



Tip

Tuesday!

Improve Future Profitability With KeepOrBeef

KeepOrBeef helps with culling and breeding decisions by providing future financial return ("Keep Value") and ranking within the herd ("Keep Percentile") on each cow and heifer. Additionally, KeepOrBeef uses the herd's own data in a sophisticated profitability engine to estimate the greatest financial return for breeding to semen that is dairy sexed, dairy conventional, or beef.

Accessing KeepOrBeef

Select the HerdHQ icon within Dart or log in to drms.org and choose KeepOrBeef from the HerdHQ landing page

Setting up KeepOrBeef

1. **Create New Report** or select an existing report to modify
2. **Name report** and select a **Data Source** of either Test day or DartSync.
3. **Enter Herdcode** if not already prefilled, **permanent string** if it applies, and **breed**
4. Choose whether **Cows**, **Heifers** or **Both** should be included in the output
5. **Load Data**
6. Change any **parameters** and hover over **question mark** to learn more about that field

Note on "Emphasis on breeding to Beef:" KeepOrBeef is not a mating tool but rather suggests the best financial return for using different semen types. Initially, it can be difficult to determine the emphasis on breeding to beef. This parameter specifies the relative weight on beef semen – not percent of herd to breed with beef semen.

For high producing herds with low input costs and low revenue from dairy bulls or dairy beef calves, KeepOrBeef will recommend generating more heifers because of the higher return. In this case, to yield more beef breedings, push the

Emphasis on breeding to Beef higher. This illustrates how easily the parameters can be changed to yield different results.

7. Save then Calculate

Note: For larger herds, this process can take several minutes, especially if both cows and heifers were chosen in setup.

8. View Results provides two tabs: individual animal **Results** and **Summary**

*Note: If you are not sure if the “Emphasis on breeding to Beef” was set properly, check the Summary tab and look at the % column for “Beef Breedings” rows. If the values are not as expected, **Edit Report**, change the emphasis, **Save**, and **Calculate** again.*

Evaluating KeepOrBeef Results

- Change the number of animals to view per page and see total number of animals included in the report at the bottom of the page
- Columns can be sorted by selecting the header or grouped by dragging the header to the top. Default is by Index. Sort by **Keep Value** to see the most valuable cow – or the least valuable cow (likely the first cow to cull)
- Use the combination of each cow’s **Keep Percentile** and **First Semen Choice** recommendation to determine which cows to breed
- If semen inventory is limited, rank cows by **First Semen Choice** and the value in **First Over Second Choice (\$)** to identify the top cows to breed to **First Semen Choice**

*Note: For example, if there are 40 cows to breed and 10 cows to breed with Sexed Semen but 15 cows have “S” as “First Semen Choice”, then rank those 15 cows by **First Over Second Choice (\$)**. The 10 cows with the greatest “First Over Second Choice (\$)” are predicted to have the greatest financial return from Sexed Semen.*

- Select the **eye icon** or **index** to view that animal in **CowCompass**
- Export to Excel** for further analysis or **Export to Dart** to create a herdcode.kl file to import into Dart
- Producers logged into HerdHQ with their Herdcode and RAC will automatically have KeepOrBeef results generated for Dart. Simply select **Get New Data From DRMS** on the overview screen in Dart.
- Consultants logged into HerdHQ with their Username and Password will need to copy the herdcode.kl file into the appropriate C:\PCDART\Herdcode folder.

	1st Choice			2nd Choice		
	Keep\$	# Breedings	%	Keep\$	# Breedings	%
Dairy Sexed Breedings (All Lact)	908	28	16.57	851	131	77.51
Conv. Dairy Breedings (All Lact)	0			335	10	5.92
Beef Breedings (All Lact)	815	141	83.43	908	28	16.57
Dairy Sexed Breedings (1st Lact)	877	22	25.58	993	63	73.26
Conv. Dairy Breedings (1st Lact)	0			1069	1	1.16

Report name: KeepOrBeef											
Herdcode: 42559999											
DataSource: DartSync											
Animals Included: Cow											
Data as of 8/7/2026 10:00:21 AM											
Results Summary											
Export to Excel Export to Dart 14											
Drag a column header and drop it here to group by that column											
10	Animal Type	Animal Index	Barn Name	Birth Date	Breed	Keep Value(\$)	Keep Percentile	First Semen Choice	Second Semen Choice	First Over Second Choice	Breed Now
	C	654	654	11/05/2019	HO	865	64	B	C	5	N
	C	662	662	11/14/2019	HO	23	14	B	C	38	Y
	C	683	683	01/05/2020	HO	357	29	B	C	5	N
	C	687	687	01/25/2020	HO	255	23	B	C	5	N
	C	719	719	05/05/2020	HO	-34	0				
	C	735	735	06/13/2020	HO	-11	3	B	C	5	N
	C	736	736	06/21/2020	HO	0	7	B	C	5	N
	C	739	739	07/02/2020	HO	666	49	B	C	5	N
	C	748	748	07/20/2020	HO	833	62	B	S	13	Y
	C	763	763	08/12/2020	HO	722	53				
1 - 10 of 284 items											

Dart											
Action Lists											
Heat in 7 Due in 7 Dry in 7											
NextExpHeat	Ani type (C/H/B)	BarnName	Grp	DIM	TmsBrd						
Aug 12	C	926	4	168	3						
Aug 13	C	191	13	114	1						
Aug 13	C	534	4	279	5						

012 - KeepOrBeef - Cows To Breed											
17											
DRMS SMALL DEMO DAIRY - 42559999 Ref:08-12											
Index	Calv Date	Days In Milk	Curr T.D. Milk	Curr T.D. %Fat	Curr T.D. %Prt	Cur SCC Act	Keep \$\$\$	Keep %	Sem 1st Chc	Sem 2nd Chc	Keep OrBeef Date
1357	05/01/26	104	94.2	4.6	2.8	123	710	51	B	S	7 08/07/26
1356	05/04/26	101	94.8	3.6	2.7	44	337	28	B	S	28 08/07/26
1337	05/05/26	100	85.2	4.2	3.0	325	302	26	B	S	26 08/07/26
1199	05/09/26	96	117.8	3.6	2.9	13	443	33	B	S	14 08/07/26
1351	05/11/26	94	94.8	3.4	2.9	44	321	27	B	S	15 08/07/26
980	05/17/26	88	135.2	2.7	2.7	115	20	13	B	C	34 08/07/26
1365	05/17/26	88	87.6	3.9	2.9	38	328	27	S	B	10 08/07/26
1175	05/19/26	86	120.6	3.4	2.6	19	20	13	B	S	17 08/07/26
1361	05/19/26	86	86.4	3.9	3.0	13	266	24	B	S	0 08/07/26
1344	05/22/26	83	103.2	3.6	2.7	162	427	32	S	B	16 08/07/26
1367	05/26/26	79	80.4	4.0	2.8	13	255	23	S	B	10 08/07/26
1375	05/27/26	78	71.4	3.5	2.8	373	-8	5	S	B	11 08/07/26

- Add these DBIs to new or existing reports to use KeepOrBeef results within Dart
 - 900 – Keep Dollar
 - 901 – Keep Percentile
 - 902 – First Choice Semen Type
 - 903 – Second Choice Semen Type
 - 904 – 1st Over 2nd choice \$
 - 905 – KeepOrBeef Date