

# \* Haight Ranch \*

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## **Purebred Tarentaise & Commercial Cattle**

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We always have **bulls** for sale – call anytime.  
Also, top quality **purebred & Opti-Mom females** for sale.



# What is an Opti-Mom?

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## Opti-Mom

### The Right Kind of Mother Cow

Crossbreeding heterosis is the only free roll in the cattle business producing greater vigor and capacity for growth. Better feed conversion makes for more pounds per cost of feed. Purebred (British) cattle have been known to grow too fast and get overly fat, thus not grading as well. Our program is shooting for a 70-70-0 or 70% Choice or better; 70% grade of 1's and 2's and 0 Standards.

The Tarentaise is a continental breed. They are noted for fertility, milk production, meat to bone ratio, and excellent udder conformation. Tarentaise have a greater growth rate, higher milk production and produce leaner carcasses. Tarentaise is the most moderate sized exotic breed that we know of. Compared to other exotic breeds, the Tarentaise excel in calving and fertility while having smaller mature size.

Prime time averages of cows in age are: Angus 8 years and Tarentaise 12 years. Tarentaise/British cross cows average 1.8 more calves in their lifetime than most other crossbreeds.

Genetics play a role and cows have to match the country they are raised in but carcass traits are very important. In addition to management, genetics are key to profitability in both cow/calf and feedlot segments of the beef business.

With some cattle, there is a tendency to focus on quality grade too much which can lead to ribeye that can become too small and we end up with a bunch of yield grade 4 (Y4) as a result.

Since 2001 in the U.S., the percentage of yield 4 and 5 cattle has tripled, while the share of USDA Choice or better cattle has dropped from 57% to 48% and the number of cattle grading Premium Choice and Prime has fallen by nearly 30% in four years.

By gathering carcass data, a producer is also better able to make breeding, culling and bull buying decisions. Feedlots can utilize carcass data to determine the actual value of calves and therefore are often willing to pay more for a load of cattle.

Retaining ownership of calves beyond weaning is a chance to add value for traditional cow/calf producers and additional profit. This also allows calves to be turned into higher value products. In recent years, seed stock producers have also taken advantage of not only the profit opportunities available for retained ownership but also the valuable information which can be obtained in the process. Also, seed stock producers have used data obtained through feed cattle to make breeding and culling decisions. This information can help identify superior genetics and improve the value of your cattle.

Information gained through retained ownership benefits management opportunities while increasing profitability.

The most important thing a producer can do to improve performance is to make sure calves are weaned prior to shipping. Timely weaning is between the age range of five to seven months; no later than seven months of age. This helps keep calves on track for profitable gains. Early weaning works if you are set up for it and have a good program in force.

Haight Ranch – Gillette, Wyoming – Les & Kay Haight, owners