

**ANS 4932**  
**Seedstock Marketing and Management**  
**Spring 2022**

**Instructor:**

Dr. Todd Thrift  
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**Teaching Assistants:**

**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	100	20
Magazine article reviews (10)	50	10
Total	500	100

### Final Grade (non-negotiable)

> 90.0 =	A	72.5 - 77.4 =	C
87.5 - 89.9 =	B+	70.0 - 72.4 =	C-
82.5 - 87.4 =	B	67.5 - 69.9 =	D+
80.0 - 82.4 =	B-	62.5 - 67.4 =	D
77.5 - 79.9 =	C+	60.0-62.4 =	D-
		< 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
1/6	Introduction/Syllabus Overview How did purebred industry get started and how is it different than the commercial industry? -History of the purebred industry
1/11	How do I get in the Purebred Cattle Business? -Overview of what's involved in raising purebred cattle
1/13	Why are there so many breeds of cattle? -Cattle breeds of the US and the world
1/18	Why are there so many breeds of cattle? -Cattle breeds of the US and the world
1/20	Why are there so many breeds of cattle? -Cattle breeds of the US and the world
1/25	Why are there so many breeds of cattle? -Cattle breeds of the US and the world
1/27	What does a breed association do for you? -Overview of breed association
2/1	Should I hold a bull sale or sell private treaty? -Methods of marketing
2/3	Do I hire a sale manager? -Sale management
2/8	What data do I need to collect in the Purebred Business? -overview of data collection
2/10	What data do I collect at Yearling time? -Yearling weights and measures and contemporary group assignment
2/15	Should I ultrasound my bulls/heifers? -Use of carcass ultrasound to enhance carcass traits
2/17	What is RFI and should I be using it? -Residual feed intake.
2/22	What should be my guarantee on bulls? -Marketing advantages.
2/24	How fast should I make my bulls gain? Should I sell Yearling, 18 month, or 24 month old bulls? -Options for growing bulls

3/1	How do I put together a catalog? -sale catalog preparation
3/3	How do I put together a catalog? -sale catalog preparation
3/8 3/10	Spring Break
3/15	Where do EPDs come from? -Discussion of Expected Progeny Differences and Total Herd Reporting What does BIF stand for?
3/17	Should I have a website? -Marketing your cattle in the modern world.
3/22	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
3/29	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
4/5	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
4/12	What additional customer service can you offer? -marketing assistance for bull customers
4/14	When is this ever going to end? -In class exam 3-5pm
4/19	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/UGRD/academic-regulations/grades-grading-policies/>.

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/UGRD/academic-regulations/attendance-policies/>.

Course materials will be provided to you with an excused absence, and you will be given a reasonable amount of time to make up work. Find more information in the university attendance policies.

For online course with recorded materials a statement informing students of privacy related issues such as: Our class sessions may be audio visually recorded for students in the class to refer back and for enrolled students who are unable to attend live. Students who participate with their camera engaged or utilize a profile image are agreeing to have their video or image recorded. If you are unwilling to consent to have your profile or video image recorded, be sure to keep your camera off and do not use a profile image. Likewise, students who un-mute during class and participate orally are agreeing to have their voices recorded. If you are not willing to consent to have your voice recorded during class, you will need to keep your mute button activated and communicate exclusively using the "chat" feature, which allows students to type questions and comments live. The chat will not be recorded or shared. As in all courses, unauthorized recording and unauthorized sharing of recorded materials is prohibited.

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor.

A “class lecture” is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session.

Publication without permission of the instructor is prohibited. To “publish” means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action

instituted by a person injured by the publication and/or discipline under UF Regulation 4.040  
Student

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. Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at: <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at: <https://gatorevals.aa.ufl.edu/public-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, <https://disability.ufl.edu/>

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.

Campus Resources: Health and Wellness

U Matter, We Care: If you or someone you know is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu), 352-392-1575, or visit U Matter, We Care website to refer or report a concern and a team member will reach out to the student in distress.

Counseling and Wellness Center: Visit the Counseling and Wellness Center website or call 352-392-1575 for information on crisis services as well as non-crisis services.

Student Health Care Center: Call 352-392-1161 for 24/7 information to help you find the care you need, or visit the Student Health Care Center website.

University Police Department: Visit UF Police Department website or call 352-392-1111 (or 9-1-1 for emergencies).

UF Health Shands Emergency Room / Trauma Center: For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; Visit the UF Health Emergency Room and Trauma Center website.

GatorWell Health Promotion Services: For prevention services focused on optimal wellbeing, including Wellness Coaching for Academic Success, visit the GatorWell website or call 352-273-4450.

#### Academic Resources

E-learning technical support: Contact the UF Computing Help Desk at 352-392-4357 or via e-mail at [helpdesk@ufl.edu](mailto:helpdesk@ufl.edu).

Career Connections Center: Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services.

Library Support: Various ways to receive assistance with respect to using the libraries or finding resources.

Teaching Center: Broward Hall, 352-392-2010 or to make an appointment 352-392-6420. General study skills and tutoring.

Writing Studio: 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers.



Student Complaints On-Campus: Visit the Student Honor Code and Student Conduct Code webpage for more information.

On-Line Students Complaints: View the Distance Learning Student Complaint Process