

# Why Synchronize and A.I.?

By Bill Beal, Professor of Animal Science, Virginia Tech

In the beef industry we all do different things for different reasons. Using estrus synchronization and A.I. is just another choice that some folks make and others don't. While a convincing, logical argument can be made for the VALUE of synchronization and A.I., it's often other factors that tip the balance when making the decision to use synchronization and A.I.

## Why I'm using synchronization and A.I. if I am a commercial beef producer:

There is no better way to build a cow herd that you can be proud of than by using A.I. sires. Be honest, most commercial cattlemen are in the business to have better cattle than their neighbors. That may mean cows that wean more pounds of calf or return higher premiums on retained ownership cattle. Either way, you get there faster keeping the A.I.-sired heifers out of your best cows.

Frankly, with the success of timed breeding after using an MGA or CIDR-based synchronization scheme, it's crazy not to synchronize commercial cows on the front-end of a breeding season and take at least one shot at A.I.

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Using the recommended synchronization programs you can realistically expect to get 50% of your cows or heifers bred using timed A.I. and running them through the chute just two or three times. I'm greedy - I'd rather heat detect and breed A.I. for three days and then time breed all the non-responders rather than use timed A.I. alone. I figure I'm trading three days of labor for an extra 5 - 10 % pregnancy rate. Bottom line, synchronization and A.I. are the tools needed to build a better commercial cow!

## Why I'm using synchronization and A.I. if I am a purebred breeder:

The purebred beef cattle business is a competitive ball game. Sure, advertising, reputation and customer service are all important to the successful marketing of purebred cattle, but you better begin by having the best product. You and I can't compete with other purebred breeders unless we use proven A.I. bulls with the best EPDs.

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Bull buyers don't just use their eyes to pick bulls anymore. More of them come with a list of EPD "specs" than ever before - they want it all. We can give them the growth, carcass and maternal traits they want in the right visual package if we stack pedigrees of proven A.I. sires. It's not a difficult concept to understand.

Using estrus synchronization and an A.I. program that includes breeding on return heats for cows that fail to become pregnant to the first synchronized breeding can result in more than 75% of the cow herd bred A.I. in 25 days. This results in more bull calves from known A.I. sires that can go on to compete at bull test station or be put together to meet the specifications of discriminating bull buyers. Synchronization and A.I. provide the competitive advantage needed to succeed in the purebred business