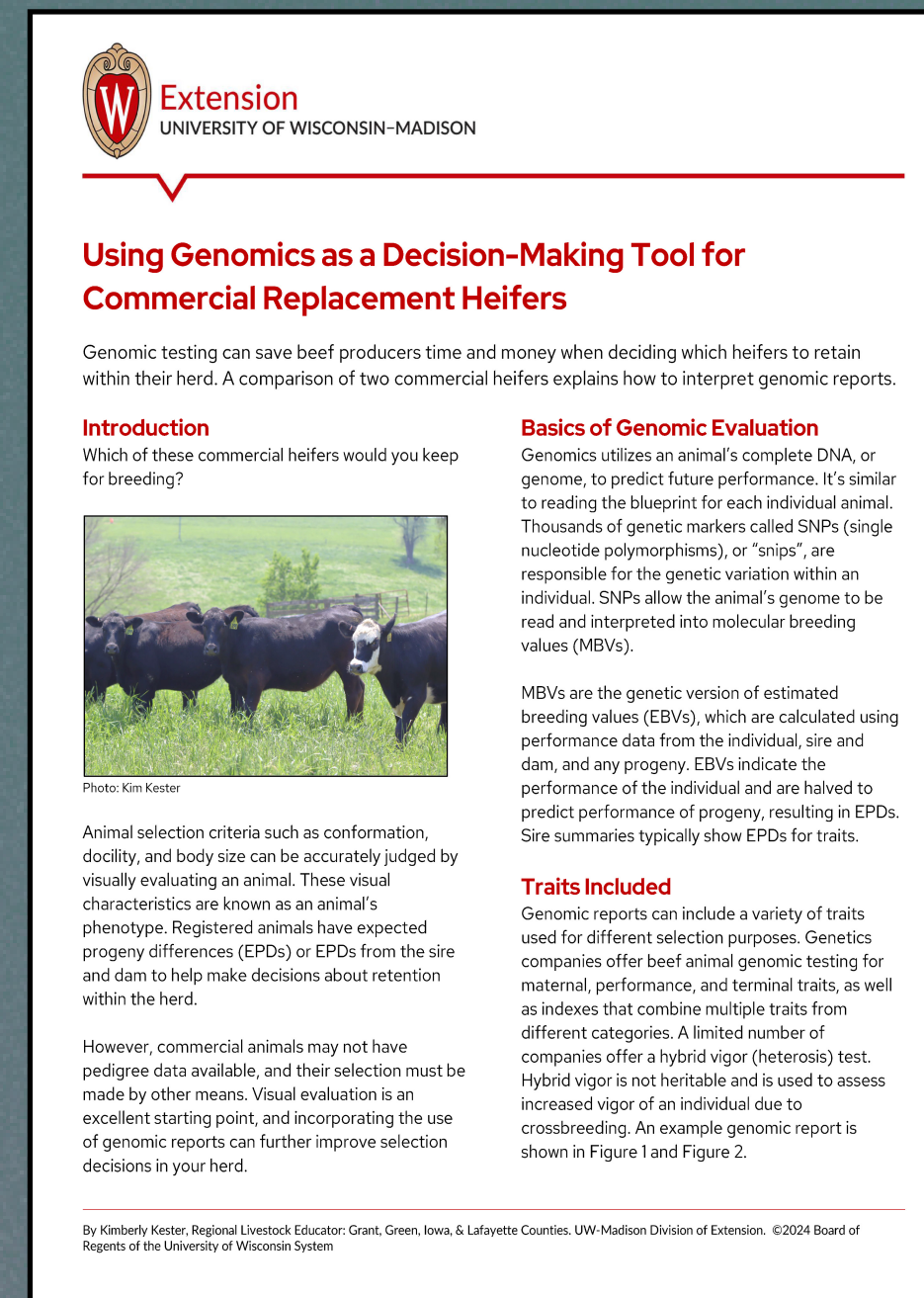


Table 1. Genomic data for heifers #L005 (heifer A) and #L006 (heifer B) for comparison. Unless otherwise noted, scores are on a 1 to 100 scale, with 100 being the best.				
Trait	Heifer A (#L005)	Heifer B (#L006)	Results	Decision
WW	100	95	Heifer A's offspring will weigh 5.0 lbs more at weaning (200 days of age).	
ADG	100	95	Heifer A's offspring will gain 0.05 lbs more per day than Heifer B's offspring (after 50 days of feed).	
YW	100	95	Heifer A's offspring will weigh the same as Heifer B's at a year of age.	
RFI	100	95	Heifer A's offspring will use 0.05 lbs less feed per day than Heifer B's offspring to achieve the same daily gain.	
SC	100	95	Heifer A's offspring will have 0.05% larger udder circumference.	
WARB	100	95	Heifer A's offspring will have more marbling than Heifer B's offspring (improving eating quality and consumer eating experience).	
REA	100	95	Heifer A's offspring will have the same frame size as Heifer B's.	
FAT	100	95	Heifer A's offspring will have 0.05% higher fatness.	
TEND	100	95	Heifer A's offspring will have 0.05% less tenderness.	
HCW	100	95	Heifer A's offspring will have 0.05% higher carcass weight.	

Presenting at  
a face-to-face  
workshop

The goal: High quality  
animals to retain  
for breeding



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