



Beef on Dairy Panel:

Beyond the boom: Beef on Dairy's next chapter in 2026

A panel moderated by Joe Dalton, Ph.D, Un. of Idaho

High Plains Dairy Conference:

20 years providing science and information to dairy producers of the High Plains





Laphe LaRoe Director of Operations Smith Cattle & TCFA Chair



➤ Beef on Dairy Panel. Beyond the boom:
Beef on Dairy's next chapter in 2026

➤ **Focus for this Presentation and Panel discussion:**

- 1 How BOD have changed the inventory in feedyards
- 2 Partnerships/Relationships
- 3 Sire/Dam importance
- 4 Risks looking ahead

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Beef on Dairy Panel. Beyond the Boom: Beef on Dairy's Next Chapter in 2026



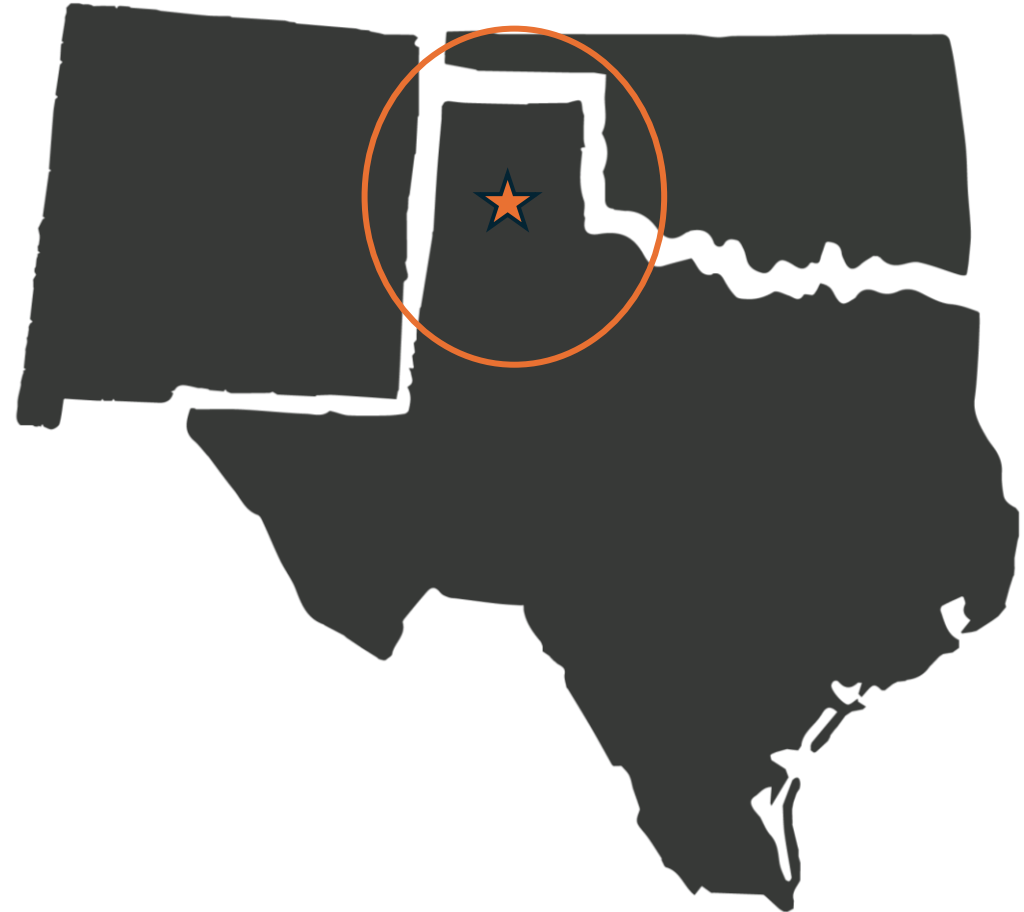
Laphe LaRoe

Director of Operations, Smith Cattle Company
Chairman, Texas Cattle Feeders Association

March 4, 2026

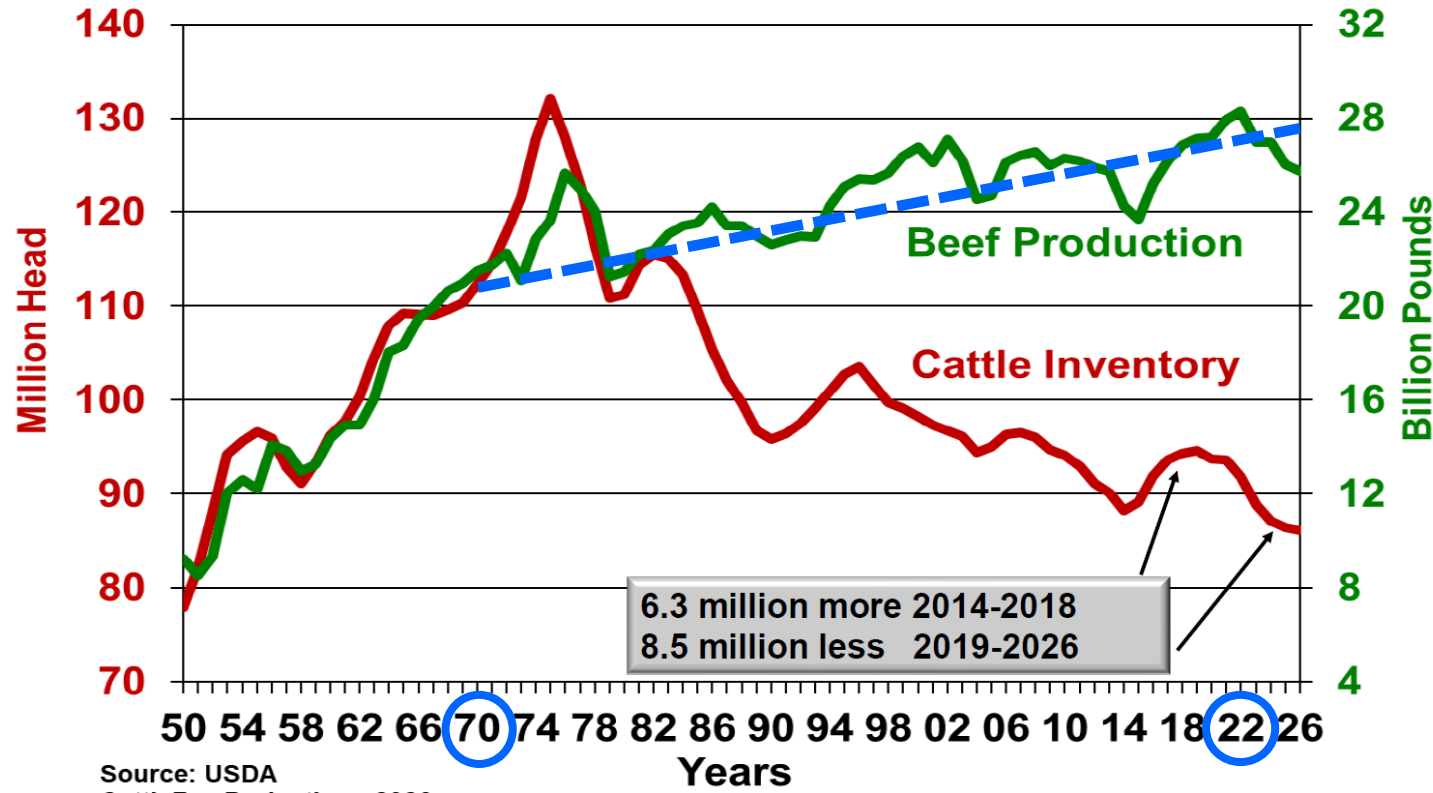
CATTLE FEEDING COUNTRY

- Texas, Oklahoma and New Mexico
- Over 25% of the nation's fed cattle
- \$22 Billion total economic impact
- \$17.9 Billion annual fed cattle sales
- \$13.8 Billion buying feeder cattle
- \$13 Billion buying feed commodities
- \$150 Million payroll
- 2,500 direct employees

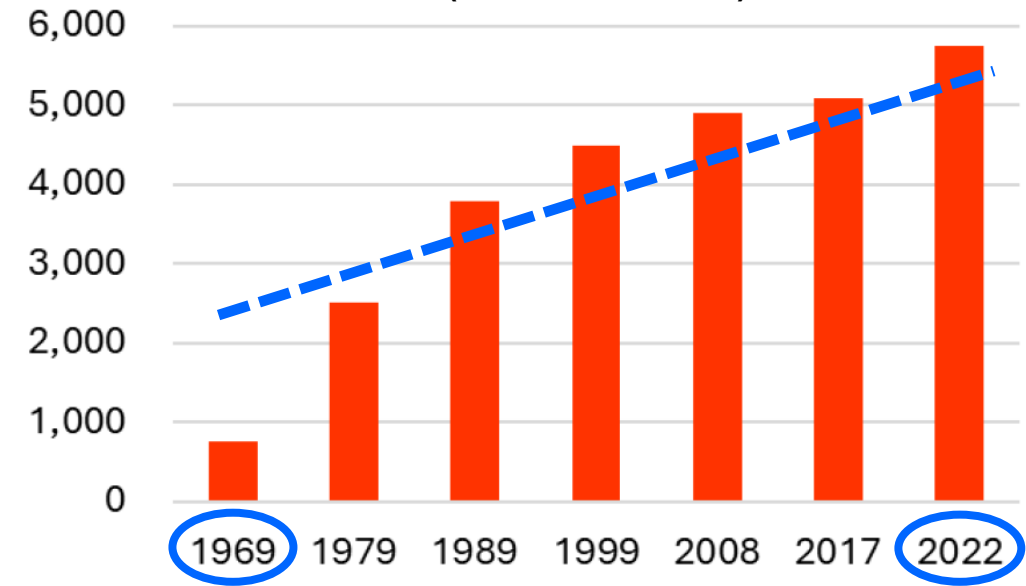


MORE WITH LESS

U.S. Cattle Inventory & Beef Production

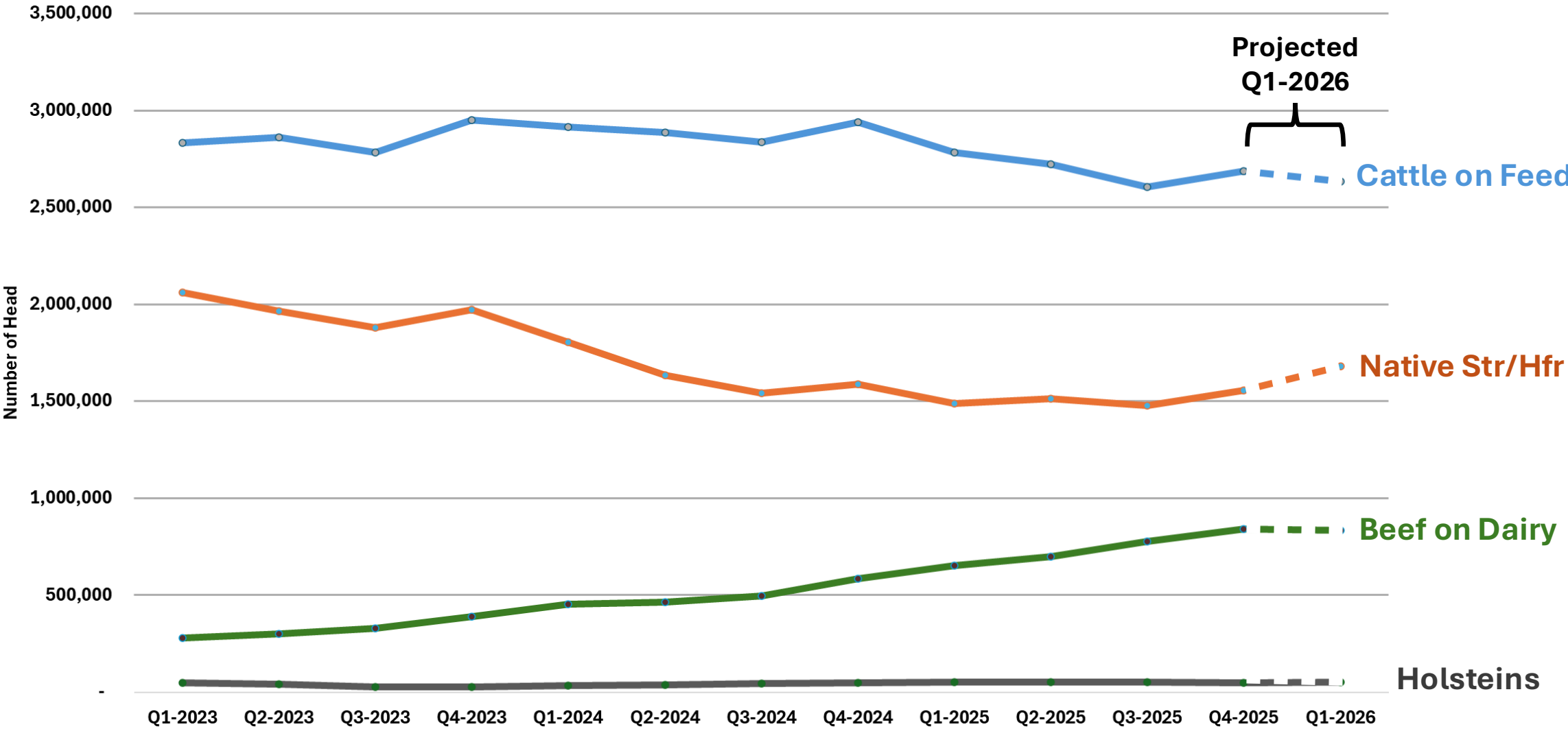


Fed Cattle – Texas High Plains (Thousand Head)



Source: Impact of Agribusiness
in the High Plains Trade Area

CATTLE ON FEED – TEXAS





DELBERT HOLLIS

PRESIDENT, FOUNDER - CMS LIVESTOCK AUCTION



LIVESTOCK TRADING PERSPECTIVE

- MARKET BxD ACCEPTANCE
- GENETIC DRIVEN PRICES
- VERIFIED VS MIXED GENETICS

cattlemarketingservices.com



CMS Livestock Auction	Jan 2025 - Feb 2026
Holstein Dams vs. non-Holstein Dams	\$ 26.17
Angus Sires vs. Limousin and Simmental Sires	\$ 14.27
Charolais Sires vs. Limousin and Simmental Sires	\$ (\$10.69)
Steers vs. Heifers	\$ 31.61
Headcount Price Advantage	\$ 0.02
NHTC vs. non-NHTC	\$ 10.28

*Price difference shown in \$/CWT

R-squared	0.968
Total Lots	561
Total Head	107,280
Av. Weight	511 lbs.



Jon D. Robison, Ph.D.



➤ Owner – JDR Livestock Management Services, Inc. – 1984 to present

- Ph. D. in Animal Physiology – University of Arizona, 1984
- Partner, Horizon Consulting Service, LLC, 2014 to 2024
- Professor (Professor Emeritus) CSUFresno, 1996 to 2014
- Managing Partner 2 Commercial Feedlots, 1987 to 1996
- Nevada State Dairy Specialist, 1984 to 1987
- Livestock Manager, Shamrock Dairy, Tucson, 1981 to 1984
- Partner, Custom Calf Raising, Cow/Calf and Feedlot Operation, 1965 to 1976

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Lauren Kimble, MS
Select Sires, Inc.
Manager of ProfitSOURCE Supply Chains



► **Panel on Beef on Dairy**
Beyond the boom: Beef on Dairy's next chapter in 2026

► **Focus for this Presentation and Panel discussion:**

- Beef Supply & Demand
- Genetics & Market Signals
- Economically Influential Traits
- Supply Chain Influence

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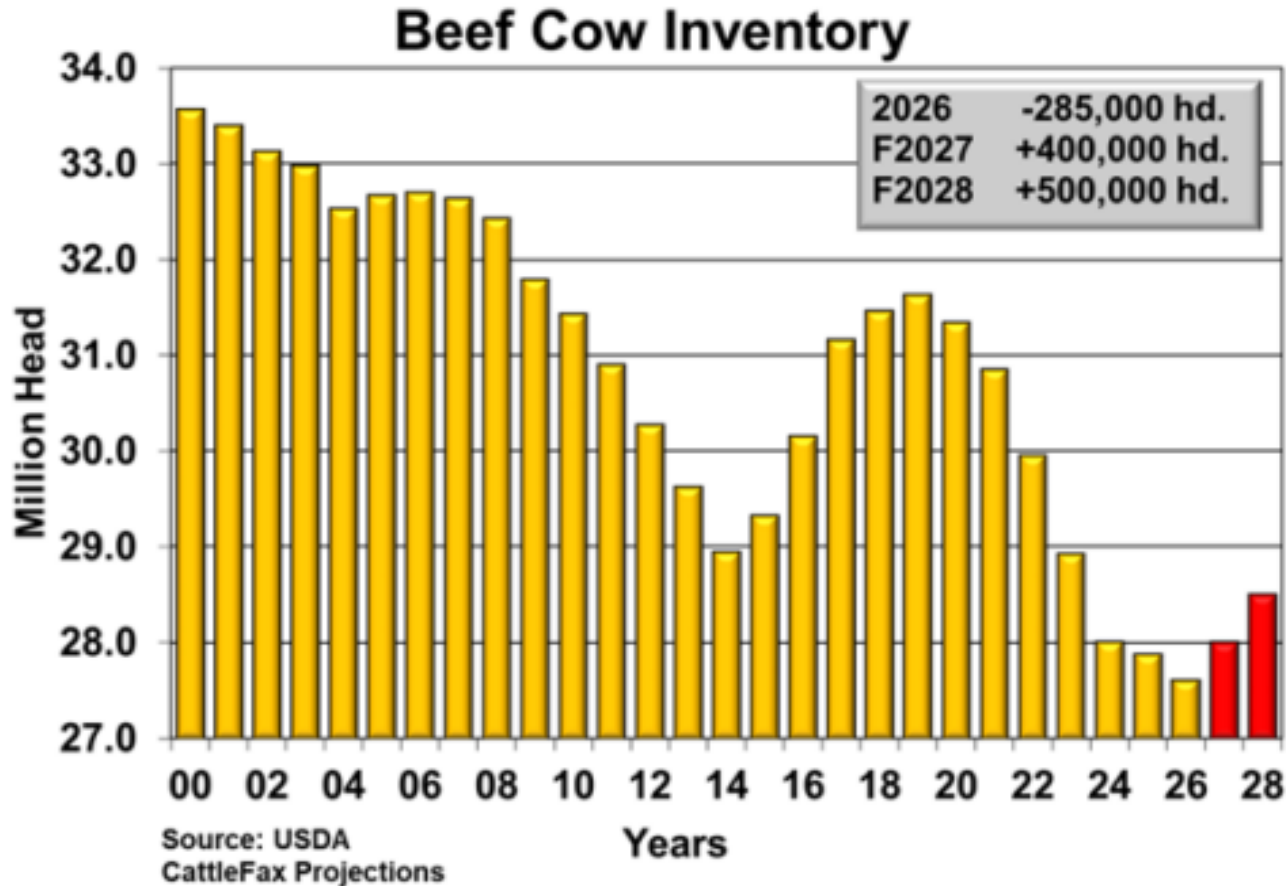
ProfitSOURCE[®]

Beef on Dairy Genetic Implications

Lauren Kimble
ProfitSOURCE Manager
Select Sires Inc.



Beef Herd Driving Market Dynamics



Current State: Scarcity supply premium

- All cattle commanding high prices – quality spreads condensed
- Retention decisions influenced by short-term margins

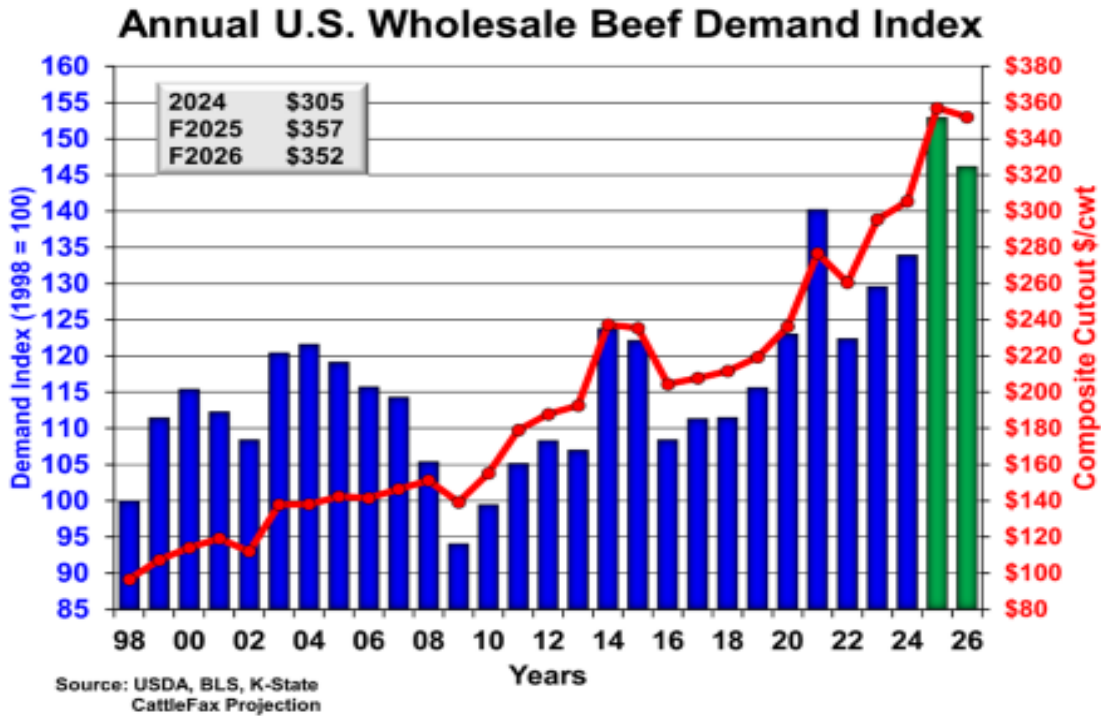
Outlook: Increased supply, more price dispersion

- Genetic differentiation may be the key to maintaining optimal market access



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What Beef on Dairy "Gets Right"



Increased quality performance over time has boosted consumer demand and loyalty for beef.

Increased Quality and Grade Performance

- Higher Choice and Prime percentages
- Strong marbling expression

Carcass and Product Consistency

- Uniform carcasses
- Tighter yield/quality distribution
- Reduced variability for packers and retailers
- Year-round market supply

Growth Performance and Efficiency



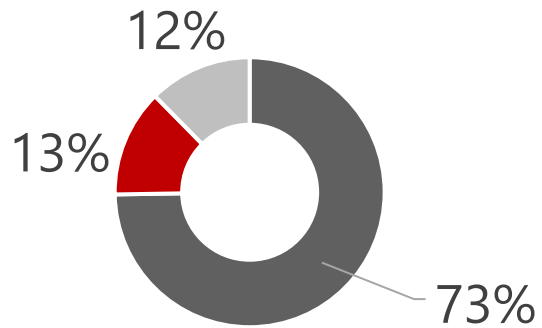
"Genetics create potential. Systems capture value."
– Troy Marshall, American Angus Association



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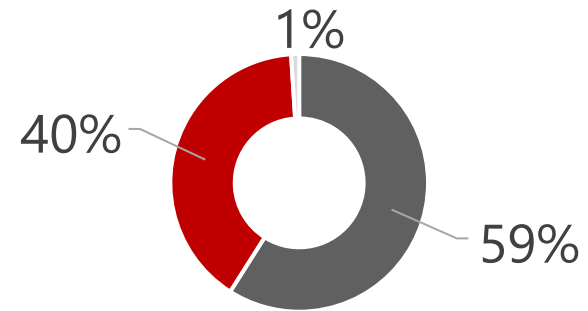
Consistency Reduces Risk, Quality Drives Demand

Total Fed Cattle Harvest



■ Choice ■ Prime ■ Select or Other

ProfitSOURCE® Angus x HO



■ Choice ■ Prime ■ Select or Other

"I care deeply about consistency...variability is the enemy..."

— Sidney Abbot, OT Feedyard & Research Center



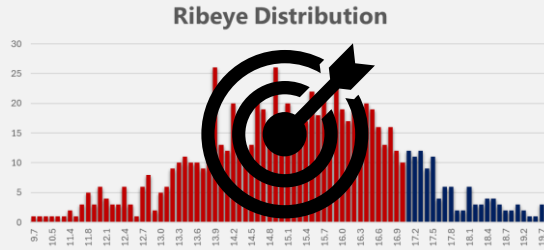
Marbling is moderately to highly heritable, ~45%



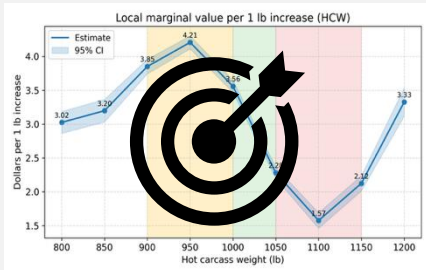
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Hitting Moving Targets

Targeting Certified Angus Beef Specs



Managing CW Marketing Decisions

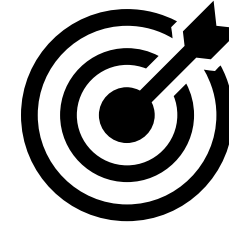


RMY System Developments

Yield Grading Outdated: Time to Modernize

Introduced in 1965, the USDA Yield Grade system has not been updated since its release even though cattle and technologies have drastically changed.

By [Angie Stump Denton](#) · March 27, 2025 08:17 AM



EVERY ISSUE HAS ITS MOMENT
And this is it for yield grade and red meat yield.

by Lindsay Graber Runft

Evolving the Conversation Around Red Meat Yield

NCBA • AUGUST 28, 2025



"We have a system that doesn't tell us accurately what we should be producing."

— Dr. Dale Woerner, Texas Tech



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Genetics As Brand Equity

Video Sale Analysis

Genetic selection and identification can:

- ✓ Bring repeat demand
- ✓ Unlock access to coordinated supply chains
- ✓ Increase open market sale price

Genetic designation on sale listing	\$ per head, standardized 450 lbs.	\$ per head difference
ProfitSOURCE Program	\$1966.37**	0
No Genetic Program	\$1913.40	- \$52.97

Statistical analysis of CMS and Overland results.

For a load of 105 head sold, that difference equals **\$5,562** when not using the program lineup...

...Selling 105 every month? **That's \$66,744 left on the table that year by not using tailored program genetics.**

****Avg. 2023 to 2025
Now over \$2,472 per head!**



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Questions

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