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Proverbs of Lessons Learned and Other Words of Wisdom....

- Choose a breed that is compatible to your environment and one that people will buy offspring from.
- Decide whether you want to sell show cattle or seedstock to the commercial cattleman.
- In my observation, show ring to functional cattle are becoming more alike phenotypic ally, which means show ring cattle are becoming more functional.
- The purebred business is very competitive.
- Use AI, you will be in competition with those who do and ahead of those who don't.
- Learn about EPD's and how to use them to make your cattle better and more competitive.
- Learn about carcass traits. Learn how to use them to make your cattle better.
- Start thinking in terms that we who produce cattle are in the "Food Business," and every animal produced will be consumed by a human being. Therefore, why not produce the best steaks, roasts, etc. possible? We have the tools and the know how to improve our product. We can incorporate carcass and tenderness to get this done.
- Let's talk a little bit about marketing.
 - Advertising is a necessity. How much is hard to determine.
 - Word of mouth is good or bad depending on you and your product.
 - Don't knock a fellow breeder or his product. If you don't have what a person is looking for, send him to a fellow breeder.
 - Always be honest with your customers.

- If a person's herd is made up of a high percent of your breed and would be better off with another breed of bull, then let them know. This is an example of being honest.
 - Go to cattle meetings, field days, etc. Who knows you may make a contact for a bull sale at a future date.
 - Go to other peoples farms and observe how he or she does things. You may pick up some ideas you can use on your farm.
 - Regardless of who you are, you have not cornered the world on knowledge and neither are you too old to learn.
- Let's talk a little about feeding and vaccines.
 - It's usually cheaper to let the cows get the feed off the ground rather than you taking it to them. Winter feeding is by far the most expensive time of the year. It's most costly of all jobs that relate to raising cattle.
 - It is very important to learn about body conditioning scores and how they relate to reproduction. Scores of 4 and under are undesirable and will result in a low percent calf crop. 5 to 6.5 are most desirable. There is no point in going above 6.5.
 - Good quality hay is essential to most every cattle operation.
 - By products are becoming more and more popular because of cost.
 - I question feed or lick tubs, but I like the convenience of using them. Time will tell if cows will rebreed on this type of feed.
 - Same age cattle should be run together, such as first calf heifers, second calf heifers, etc. After a cow is five years old, it makes no difference.
 - When feeding, young cattle and old cows need more than mature cows and bulls but not too much. Watch your body condition scores!
 - More trough or rack space is better than not enough.
 - Vaccines are so complicated a person should sit down with a vet to get oriented.
 - Vaccines are necessary and very important to having a high percent calf crop and keep healthy cattle.