

## For Wyoming Producer, Information Really is Power

Educated management decisions can go a long way toward growing a cattle operation and securing a profit. For Wayne Morrison of 7X Ranches near Lingle, Wyo., managing a successful operation comes down to having the right information, which starts by DNA testing bulls.

“Sending our bulls through the Midland Bull Test and the Wyoming Beef Cattle Improvement Association Bull Test allowed us to sell our bulls to people all over the country,” Morrison says. “And, with a small operation, we were able to keep a pretty close eye on our genetics.”

Trying to stand out in a competitive marketplace—and provide his customers with additional information about his cattle—Morrison started testing bulls and replacement heifers with the High-Density 50,000-marker panel (HD 50K) for Angus cattle from Pfizer Animal Genetics.



“With HD 50K, whether you like it or not, it’s going to tell you where you should go,” Morrison says. “Just like a map, it gives you a snapshot picture of where you’re at and will give you a better idea of where you need to go to accomplish your goals.”

With information about 13 traits, and the first-ever genomic-based economic index, known as \$MVP,<sup>FL</sup> producers like Morrison using HD 50K now have more information at their fingertips than ever before. Information Morrison says is not only helping to define selection priorities in his operation, but also giving him the ability to provide his customers—and, in turn, their customers—with predictions that will help meet specific needs.

“The cost is so nominal for the information you get,” Morrison says. “I can pull samples from the top-end animals from my 2010 calf crop and get them tested through HD 50K. I can get information on my replacement heifers and the bulls I’m going to send to testing stations—even the bulls that I want to use next year. With this information my commercial bull customers can deliver exactly what the feedlot producers want—I think it will trickle down through all segments of the industry.”

Bringing his customers valuable information is the new standard for Morrison,



who says he plans to continue investing in DNA-marker and other proven technologies that will benefit his operation.

“It’s not that I need to be the first one to do anything, but I certainly don’t want to lose money being the last one to try something,” Morrison says. “I don’t think getting involved with HD 50K is something that could ever hurt. By getting on board with HD 50K now, my commercial customers and their feedlot customers can make informed decisions all the way down the line.”

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