University of Nebraska - Lincoln
DigitalCommons@University of Nebraska - Lincoln

Range Beef Cow Symposium | Animal Science Department

12-9-1997

Fink Beef Genetics

Galen Fink
Manhattan, Kansas

Follow this and additional works at: http://digitalcommons.unl.edu/rangebeefcowsymp

Part of the Animal Sciences Commons

Fink, Galen, "Fink Beef Genetics" (1997). *Range Beef Cow Symposium.* Paper 160.
http://digitalcommons.unl.edu/rangebeefcowsymp/160

This Article is brought to you for free and open access by the Animal Science Department at DigitalCommons@University of Nebraska - Lincoln. It has been accepted for inclusion in Range Beef Cow Symposium by an authorized administrator of DigitalCommons@University of Nebraska - Lincoln.

Proceedings, The Range Beef Cow Symposium XV
December 9, 10 and 11, 1997, Rapid City, South Dakota

Fink Beef Genetics

Galen Fink
Manhattan, Kansas

Started in 1977 as a purebred Angus program based totally upon artificial insemination (AI), Fink Beef Genetics has been dedicated to breeding predictable performance for beef producers. It is a family-owned business that I operate with my wife Lori and our daughter Megan.

Recognizing the Angus breed for its maternal strength, we built our program by stacking generations of proven sires and great Angus cow families. The direct influence of landmark sires such as AAR New Trend and Emulation N Bar 5522 headline their foundation. The most important tool used in building our herd has been high accuracy EPDs of sires, backed by cow family production records, longevity and udder soundness.

The cowherd is the strength of our program. The product of at least six generations of objective performance and a "cowman's eye," the females have built the Fink Angus name. Their matrons are real beef cows with that "mother cow" look. They are practical, functional, productive and structurally sound. They are well-balanced with the inherent and proven ability to breed, milk, and produce pounds of beef.

Fink Angus is a nationally recognized source of predictable problem-free Angus genetics in volume with sales to cattle producers in nearly every state. Proven sires dominate with 80 to 90% of the calf crop sired by Sire Evaluation leaders with 100 or more daughters on record. This takes the guesswork out of genetics. Our bulls sire appropriate levels of milk, are moderate frame. "good-doing" stock offering optimum performance balance.

High accuracy sires enable us to provide meaningful marbling and ribeye information backed by generations of carcass data. Fink-sired cattle have proven themselves through customers' feedlot ownership, to combine superior gainability with a typical 95 + percent choice quality grade within industry standard yield grades of 1, 2 and 3.

Our production unit is comprised of 150 registered Angus cows critically selected for many generations. They are complemented by one of the largest, most practical cost-efficient embryo transfer (ET) programs in the country. This allows rapid production of superior generations. One of the first to pioneer ET cooperator herds, Fink Genetics now transplants 800-1000 embryos annually. This supports mass production of full brothers, increasing predictability and uniformity in the herds of our commercial bull customers.

The discussion to this point has basically described our "roots" in the business. I would now like to briefly discuss some of the additional programs we are involved with in order to enhance our customer services and expand our role in the beef industry.

TERM-A-BULLS

Fink F_1 "Term-A-Bulls" are bred and promoted for use in terminal-cross programs. Established in 1991, the objectives of the "Term-A-Bull" program are to:

a. take advantage of heterosis or hybrid vigor in order to enhance growth and reproductive performance and,
b. use Continental-breed genetics to improve yield grade and produce less carcass fat.

"Term-A-Bulls" is a totally separate program from Fink Purebred Angus. Based totally on embryo transfer and upon our most-proven Angus cows, this is a co-op herd project with Bill Brooks of Olsburg, Kansas.

There are four "Term-A-Bull" lines. A straight Angus line is available that has been bred for growth and carcass strength. Three F_1 lines include Angus x Black Simmental, Angus x Tarentaise (the modern Continental breed) and Angus x Charolais. These three lines emphasize carcass, maternal or pounds of performance, depending on the cross. There are also options of half and three-quarter blood Angus.

Fink "Term-A-Bulls" are the product of planned crossbreeding based upon proven, high accuracy genetics. They have been developed to produce an end product without changing the working female factory's role as an efficient range-country survivor.

INTEGRATED GENETIC MANAGEMENT, INC.

Integrated Genetic Management, Inc. (IGM) is based in Canyon, Texas and provides superior genetics and genetic management services to commercial and purebred cattlemen. Co-founded by Finks and three other breeders, IGM, Inc., features competitive prices and unique customer services.

IGM, Inc. is built upon sales of semen from leased sires. A full line of AI supplies is also available. Company services include custom AI breeding, customer feeder cattle and replacement heifer marketing, consignment to a value-added branded beef program and new total herd genetic planning services.

IGM, Inc. Is now an exclusive feeder and finished cattle buyer for Premium Gold Angus, Inc., an Austin, Texas based company that markets high quality beef to progressive grocery chains and upscale restaurants. This is the first time ever for a full-service genetics firm and branded beef company to join forces in a total marketing effort.

GENETICS PLUS, INC.

Genetics Plus, Inc. specializes in marketing genetically superior, professionally developed replacement heifers. Co-founded by us, it serves as a replacement heifer source for terminal crossbreeding herds and as a marketing option for maternal breeding programs that produce replacement quality females.

Genetics Plus is designed to provide exactly what commercial or purebred cattlemen need for replacement females. Customers place their order with exact specifications for number of head, breed or breed crosses, mature weight, service sire of choice, and calving date and interval. Genetics Plus locates a supply of those heifers, sorts, rigidly culls for quality and ships them to the Genetic Plus co-op facility for processing and development. The heifers are then synchronized, AI bred and through ultrasound technology, even the sex of fetus is guaranteed.

Terminal herd producers who purchase Genetics Plus replacements are investing in identified maternal genetics and making efficient use of ranch and labor resources. They eliminate the need for low birth weight "heifer bulls," can use their grass to run more mature cows and will experience a shorter calving season and quicker re-breeding due to synchronization. In addition, they can potentially market the resulting heifer calves through Genetics Plus.

Suppliers of Genetic Plus heifers are paid an appropriate premium for quality replacements and identifiable superior maternal genetics. Bonuses are paid for superior reproductive performance. In addition, a program is available for Genetic Plus to manage development and breeding of a supplier's own replacements.

Genetic Plus programs have proven to work for both buyer and supplier. Joe Rickabaugh manages Genetic Plus, Inc. and is based in Topeka, Kansas.

FINK MARKETING SERVICE

We want to be known as a full-service breeder. Therefore we have established a marketing service for bull customers' feeder cattle. Programs include rancher-feeder retained ownership alliances, private treaty feeder cattle sales and special feeder calf auctions.

"New to the industry" Fink-Influence Feeder Calf Sales, initiated in October of 1995 at Manhattan (Kansas) Commission Co., are scheduled to feature consignments sired by Fink Angus and "Term-A-Bull" genetics.

Buyers have bid competitively at previous sales selecting from this large source of cattle with identifiable genetics and known health management backgrounds. Many consignments were backed by previous herd feedlot data. Through these sales, commercial ranchers have been able to sell on a market that has paid added value for their genetics and management. Also, buyers bid more competitively on smaller consignments of "similar cattle" that could be pooled to build "load lots."

Special marketing seminars have been organized for cattlemen desiring to sell "for more value." Their purpose is to provide more information concerning marketing options available and how they might use them. In the past, industry leaders have presented forums on retained ownership, commercial auction market programs, branded beef and selling replacement heifers.

Finks also present customers with the opportunity to sell quality commercial females in their Fink's Genetics annual bull sale. The bred and open heifers have been a popular sale feature.

More recently, we entered into working relationships with the fourth (Farmland) and fifth (Beef America) largest packers in the U.S. We are also working with Decatur Co. Feedyard in Oberlin, Kansas and their electronic tracking system. These alliances will allow Fink-influenced cattle to provide greater economic benefit because of their carcass merit in addition to their excellent gains and feed conversion.

Fink Genetic Credit was developed to reward Fink bull customers for making an effort to see how their cattle do on the rail. This credit is available on retained ownership cattle, cattle sold at auction or private treaty as long as the cattle are tracked to slaughter and accurate carcass data is provided to Fink Beef Genetics. Our customers earn $8.00 per head credit for cattle that are compared to reference sires and whose slaughter data is eligible to be processed by the American Angus Association. They earn $4.00 per head for data that has an individual sire ID and $2.00 per head for data from full brother, multiple sire ID cattle.

The goal of Fink Marketing Service is to realize to our customers more value for identified genetics, high quality and proven performance.

LITTLE APPLE BREWING CO. AND RESTAURANT

A leading Manhattan, Kansas eating establishment, The Little Apple Brewing Co. and Restaurant is co-owned by my wife and I along with a small group of fellow Angus breeders and integral team members. manager Russ and Kelly Loub.

"The Little Apple" completes the circle of Fink Beef Genetics' total industry involvement from cow herd to consumer. Featuring Certified Angus Beef, it is "The Steakhouse in Town," building a reputation upon high quality product, superior customer service and good atmosphere. We have found that this experience has proven the value consumers place upon quality and service.

Restaurant ownership and marketing the end product have emphasized the importance of predictability, quality and efficiency all the way from cowherd genetics to the feedlot, packer and consumer. It has reinforced our commitment to customer service as a vital part of successful marketing.

SUMMARY

This past spring we established a customer newsletter entitled "Fink Beef Genetics News." We also organized and provided a bus for our customers to tour Supreme Feedlot with its 80,000 head capacity and National Packing Company at Liberal, Kansas this past June. We've also toured the Beef America Product Development Plant at York, Nebraska. Customer service is an extremely important part of our program. Our product must make money for our customers. We want to therefore make our customers aware of such things as some of the available alliances and the exciting opportunities that they have created. As far as Fink Genetics is concerned, we believe, "The Best Surprise is No Surprise!" We have never waited for things to happen. If we see a need, we do it. Fad and trends will never dictate the way we breed cattle.