

**ANS 4932**  
**Seedstock Marketing and Management**  
**Spring 2020**

**Instructor:**

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**Teaching Assistants:**

Jesse Savell

**Schedule:**

Lectures: T (3-4 pm) R (3-5 pm) BTU South Classroom

Office Hours: Open door policy

**Course Description:**

Seedstock Marketing and Management is a senior level “capstone” course for the Beef Industry curriculum in the Animal Sciences Major. It is designed to familiarize students with Seedstock Production. Special emphasis will be given to the production of bulls for the use by the commercial industry.

**Course Objectives:**

1. To gain a better understanding of the business of managing cattle in Seedstock and Purebred segments of the industry.
2. To learn to use information to make decisions on marketing, feeding, managing and selection of Purebred and Seedstock Animals.
3. To understand data collection and analysis in Seedstock Operations.
4. To conduct a bull sale at the conclusion of the class.

**Grading Policy:**

1. Final course grade will be based on percentage of total points earned (total points will be based on hour examinations, homework, magazine article reviews, and final examination).

	Points	Percentage
Final exam	200	40
Data Analysis (~5 assignments 30 points each)	150	30
Sale catalog	50	10
Sale participation	50	10
Magazine article reviews (10)	50	10
Total	500	100

Final Grade (non-negotiable)

> 90.0 = A	70.0 - 77.4 = C
87.5 - 89.9 = B+	67.5 - 69.9 = D+
80.0 - 87.4 = B	60.0 - 67.4 = D
77.5 - 79.9 = C+	< 60.0 = E

2. Unannounced pop quizzes may be given in lecture. Quiz points will be bonus points. No make up quizzes will be given.
3. Attendance to lecture is not required. No penalty will be imposed for absence; however, students are responsible for material covered in class.
4. Review and summary of a popular press article will be required weekly. The summary should be typed or handwritten (must be readable and neat), between 3/4 to 1 page in length, due on **THURSDAYS** at the **BEGINNING** of class. The summary must review the facts presented in the article **and should end with a couple of sentences on how the information presented might be related to the Florida Beef Industry.**

**THE ARTICLE MAY COME FROM ANY MAGAZINE BUT MUST FOCUS ON PUREBRED OR SEEDSTOCK MANAGEMENT OF BEEF CATTLE.**

**Text:**

No text is required. Supplemental reading may be handed out during class or lab.

## **RISK ASSOCIATED WITH THE USE OF LIVESTOCK:**

Working with livestock is inherently *risky*. Many of these animals are capable of injuring people, especially when they are in the *fight or flight* mode inspired by a stressful situation. The instructors will work to provide students with the ability to manage livestock with minimal stress, thus lowering the risk of injury to people and animals.

**IT IS IMPERATIVE THAT STUDENTS FOLLOW INSTRUCTIONS!**

**Tentative Course Outline:** Subject to change

Date	Subject
1/7	Introduction/Syllabus Overview How did purebred industry get started and how is it different than the commercial industry? -History of the purebred industry
1/9	How do I get in the Purebred Cattle Business? -Overview of what's involved in raising purebred cattle
1/14	Why are there so many breeds of cattle? -Cattle breeds of the US and the world
1/16	Why are there so many breeds of cattle? -Cattle breeds of the US and the world
1/21	Why are there so many breeds of cattle? -Cattle breeds of the US and the world
1/23	Why are there so many breeds of cattle? -Cattle breeds of the US and the world
1/28	What does a breed association do for you? -Overview of breed association
1/30	Should I hold a bull sale or sell private treaty? -Methods of marketing
2/4	Do I hire a sale manager? -Sale management
2/6	What data do I need to collect in the Purebred Business? -overview of data collection
2/11	What data do I collect at Yearling time? -Yearling weights and measures and contemporary group assignment
2/13	Should I ultrasound my bulls/heifers? -Use of carcass ultrasound to enhance carcass traits
2/18	What is RFI and should I be using it? -Residual feed intake.
2/20	What should be my guarantee on bulls? -Marketing advantages.
2/25	How fast should I make my bulls gain? Should I sell Yearling, 18 month, or 24 month old bulls? -Options for growing bulls

2/27	Where do EPDs come from? -Discussion of Expected Progeny Differences and Total Herd Reporting What does BIF stand for?
3/3 and 3/5	Spring Break
3/10	How do I put together a catalog? -sale catalog preparation
3/12	How do I put together a catalog? -sale catalog preparation
3/17	Should I have a website? -Marketing your cattle in the modern world.
3/19	Where should I advertise? -Marketing purebred livestock in print and the internet
3/24	What's all the fuss about Composite bulls? -formation of F1 bulls and composites
3/26	How much selection should I place on my females -Using balanced selection to make improvement?
3/31	What is inbreeding and why do we call it linebreeding? -Introduction to selection and formation of breeds and crosses
4/2	Should I use genomic testing? How do I collect a sample? -discussion of the cost and benefits of genomic testing
4/7	How does OPU change the game? -discussion of assisted reproductive technologies
4/9	What do I do with all of my excess females? -marketing heifers and older cows
4/14	What additional customer service can you offer? -marketing assistance for bull customers
4/16	When is this ever going to end? -In class exam 3-5pm
4/21	Who is going to buy our BULLS? Sale preparation

## **Grades and Grade Points**

For information on current UF policies for assigning grade points, see <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

## **Attendance and Make-Up Work**

Requirements for class attendance and make-up exams, assignments and other work are consistent with university policies that can be found at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.

11. A statement informing students of the online course evaluation process. Instructors may want to identify a class period when students will be given time to complete the course evaluation in class on their laptop, tablet or smartphone. A standard statement is provided below.

## **Online Course Evaluation Process**

Student assessment of instruction is an important part of efforts to improve teaching and learning. At the end of the semester, students are expected to provide feedback on the quality of instruction in this course using a standard set of university and college criteria. These evaluations are conducted online at <https://evaluations.ufl.edu>. Evaluations are typically open for students to complete during the last two or three weeks of the semester; students will be notified of the specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results>.

## **Academic Honesty**

As a student at the University of Florida, you have committed yourself to uphold the Honor Code, which includes the following pledge: "*We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity.*" You are expected to exhibit behavior consistent with this commitment to the UF academic community, and on all work submitted for credit at the University of Florida, the following pledge is either required or implied: "*On my honor, I have neither given nor received unauthorized aid in doing this assignment.*"

It is assumed that you will complete all work independently in each course unless the instructor provides explicit permission for you to collaborate on course tasks (e.g. assignments, papers, quizzes, exams). Furthermore, as part of your obligation to uphold the Honor Code, you should report any condition that facilitates academic misconduct to appropriate personnel. It is your individual responsibility to know and comply with all university policies and procedures regarding academic integrity and the Student Honor Code. Violations of the Honor Code at the University of Florida will not be tolerated. Violations will be reported to the Dean of Students Office for consideration of disciplinary action. For more information regarding the Student Honor Code, please see: <http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code>.

## **Software Use:**

All faculty, staff and students of the university are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against university policies and rules, disciplinary action will be taken as appropriate.

### **Services for Students with Disabilities**

The Disability Resource Center coordinates the needed accommodations of students with disabilities. This includes registering disabilities, recommending academic accommodations within the classroom, accessing special adaptive computer equipment, providing interpretation services and mediating faculty-student disability related issues. Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation  
0001 Reid Hall, 352-392-8565, [www.dso.ufl.edu/drc/](http://www.dso.ufl.edu/drc/)

### **Campus Helping Resources**

Students experiencing crises or personal problems that interfere with their general wellbeing are encouraged to utilize the university's counseling resources. The Counseling & Wellness Center provides confidential counseling services at no cost for currently enrolled students. Resources are available on campus for students having personal problems or lacking clear career or academic goals, which interfere with their academic performance.

- *University Counseling & Wellness Center, 3190 Radio Road, 352-392-1575,*

[www.counseling.ufl.edu/cwc/](http://www.counseling.ufl.edu/cwc/)

Counseling Services

Groups and Workshops

Outreach and Consultation

Self-Help Library

Wellness Coaching

- U Matter We Care, [www.umatter.ufl.edu/](http://www.umatter.ufl.edu/)
- *Career Resource Center, First Floor JWRU, 392-1601, [www.crc.ufl.edu/](http://www.crc.ufl.edu/)*

### **Student Complaints:**

- Residential Course: [https://www.dso.ufl.edu/documents/UF\\_Complaints\\_policy.pdf](https://www.dso.ufl.edu/documents/UF_Complaints_policy.pdf)
- Online Course: <http://www.distance.ufl.edu/student-complaint-process>