

STRATEGIC PLAN 2018–19



HEREFORDS
AUSTRALIA



**PERFORMANCE
CATTLE,
SUPERIOR
BEEF.**

MISSION STATEMENT

To produce high quality beef for the Australian beef industry from Hereford based cattle.

KEY OBJECTIVES

- Utilise and improve the Hereford genetic resource for best practise breeding and selection of Hereford cattle.
- Increase Meat Standards Australia (MSA) performance through improvement in marbling and ossification in grassfed beef.
- Produce a highly efficient maternal beef herd that optimises the use of grass resources.
- Expand the demand for Hereford genetics throughout the Australian Beef Industry.

KEY STRATEGIES

- Implement genomic technologies (Single Step) and increase the reference database that optimises breeding information and selection decisions for the Hereford Breed.
- Implement, own and control a Hereford Genomics database by June 2018.
- Promote MSA performance as a critical part of Herefords contribution to the Australian beef industry.
- Integrate commercial carcass data into Herefords Australia Genetic Evaluation.
- 50% of Hereford bulls in 2020 have an IMF EBV of +1.0 or better targeting a MSA value of 350+ in slaughter cattle.
- Develop a heifer breeding information program including genomic selection for Hereford breeders.
- Promote recording of all traits that influence maternal efficiency.
- Promote the value of cross breeding (F1) and the value of heterosis with Hereford based cattle in Northern and Southern herds.

KEY PERFORMANCE INDICATORS

8,000 GENOTYPED HEREFORDS BY DECEMBER 2018

ACHIEVE MSA INDEX OF 61.5 OR ABOVE FOR HEREFORD CATTLE

EDUCATION AND EXTENSION OF MSA COMPLIANCE AND CARCASS VALUE TO 1,000 HEREFORD BREEDERS BY 2019

2,000 CARCASS RECORDS (MSA) INTO HEREFORD GENETIC EVALUATION BY JUNE 2018

INTRODUCE A HEIFER SELECT GENOMIC PREDICTION TOOL FOR 20,000 HEREFORD HEIFERS BY 2019

INTRODUCE A COW OF DISTINCTION MODEL

DOUBLE THE MEASURING OF CE, DTC, BWT, DOC & 200D WT BY 2018

PUBLISH THE BENEFITS OF BLACK BALDIES AND F1 HEREFORDS IN 2018

20 TEAMS IN THE BEEF 2018 CARCASS COMPETITION

DEVELOP A COMMERCIAL BIN LIKE PROJECT FOR THE NORTHERN PASTORAL ZONE IN 2018



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