# Beef Cattle Reproduction

**Reproductive Efficiency to Improve Cow/Calf Sustainability**

TEXAS A&M AGRILIFE
RESEARCH AND EXTENSION CENTER AT OVERTON

## The beef industry's biggest advantage is turning low-quality forage into high-quality food for people.

As the world population increases, resources available for beef production become even more limited. Therefore, the efficiency of beef production must increase to meet the rising demand. It has been estimated that a 5% increase in the number of cows that conceive in the first 21 days of the breeding season would increase the pounds of beef weaned by 1,550 pounds per every 100 cows. Thus, to enhance the sustainability of cattle production, further efforts to understand reproductive efficiency are essential.

The beef physiology program at Overton focuses on incorporating both basic and applied research aspects to address questions that will impact reproductive efficiency in the beef industry. Four main areas of Research:
1) The role of estrus (estradiol concentrations) in regulating the uterine environment for pregnancy establishment and maintenance.
2) The impact of herd health management practices on reproductive efficiency.
3) Factors that regulate sperm longevity and male fertility,
4) The development of management practices to increase reproductive efficiency and decrease embryonic loss in cattle.

**GEORGE PERRY, PH.D.**
Professor
AgriLife Research - Overton Center

george.perry@ag.tamu.edu

## BIO

Dr. Perry received his bachelor's degree in animal science from Texas A&M, and his M.S. and Ph.D. in reproductive physiology from the University of Missouri. A large portion of his doctoral research was conducted at the USDA research station in Miles City, Montana. Dr. is a Professor with Texas A&M AgriLife at the Overton Research Center. His research efforts are in the areas of factors that influence reproductive efficiency, pregnancy success, embryo mortality, and male fertility.