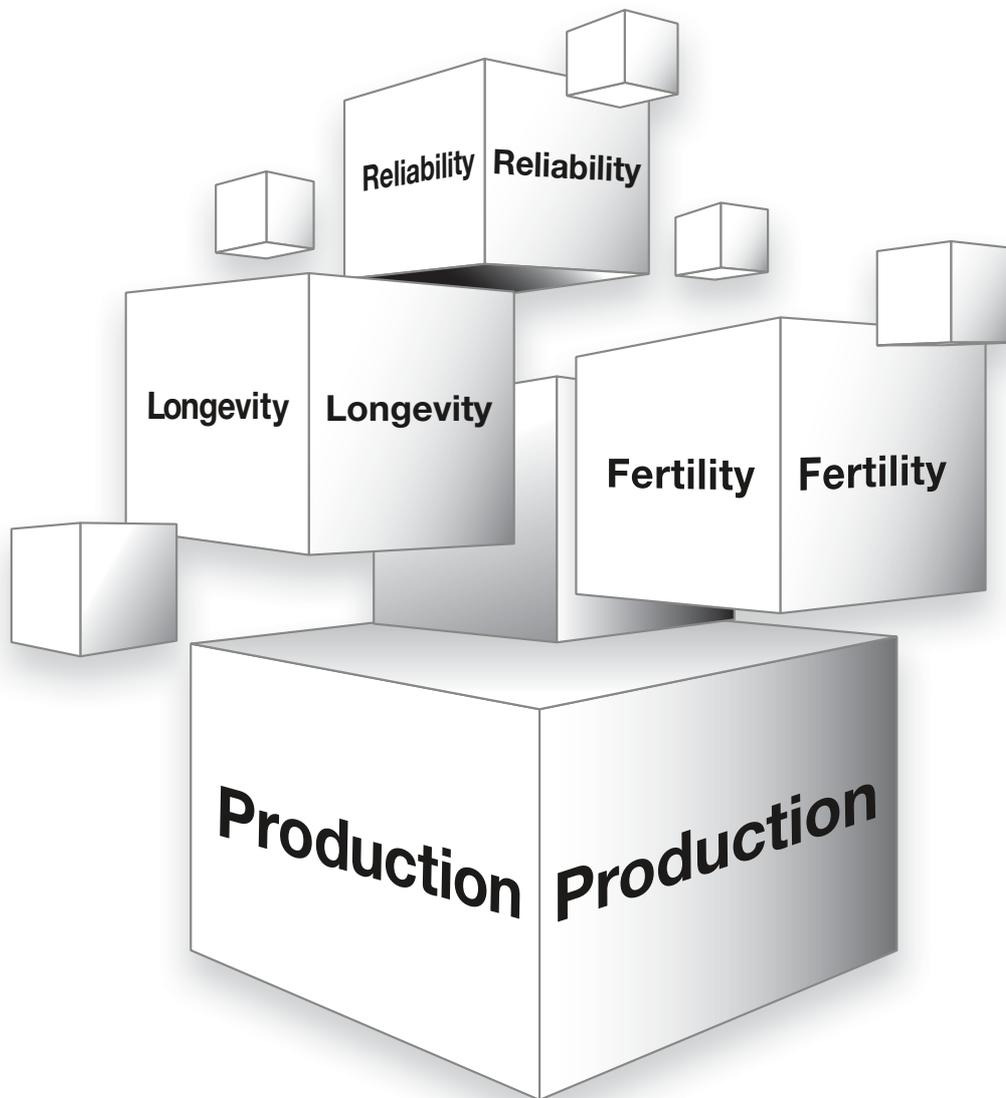


Build your herd faster and with more confidence using genomics



Get a better outcome from your semen budget this year as a result of genomics.

The addition of genomics to our breeding values delivers better information on traits like fertility and longevity. You can be confident that choosing a progeny test team selected using genomics is more reliable than ever before.

Choosing Australia-proven bulls (ABVs) and/or genomically-tested bulls (ABV(g)s) makes the best use of the latest genomic technology.

Genomics also enables farmers to better select cows from which to breed the next generation of replacements. You can now test your cows and get results for 40 traits.

For more information, visit www.adhis.com.au or call 03 8621 4240.

Two examples of farmers benefiting from genomics this season...

Genomics is a new, exciting technology and an area of active research and development. How farmers use genomic information will depend on how they balance the benefits of faster gain with the risks associated with using cutting edge technology.



Without lifting a finger, Michael is already using genomic technology.

Michael is a progeny test user. Twenty-five percent of his annual semen purchase is progeny test from companies that screen the bulls that enter the progeny test program with genomics. Each genomic test is the same as having access to information from 20 milking daughters, before the first straw of semen is distributed. This data boost for progeny test managers means Michael can have more confidence in the quality of the resulting heifers in three years time.

The remaining 75% of Michael's semen comes from the Profit list of Australian proven bulls in the Good Bulls Guide. More than half of the top 30 proven bulls have been genotyped. But what Michael doesn't realise is because of genomic technology, there are eight more proven bulls in the top 30 list with fertility breeding values that he can use to actively breed for fertility.

Using genomics – now that wasn't hard.

Sam and Becca are on a mission.

They want to develop their herd quicker than ever before. But they still have to stick to the semen budget.

This season, Sam and Becca are using 50% progeny test from companies that use genomic based breeding values (ABV(g)s) to select bulls. They know the information the companies are using is at least twice as reliable as it was before genomics*. They know some bulls are going to be better than others – but every one of them represents the next generation of proven bulls, which means they are making the faster gains they are looking for.

The rest of the bulls are from the Good Bulls Guide Profit list and Holstein ABV(g) list. Sam and Becca don't care where the bull comes from or whether the information is conventional or genomic. They simply pick the best bulls, which meet their breeding objective. The bonus this year is they have many more to choose from because of genomic technology. The lower reliability of young genomic bulls with ABV(g)s can be managed by choosing more bulls and spreading the risk. Sam and Becca choose nine bulls that meet their objective.

Sam and Becca have also been eyeing a group of cows at their neighbour's place, which could be strong foundation cows to add to their herd. They want to spend their money wisely, so they have convinced their neighbour to genomically test the cows and agreed to pay a little more for the ones they select to cover the cost of the tests. ABV(g)s for cows give them confidence they have invested their money well.

Now watch Sam and Becca's herd grow.

**For more information go to www.adhis.com.au*

