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GENETIC SELECTION FOR EFFICIENCY

Mark Allan, Trans Ova Genetics
Douglas Olsen, Olsen Ranches
Jerry Wulf, Wulf Cattle

Mark Allan *presently serves as the Director of Genetic Technology for Trans Ova Genetics, Sioux Center, Iowa. In this role he oversees R&D for genetics/genomics, genetic marketing opportunities and new product development activities. Early career established himself with expertise in livestock industry production. First in the beef industry working directly with purebred/commercial cow-calf production. He returned to graduate school at the University of Nebraska and studied mouse models to understand the genetic basis of energy metabolism and response of correlated traits in livestock species. Dr. Allan served as a Research Geneticist for the United States Department of Agriculture's Agricultural Research Service at the U.S. Meat Animal Research Center (2003-2008) in Clay Center, Neb, where he led the R&D programs for the genomics of feed efficiency and reproduction in bovine. At USMARC he also served as a member of the team of scientists that developed and brought the first bovine 50K genomic chip to market. From (2008-2011) he served as the Associate Director of Global Technical Services for Pfizer Animal Health-Genetics, helping develop and launch the Angus HD50K and Dairy Clarifide products, firsts for the dairy and beef industries. From 2006-2011 he also served as an adjunct faculty member of the University of Nebraska Animal Science Department. Mark has given numerous invited symposia talks in North America and abroad.*

Douglas Olsen*, with his father, manages Olsen Ranches, Inc., a 4th generation family-owned diversified operation located in Harrisburg, Banner County, Nebraska. Douglas's great grandfather came to the western panhandle of Nebraska in 1885, and, today, this progressive operation has a commercial and registered cow herd that markets harvest ready animals as well as replacement females and bulls. Custom services include custom individual feed intake data collection with a GrowSafe system, custom feeding, and custom AI work. The farm enterprise crops include wheat, corn, barley, peas, annual forages, and alfalfa on both dry land and irrigated farm ground. In 2010, Olsens installed a GrowSafe system on the ranch to measure feed intake of steers that are part of the American Hereford Association's National Reference Sire Program as well as bulls and heifers from Olsens' registered program along with custom data collection for other producers seeking intake data on bulls, heifers, or steers. Olsen Ranches has participated as a test herd for the American Hereford Association's National Reference Sire Program (NRSP) since 1999, through which Olsens collect birth weight, weaning weight, yearling weight, and all carcass data on harvested progeny. This has given Olsens the opportunity to use some of the Hereford breed's elite sires in the herd AI program. Olsens continue to work with the AHA as well as Red Angus breeders to test sires through the commercial cow herd. The Beef Improvement Federation awarded the ranch its Commercial Producer of the Year Award in 2004. Douglas and his wife, Pamela, have three sons, Isaac, Luke, and Gabe.*

Jerry Wulf *is partner and advisor in Wulf Cattle. Wulf Cattle is one of the largest genetics to rail beef operations in the U.S. Currently running 1500 registered Limousin, Lim-Flex, and Angus females, supplying both the Beef and Dairy industries with value added genetics. Jerry helps oversee the day to day genetics, production, and marketing, consisting of 600 bulls, semen, and 80,000 head of fed cattle annually. Founded by his father the late Leonard Wulf in 1955, it started as a small cattle feeding farm in western Minnesota. In the early 70s, Wulf's were entrepreneurs in introducing the Limousin breed to the US Beef industry. Jerry has had an integrate part in building Wulf Cattle into what it is today. Geographically they operates in 3 Midwestern states, MN, SD, and NE, and have strategically aligned themselves with ranchers, dairymen, and beef processors which makes up the holistic system. Today they are an internationally recognized Seedstock company, and are one of the largest suppliers of Value added (Natural and NHTC) fed cattle in the US.*

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