SUPER SIRES

HEREFORD TRUE
Genetics

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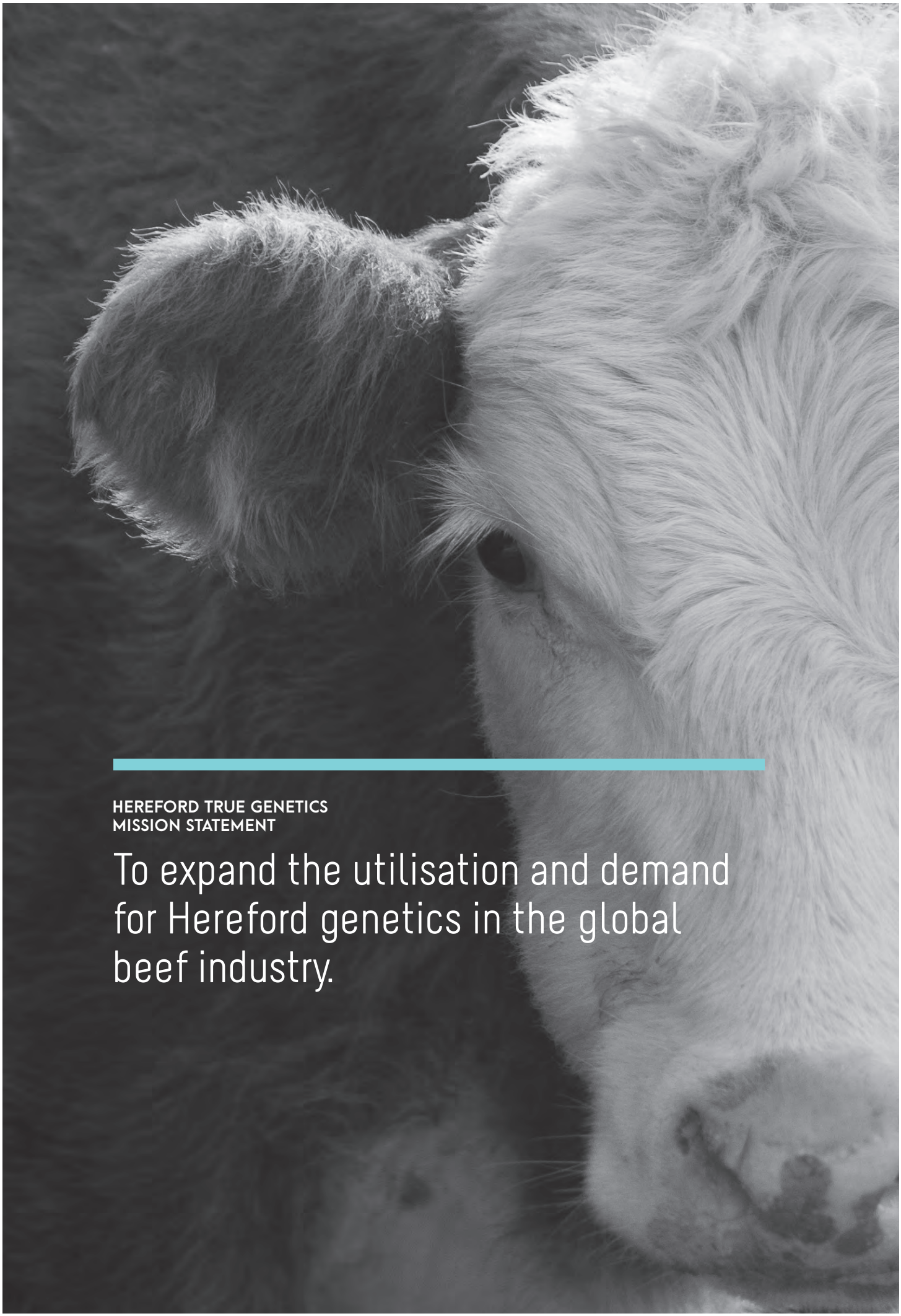

HEREFORD TRUE GENETICS
MISSION STATEMENT

To expand the utilisation and demand for Hereford genetics in the global beef industry.

HEREFORD TRUE
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HEREFORD TRUE GENETICS

Hereford True Genetics is the program for all genetics related breed advancement activities, together with any research and development undertaken by Herefords Australia. Hereford True Genetics will provide a valuable information resource for all Hereford breed advancing initiatives.

Globally the genomics era has revolutionised the utilisation of data for rapid gain. Herefords Australia will continue to implement a strategic vision intent on leading the industry into the future.

SUPER SIRES

Super Sires is the first initiative under Hereford True Genetics.

KEY OBJECTIVES

- Grow the demand for Hereford and Hereford influenced cattle
- Increase the utilisation of Hereford genetics across the Australian beef industry
- Expand the footprint of Hereford genetics into regions (northern Australia) and/or sectors (dairy) where Herefords do not have a strong presence
- Increase Meat Standards Australia (MSA) performance through improvement in marbling and ossification
- Assist in producing a highly efficient maternal beef herd

KEY SELECTION CRITERIA OF SUPER SIRES

The process of selecting sires for the Super Sires program is based on targeted solutions to identified industry needs.

Individual sires are assessed on their ability to address the identified purpose yet still deliver overall trait balance, desirable phenotypic characteristics and structural longevity. All Super Sires will possess a number of key EBV's in the top echelons of the Hereford breed.

In line with Herefords Australia's strategic vision for the genomic era, eligible sires will possess genomically enhanced Estimated Breeding Values.

Hereford True Genetics first Super Sire is Wirruna Matty M288. Proudly bred by Ian and Diana Locke, Holbrook NSW and made available by ABS Global

WIRRUNA MATTY

BIRTH DATE: 21 August 2016
SOCIETY ID: WNAM288
HORN STATUS: Homozygous Polled

FEATURES

The EBV profile of Matty positions him as a versatile option in any straight or cross breeding program with top end calving ease, high growth and a carcase profile suitable for producing the high quality beef that the industry demands.

Matty features a prominent pedigree and rates in the Top 1% of the breed for six EBV's/Indexes, in the Top 5% for 11 EBV's/Indexes and in the Top 10% for 16 EBV's/Indexes supported by high accuracy levels.

Matty is a proven source of Intramuscular Fat (IMF). He was the highest raw scan bull in a large contemporary group and ranked in the Top 1% of the breed for the IMF trait.

Matty rates in the Top 1% of the breed for Carcass Weight, and in the Top 10% for Birth Weight.

Matty can be used to achieve results in improving end product merit and adding increased genetic value to your cow herd. His dam is a super donor cow - consistently producing top-end calves.

The genotype and phenotype of Matty combine to make him a valuable breeding option that can advance a strategically focused progressive breeding program.

M288 (AI)(ET)(PP)

SIRE: ALLENDALE ANZAC E114 (PP)

Allendale Punter 3 (AI) (P)
Allendale Yacka (AI) (P)
Allendale Florrie Z33 (AI) (P)

Allendale National W168 (PP)
Allendale Dawn B22 (AI)(ET) (P)
Allendale Dawn T60 (AI) (P)

DAM: WIRRUNA CIRCLE H13 (AI) (PP)

Ardo Hustler 4110 (IMP NZL) (P)
Elite 4110 E212 (AI) (PP)
South Bukalong Winifred 54 (AI) (P)

Koanui Rocket 0219 (IMP NZL) (P)
Wirruna Circle F31 (AI) (PP)
Wirruna Circle D80 (AI) (P)

SEMEN PRICE
COMMERCIAL: $15/STRAW
STUD: $50/STRAW

ABS Australia

CALVING EASE

	CE DIR(%)	CE DTRS(%)	Gestation length (days)	Birth weight
EBV*	+7.6	+3.7	-3.7	+1.9
Accuracy	68%	53%	69%	87%

GROWTH & MATERNAL

	200 day weight	400 day weight	600 day weight	MCW	Milk
EBV*	+41	+70	+98	+75	+17
Accuracy	77%	75%	75%	69%	59%

FERTILITY

	Scrotal size (cm)	Days to calving
EBV*	+3.0	-2.1
Accuracy	78%	43%

CARCASE

	Carc Wt	EMA	Rib Fat	Rump Fat	RBV	IMF
EBV*	+76	+4.9	+1.8	+2.4	-0.6	+3.0
Accuracy	63%	58%	61%	64%	59%	62%

$ INDEX VALUE

	Sup Ind	Grass Ind	Grain Ind	EU Ind
EBV*	+141	+141	+191	+153

*November 2018 Hereford Group BREEDPLAN

1%	Ranks within top 1% of breed
5%	Ranks within top 5% of breed
10%	Ranks within top 10% of breed


Change in agriculture has never
happened this fast but it will
never happen this slow again.

HOW IT WORKS

The Hereford True Genetics – Super Sires Program is available to members of Herefords Australia.

Semen is available by ordering through the Herefords Australia office.

Semen is priced at two levels depending on the intended usage, being either Stud or Commercial.

Any male calves bred using commercial semen must be castrated.

Herefords Australia in partnership with ABS Australia can facilitate any AI technician requirements that may be required.

Semen is available by ordering through the Herefords Australia office. The order form is available here https://www.herefordsaustralia.com.au/super-sires/

CORPORATE PARTNERS

Herefords Australia wishes to acknowledge the generous contribution of our corporate partners and their vision for the Hereford Breed.

http://www.absglobal.com/au/beef/beef-sires/

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Email: ABS.AU.info@genusplc.com

HEREFORD TRUE GENETICS EAR TAG

All calves bred through the Hereford True Genetics Super Sires Program qualify for a Hereford True Genetics ear tag.

The Hereford True Genetics ear tag signifies high quality genetics and is designed to be easily identified.

Hereford True Genetics ear tags are issued at a rate of one tag for every two straws of semen purchased. More tags will be supplied on receipt of actual Pregnancy Test results.

Hereford True Genetics tags can only be applied to calves bred using semen from the Super Sires program.

Genomics Quick Guide

WHAT IS GENOMICS?

Genomics is the study of DNA and genomes.

WHAT IS A GENOME?

How cattle look and perform is dictated by their genome, which is the animals genetic code made up of DNA strands.

WHAT IS GENOMIC TESTING?

Scientists have discovered that sometimes small mistakes occur when DNA copies. These mistakes are called single nucleotide polymorphisms (SNP's) and over 35 million of these SNP's have been identified. The SNP's are mostly responsible for the differences we see in cattle in relation to their appearance (colour, horns etc) or in the economic traits we analyse in relation to growth, carcase traits and fertility. It is the SNP's that are analysed in genomic testing.

WHAT IS SINGLE STEP?

Single Step is an analytical program that combines and simultaneously assesses genomic, pedigree and performance data to generate the most accurate prediction of an animals EBV.

HOW IS GENOMICS USED IN THE BEEF INDUSTRY?

The primary use of genomic data is for:

1. Parent verification
2. Breed composition
3. Identification of undesirable genetic conditions
4. Increasing the accuracy of Estimated Breeding Values (EBVs). Until recently, EBV's were based only on phenotype data and pedigree.

THE TAKE HOME MESSAGE

Genomic data is more accurate in measuring the relatedness, and therefore the genetic similarity of animals. The Single Step analysis relies more on these genomic relationships than pedigree relationships, leading to a more accurate EBV.

The increased accuracy of Hereford EBV's will allow you to make more informed selection decisions, which will translate into faster rates of genetic gain for your herd.

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