

Feature
Farm



Arrowhead Ranch

Erin
Tennessee

By **Charles
Hord**

Arowhead Ranch is not your granddaddy's cattle farm. Located in Erin Tennessee, about 70 miles northwest of Nashville, this small, relatively new cattle operation is competing against the big boys by adopting the latest technology and keeping ahead of the trends in the cattle industry.

George and Ginger Peak began the operation in 2005. They currently have a 30+ head registered Black Angus seed stock operation. They focus on using the highest quality genetics and modern day technology to produce sires and cows with multi-trait excellence that translates into real world performance. Their efforts recently brought them to the attention of the NCBA's Cattlemen to Cattlemen show. The Cattlemen's show came to Arrowhead Ranch to film a segment for Zoetis on their HD 50K DNA testing and how they use it in their program. The Peak's were interviewed and lots of footage from the ranch was taken. Two representatives from Zoetis were also interviewed on how the HD 50K and genomic-enhanced EPDs can help a ranch with 30-50 head be competitive with larger ranches. The seg-

ment is set to air September 10th on RFD TV. You can also look on the Cattlemen's to Cattlemen's website and YouTube.

Zoetis was formerly Pfizer's animal health division. HD 50K for Angus is the beef industry's first and only high-density DNA panel to identify more than 50,000 DNA markers for each tested animal. There is no other genomic tool as powerful to help producers predict genetic merit in young, unproven Angus cattle. Producers are now empowered with dependable genetic information for 14 important and valuable traits. Results will be in the form of GE-EPDs and HD 50K for Angus percentile ranks. GE-EPDs powered by HD 50K for Angus are the most dependable and predictable option in genetic evaluation for registered or recorded Black Angus cattle in the United States. HD 50K reports 14 genomic trait predictions as Molecular Value Predictions (MVPs™) and carries a higher level of reliability, demonstrating a tighter correlation between the MVP and the animal's performance. A portion of the traits described by the MVPs— average daily gain, dry mat-

Continued on next page...

ter intake, net feed intake and tenderness—are not currently expressed as Expected Progeny Differences (EPD) and provide producers with an excellent opportunity to select cattle according to traits of economic importance that can be difficult or costly to measure. Other traits associated with calving ease, growth, and maternal and carcass merit can be used in concert with existing EPDs. Also included is the beef industry's first DNA-based economic index, \$MVPFL, which provides a predicted value in relation to net return of feedlot progeny.

George is trained for Artificial Insemination, Embryo Transfer, and does all the AI on the ranch. He is an avid reader of anything cow related and has a vast knowledge that he is always applying to use the latest technology available. He uses a Select Sync plus CIDR and Timed AI 10 day protocol. This year he is using Tattletales for heat detection. It is a plastic device with LED lights that is triggered by mounting activity. The Tattletale along with observation of secondary signs establishes a more accurate breeding time. With it you can determine to the minute when standing heat started. George has written extensively about his efforts to improve his breeding program by using different technologies and experiments. You can read about it on their website www.arrowheadranchtn.com. He also has their new calf protocol and information on their bulls for sale posted on their website. They are planning to host a production sale in the future. You can contact Arrowhead Ranch through their email arrowheadranch@att.net.

