

IRISH CATTLE BREEDING FEDERATION

HerdPlus® is your one stop Breeding Service!

***Decisions made this Spring '09 are
the Key to your Profit in 2012 !***

Kevin Downing



New Developments

- What HerdPlus Members Receive
- Herd Profiles & Individual Reports
- Teagasc Discussion Group Reports
- **New** Online Bull Search
- **New** “Dairy Cow Report”



HerdPlus® Products

HerdPlus
Profit through Science



EBI REPORT



CALVING REPORT



FERTILITY REPORT



DAIRY COW REPORT



**MILK RECORDING
PROFILES**



ON LINE PROFILES



BREEDING CHART



SIRE ADVICE



**DIRECT HELPLINE TO
ICBF STAFF**

Herd Management Tools For Increasing Profit



Irish Cattle Breeding Federation

Striving to achieve the greatest possible genetic improvement in the national cattle herd for the benefit of Irish farmers, the dairy and beef industries and members. [Learn more about ICBF.](#)

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Services

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- [GENE IRELAND](#)
- [Genetic Evaluations](#)
 - [Farm Software Bull Files](#)
- [Genomic Selection](#)
- [Tully Beef Centre](#)
- [GROW](#)
- [Milk Recording](#)
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- [Past Weekly Reports](#)
- [Cattle Statistics](#)
- [Annual Reports](#)
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- [The Database](#)
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Any comments on the new icbf website can be submitted [here](#)



Online Services

User name

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Bull Search

Search by:

☒ Code, Tag, Herd Book No, ITT

☐ Name or part of name

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HerdPlus - Profit through Science



HERD INFO



FERTILITY



CALVING



EBI



REPORTS

HerdPlus News

Continued from:

If you have any queries or are interested in joining please call
023 - 20458

Final Fertility Report

The final fertility report will be generated next weekend (12th Oct).
Please ensure you have your preg check information up to date. [Click here](#) to add Preg Check data

If you have any queries please call our HerdPlus team on
LoCall: 1850 600 900

EBI Report

September 2008 is the latest available EBI Report in the EBI Section
[click here](#) to view.
For non HerdPlus members [click here](#) to view a sample report.

Dairy & Beef Active Bull List

The Autumn 2008 Active bull lists are now available to download in
the [Herd Info - General Reports](#) section of this website.
If you have any queries please [click here](#) or



SIRE ADVICE



RECORD EVENTS



MILK RECORDING



BEEF PERFORMANCE



GENE IRELAND



SUCKLER SCHEME

Today, Thursday



ICBF Bull Search

Search by:

- ☒ AI Code, Tag, Herd Book Number
☐ Name or part of name



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EBI

[EBI Explained](#)

[EBI Report](#)

[Missing Sires](#)

[EBI Profile](#)

EBI Reports

Report Name	Last Update	
EBI Report	September 22, 2008	Click Here

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EBI Profile

Total Number of animals:285

[? excel csv](#)

Click Column Heading to sort Number of Animals Displayed :285																			Reset
			SI																
Jumbo	Animal Number	DOB	Sex	Lact	Sire	EBI €	Milk €	Fert €	Calv €	Beef €	Health €	Milk Kg	Fat Kg	Prot Kg	Fat %	Prot %	Calv Int	Surv %	
S659	IE141949820659	30-MAY-05	F	1	IE151781070171	62	21.4	29.2	-5.1	19.6	-3.4	206	4.3	5.0	-0.07	-0.04	-2.7	-0.2	
8	IESNYH0008G	01-FEB-96	F	10	ASE	128	69.8	63.2	5.2	-8.7	-1.1	63	16.0	8.0	0.26	0.11	-3.4	2.1	
67	IESNYH0067P	14-SEP-96	F	10	ELC	85	15.0	59.2	21.5	-11.9	1.7	-20	5.0	1.0	0.11	0.03	-3.0	2.1	
148	IESNYH0148P	21-FEB-97	F	8	ELC	126	78.5	35.2	20.4	-6.4	-1.7	221	9.5	12.5	0.02	0.1	-0.9	2.2	
200	IESNYH0200Q	21-OCT-97	F	8	ASI	111	45.2	60.7	19.4	-17.9	3.4	98	4.5	7.0	0.02	0.07	-4.1	1.1	
226	IESNYH0226V	30-JAN-98	F	7	CAU	92	90.4	-3.9	20.6	-10.6	-4.6	354	12.0	15.5	-0.03	0.07	1.4	1.1	
244	IESNYH0244T	13-FEB-98	F	8	JOS	97	84.1	2.8	22.5	-10.9	-1.1	211	10.5	13.0	0.05	0.11	-0.1	0.1	
431	IE151013710431	19-FEB-00	F	6	FAL	91	81.0	6.3	14.5	-9.5	-1.3	329	5.5	15.0	-0.12	0.07	0.4	1.0	
441	IE151013730441	29-MAR-00	F	6	AHD	61	77.8	-11.3	4.7	-9.3	-1.0	354	13.0	13.5	-0.01	0.03	1.8	0.9	
467	IE151013740467	09-OCT-00	F	6	MFX	119	76.6	42.4	8.3	-12.2	4.0	39	6.0	10.5	0.09	0.18	-2.1	1.5	
487	IE151013780487	19-NOV-00	F	5	QUR	137	104.5	7.8	32.0	-5.6	-1.4	110	14.0	14.0	0.18	0.19	-0.7	-0.1	
504	IE151013780504	10-FEB-01	F	6	AHD	73	-4.7	69.7	12.7	-1.2	-3.4	-143	-3.0	-2.0	0.05	0.06	-4.5	1.4	
519	IE151013760519	28-FEB-01	F	6	FAL	58	61.9	-13.8	18.2	-3.0	-5.1	342	5.0	12.5	-0.14	0.02	1.5	0.4	
530	IE151013710530	27-MAR-01	F	3	PUM	17	62.2	-39.4	11.1	-10.1	-6.7	217	10.0	10.0	0.03	0.05	1.6	-1.8	
550	IE151604920550	25-MAR-06	F	1	RUU	142	59.9	66.0	17.7	-2.6	1.1	54	13.0	7.0	0.21	0.1	-4.3	1.3	
558	IE151013740558	29-OCT-01	F	3	PUM	54	96.6	-36.5	11.5	-8.3	-9.1	445	12.5	17.5	-0.07	0.05	2.5	-0.6	
562	IE151013790562	17-NOV-01	F	4	MFX	29	61.7	-32.3	4.0	-4.6	0.0	83	11.0	8.0	0.15	0.1	2.6	-0.2	
566	IE151013740566	09-DEC-01	F	4	MFX	89	94.1	-11.2	14.9	-9.4	0.6	159	12.0	13.5	0.11	0.15	1.0	0.1	
568	IE151013760568	26-JAN-02	F	5	FAL	73	69.1	3.3	13.4	-9.1	-3.6	217	4.5	12.0	-0.07	0.09	0.0	0.3	
569	IE151013770569	26-JAN-02	F	5	FAL	57	29.9	14.7	20.9	-3.0	-5.4	94	3.0	5.0	-0.01	0.04	-1.0	0.3	
582	IE151013740582	19-FEB-02	F	3	ELC	93	97.8	-8.8	15.9	-7.2	-5.2	300	14.0	15.5	0.05	0.1	1.1	0.3	
583	IE151013750583	20-FEB-02	F	3	FAL	34	78.4	-20.2	-1.0	-14.7	-8.0	361	8.5	14.5	-0.09	0.05	1.3	-0.4	
590	IE151013740590	03-MAR-02	F	5	ESZ	97	68.3	21.6	13.9	-7.7	0.6	278	5.5	12.5	-0.09	0.06	-0.8	1.0	
594	IE151013780594	13-MAR-02	F	5	MFX	73	62.1	18.2	7.0	-14.6	0.0	222	7.5	10.5	-0.02	0.06	-0.8	0.8	
595	IE151013790595	14-MAR-02	F	4	MFX	64	34.2	25.4	17.4	-5.2	-8.2	124	8.5	5.0	0.07	0.02	-1.8	0.4	
599	IE151013740599	19-MAR-02	F	3	FAL	33	59.8	-17.4	3.3	-8.8	-4.2	226	6.0	10.5	-0.05	0.06	1.6	0.2	
605	IE151013710605	06-SEP-02	F	5	MFX	62	77.4	-17.2	7.2	-7.7	-2.2	380	9.0	14.5	0.08	0.04	2.0	0.6	

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EBI Profile

Total Number of animals:285

[excel](#) [csv](#)

Click Column Heading to sort

Number of Animals Displayed :19

[Reset](#)

			F			>100								>11				
Jumbo	Animal Number	DOB	Sex	Lact ↑	Sire	EBI €	Milk €	Fert €	Calv €	Beef €	Health €	Milk Kg	Fat Kg	Prot Kg	Fat %	Prot %	Calv Int	Surv %
148	IESNYH0148P	21-FEB-97	F	8	ELC	126	78.5	35.2	20.4	-6.4	-1.7	221	9.5	12.5	0.02	0.1	-0.9	2.2
3730	IE151013710373	04-OCT-99	F	6	ASI	105	81.5	19.3	10.7	-9.9	4.0	212	14.0	12.0	0.11	0.09	-0.6	1.1
487	IE151013780487	19-NOV-00	F	5	QUR	137	104.5	7.8	32.0	-5.6	-1.4	110	14.0	14.0	0.18	0.19	-0.7	-0.1
675	IE151013760675	16-FEB-03	F	4	GMI	106	92.0	0.3	24.7	-10.5	-0.2	291	11.5	15.0	0.01	0.1	1.0	1.1
784	IE151013780784	22-SEP-04	F	3	RMB	104	77.7	13.9	11.9	-7.8	0.0	156	7.0	12.0	0.02	0.13	-0.7	0.6
758	IE151013760758	09-FEB-04	F	3	MFY	111	87.3	23.6	11.7	-13.2	1.4	269	9.0	14.5	-0.02	0.1	-1.3	0.8
759	IE151013770759	09-FEB-04	F	3	GMI	105	90.3	8.6	16.9	-4.4	-6.7	236	14.5	13.5	0.1	0.1	0.1	0.9
834	IE151013780834	09-FEB-05	F	2	RUU	133	79.7	27.9	31.6	-3.8	-2.1	368	15.5	13.5	0.03	0.03	-1.2	1.2
855	IE151013740855	20-MAR-05	F	2	HRZ	130	79.9	33.5	15.0	-8.8	1.7	310	11.5	13.5	-0.01	0.06	-1.2	1.7
852	IE151013710852	11-MAR-05	F	2	HRZ	111	53.9	52.2	11.4	-8.5	1.6	340	4.0	11.5	-0.15	0.01	-2.5	2.0
815	IE151013750815	15-JAN-05	F	2	HRZ	138	75.4	55.7	16.3	-9.9	0.2	214	12.0	11.5	0.07	0.08	-2.9	1.9
818	IE151013780818	18-JAN-05	F	2	AHD	116	77.7	19.7	20.7	-1.8	-0.7	125	7.5	11.5	0.05	0.14	-1.1	0.6
891	IE151013780891	16-DEC-05	F	1	RUU	132	75.1	33.9	19.1	-4.0	3.4	304	15.5	12.0	0.07	0.04	-2.1	0.8
923	IE151013760923	07-FEB-06	F	1	HRZ	109	77.9	33.6	5.5	-9.9	2.3	325	16.5	12.5	0.07	0.03	-1.4	1.6
1121	IE151013771121	05-MAR-08	F	0	SVB	109	72.5	21.6	24.4	-8.5	-1.1	251	11.0	11.8	0.04	0.07	-0.6	1.3
1021	IE151013761021	06-MAR-07	F	0	NDI	110	67.9	14.7	33.5	-0.9	-5.2	286	8.5	12.0	-0.05	0.05	-0.6	0.7
982	IE151013780982	15-JAN-07	F	0	NDI	129	71.4	20.9	43.8	-3.9	-2.9	331	11.8	12.5	-0.01	0.04	-1.0	0.8
1106	IE151013781106	13-FEB-08	F	0	KES	113	75.4	28.6	13.0	-4.7	0.6	226	14.3	11.3	0.11	0.06	-1.9	0.5
1069	IE151013741069	15-JAN-08	F	0	KES	126	87.3	21.2	20.3	-0.1	-2.9	257	15.0	13.3	0.1	0.09	-1.7	0.1

Irish Cattle Breeding Federation



IESNYH0148P

EBI

€126

Jumbo:	148	Status:	Born On Farm 4276 days	Dam:	DDL529664 PARKDUV IRIS 3
Animal Number:	IESNYH0148P	Breed:	HO (84.38%), FR (3.13%), UN (12.5%)	Sire:	ELC EASTLAND CASH
Sex:	Female				
Date of Birth:	21-FEB-1997				
Animal Name:	PARKDUV IRIS 5 VG88				

Ancestry

EBI

Fertility

Milk

EBI and Sub-Indexes

	Euro €	Rel %	Bottom	Mean	Top	Top 10%
Dairy EBI	126	50				109
Milk	79					63
Fertility	35					67
Calving	20					23
Beef	-6.4					0.4
Health	-2					2.9

als:285

Reset

v %

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-0.1

1.1

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Irish Cattle Breeding Federation



IESNYH0148P

MILK

€126

Jumbo:	148	Status:	Born On Farm 4276 days	Dam:	DDL529664 PARKDUV IRIS 3
Animal Number:	IESNYH0148P	Breed:	HO (84.38%), FR (3.13%), UN (12.5%)	Sire:	ELC EASTLAND CASH
Sex:	Female				
Date of Birth:	21-FEB-1997				
Animal Name:	PARKDUV IRIS 5 VG88				

Ancestry

EBI

Fertility

Milk

Lact.	Calved	Milk Kg	Fat Kg	Prot Kg	Fat%	Prot%	F+P Kg	SCC	Days		305d Milk Kg	305d Fat Kg	305d Prot Kg	305d Fat%	305d Prot%	305d F+P Kg
1	23-03-99	6403	273	216	4.27	3.37	489	77	274		6757	291	228	4.31	3.38	519
2	19-02-00	8129	321	297	3.95	3.65	618	51	308		8129	321	297	3.95	3.65	618
3	18-02-01	12044	531	466	4.41	3.87	997	167	569		8290	340	306	4.10	3.69	646
4	17-10-02	9107	424	339	4.66	3.72	763	136	343		8449	392	311	4.64	3.68	703
5	11-11-03	10073	443	356	4.40	3.54	799	897	391		8907	391	308	4.39	3.46	699
6	20-03-05	10752	449	391	4.17	3.64	840	656	506		7984	320	282	4.01	3.53	602
7	25-09-06	10209	498	355	4.88	3.48	853	349	436		8039	387	270	4.82	3.36	657
8	30-01-08	6811	352	240	5.17	3.53	592	551	272		7443	385	267	5.17	3.58	652
Avg (Completed)		9531	420	346	4.39	3.61	766	333	404		8079	349	286	4.32	3.54	635

Lifetime Production

Lact	Milk Kg	Fat Kg	Prot Kg	Fat%	Prot%	F+P Kg	Days
8	73528	3291	2660	4.48	3.62	5951	3099

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Contact Support

Close

als:285

Reset

v %

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-0.1

1.1

2.2

Irish Cattle Breeding Federation



IESNYH0148P

FERTILITY

€126

Jumbo:	148	Status:	Born On Farm 4276 days	Dam:	DDL529664 PARKDUV IRIS 3
Animal Number:	IESNYH0148P	Breed:	HO (84.38%), FR (3.13%), UN (12.5%)	Sire:	ELC EASTLAND CASH
Sex:	Female				
Date of Birth:	21-FEB-1997				
Animal Name:	PARKDUV IRIS 5 VG88				

Ancestry

EBI

Fertility

Milk

FERTILITY EVENTS

Activity Type	Activity Date	Details
Calving	30-JAN-08	Normal Calving
Pregnancy check	09-JUL-07	In-Calf
Artificial insemination	23-APR-07	RUU - RUUD 22
Calving	25-SEP-06	Normal Calving
Artificial insemination	21-DEC-05	RUU - RUUD 22
Artificial insemination	22-MAY-05	PVH - PINEVILLE HUGO
Artificial insemination	25-APR-05	RHU - BALLYBROOK ROYAL HUGO
Calving	20-MAR-05	Normal Calving
Pregnancy check	20-AUG-04	In-Calf
Artificial insemination	07-JUN-04	HRZ - HAIRY BREIZ
Artificial insemination	15-MAY-04	RUU - RUUD 22
Artificial insemination	21-APR-04	GMI - GALTEE MERCI ET
Artificial insemination	03-FEB-04	AHD - ARCHIBALD
Artificial insemination	10-DEC-03	RMB - MIDWOLDER BALEY
Calving	11-NOV-03	Normal Calving
Artificial insemination	02-FEB-03	RGK - RGK TAUS
Artificial insemination	05-JAN-03	MFx - MARS FERRO

FERTILITY SUMMARY

Calved	Lact	Serves	Calv Int.
30-JAN-08	8	0	
25-SEP-06	7	1	492
20-MAR-05	6	3	554
11-NOV-03	5	5	495
17-OCT-02	4	2	390
18-FEB-01	3	2	606
19-FEB-00	2	0	365
23-MAR-99	1	0	333
	0	0	-

als:285

Reset

v %

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Contact Support

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Irish Cattle Breeding Federation



IESNYH0148P

ANCESTRY

€126

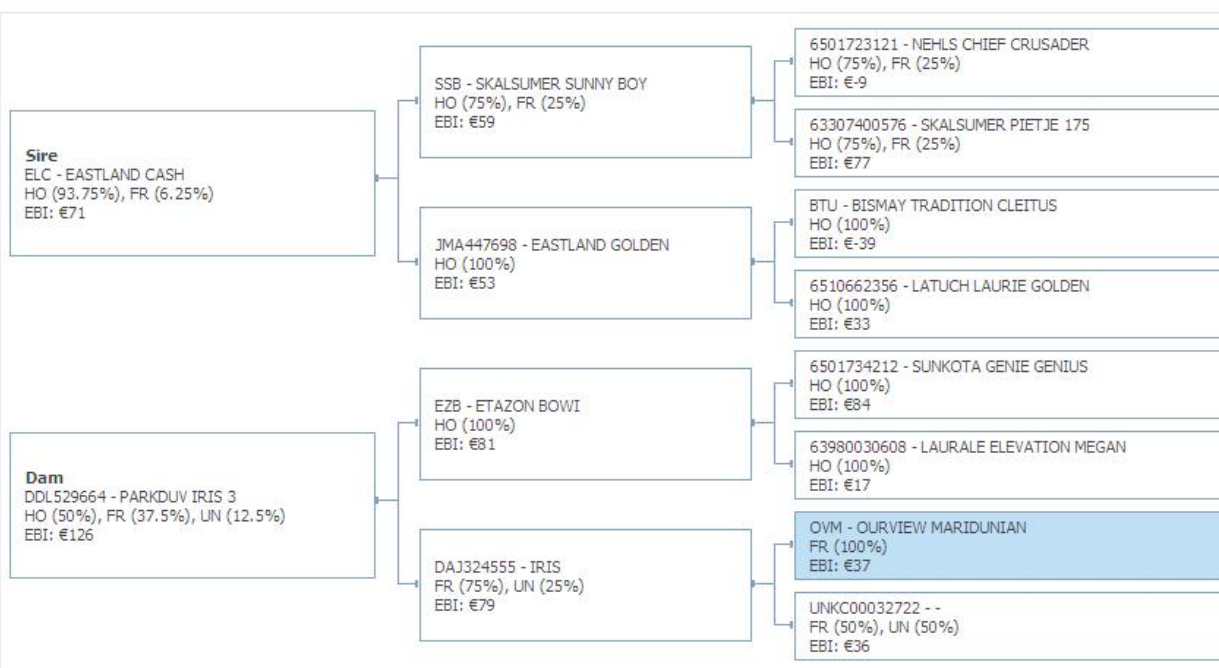
Jumbo:	148	Status:	Born On Farm 4276 days	Dam:	DDL529664 PARKDUV IRIS 3
Animal Number:	IESNYH0148P	Breed:	HO (84.38%), FR (3.13%), UN (12.5%)	Sire:	ELC EASTLAND CASH
Sex:	Female				
Date of Birth:	21-FEB-1997				
Animal Name:	PARKDUV IRIS 5 VG88				

Ancestry

EBI

Fertility

Milk



als:285

Reset

v %

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-0.1

1.1

2.2



Key Points

- § Only available to advisor & members within discussion group.
- § No more posting of information to advisor prior to meetings.
- § Compare your herd with group averages & the group's top performer.

[illegible]



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[illegible]



HerdPlus
Profit through Science

Key Points

- § Only available to advisor & members within discussion group.
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[illegible]



Teagasc

Key Points

- § Only available to advisor &
- § No more posting of informa
- § Compare your herd with g

Current Reports

- § EBI
- § Event Activity
- § Annual Milk Rec.
- § Current Milk Rec.
- § Calving
- § Fertility
- § Farm Walk
- § SCC/Mastitis

Farm Information Sheet for Discussion Groups/Farm Walks						Teagasc Advisory		
Name SAMPLE				IE Number IE1510137				
Address				Print Date 06-Nov-2008				
Short Term Goals			Long Term Goals					
Farm Details			Stock Details		Today	Last Yr		
Land owned (ha)			Dairy cows		103	95		
Land farmed (ha)			0-1 replacements		43	42		
Cereal crops (ha)			1-2 replacements		41	47		
Milking platform (ha)			2+ replacements		11	6		
Cows/milking platform (ha)			0-1 cattle		46	41		
Available quota (litres)			1-2 cattle		49	24		
Quota/available dairy(ha)			Other cattle		1			
Costs and Profit		c/l	€/ha	EBI Details 05-Jul-2008		Cows	Repl 9+	Calves
Dairy output				Number		101	41	31
Feed				EBI (€)		86	112	122
Fertiliser				Milk SI (€)		62	58	61
Vet				Fertility SI (€)		17	35	43
AI				PTA Milk kg		203	195	179
Contractor				PTA Fat %		0.02	0.05	0.09
Other variable costs				PTA Protein %		0.06	0.06	0.06
Total variable costs								
				Calving and Fertility		Year	Cows	Heifers
Machinery				Calving start date		2008	16-Jan-2008	15-Jan-2008
Car, ESB, Phone				Median calving date		2008	08-Feb-2008	27-Jan-2008
Depreciation				Calving Period		2008	13wk 4d	9wk 5d
Other fixed costs				Calving interval (days)		2008	437	N/A
				Spr 6 wk calving rate (%)		2008	72	N/A
Common cost				% calved in Feb/Mar		2008	36	13
Common profit				Calves/cow/year		2008	0.9	N/A
Net profit (optional)				6 wk submission rate (%)		2008	88	N/A
Cash Flow Ratio (%)				Empty Rate(%)		2008	24.1	N/A
Gross Margins				Main AI Sires Used '08		No. Straws	EBI (€)	Milk/Fert (€)
Dairy GM/ha (€)				IVI		21	123	70/60
Replacements GM/ha (€)				MTZ		16	125	72/60
Cattle GM/ha (€)				RUU		34	162	48/67
				RXO		20	213	49/122



New Online Bull Search



HerdPlus
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§ Graphical presentation.

§ Detail on how sub-index are calculated.

§ Ancestry tree presentation.

§ Comparison with previous evaluations.

 ICBF Genetic Evaluations Service « Search Again

Pedigree

AI Code:	OJI	Breed:	HO (100%)	Sire:	HAHO CUBBY MANFRED / HCM
Animal Name:	O-BEE MANFRED JUSTICE	Owner:	EUROGENE AI BULLS	Dam:	MEIER-MEADOWS EL JEZEBEL ET / 6515459080
Date of Birth:	08-MAR-1998	Date of Evaluation:	Aug 2008	MGS:	EMPRISE BELL ELTON / 6501912270
National ID:	OJI				
International ID:	HOLUSAM000122358313				

EBI Summary	Milk	Fertility	Calving	Beef
Health	Type	Pedigree	Prev Eval	

Sire
Name: HAHO CUBBY MANFRED
Number: HCM, Breed: HO (100%)

Name: OSDELENDEAVOR BOVA CUBBY
Number: OEB, Breed: HO (100%)

Name: HAHO TESK MELANIE
Number: 6513066986, Breed: HO (100%)

Name: ROCKALLI SON OF BOVA
Number: 6501665634, Breed: HO (100%)

Name: RYNDHOME VALIANT CUTIE
Number: 6511268725, Breed: HO (100%)

Name: TESKHOLM VALIANT ROCKIE
Number: TVT, Breed: HO (100%)

Name: HAHO BELL MELODY
Number: 6512063308, Breed: HO (100%)

Dam
Name: MEIER-MEADOWS EL JEZEBEL ET
Number: 6515459080, Breed: HO (100%)

Name: EMPRISE BELL ELTON
Number: 6501912270, Breed: HO (100%)

Name: MEIER-MEADOWS MELWOOD JACKI
Number: 6513751565, Breed: HO (100%)

Name: CARLIN M IVANHOE BELL
Number: 6501667366, Breed: HO (75%), UN (25%)

Name: MONARCHIAL GLENDELL EFFIE
Number: 6510248397, Breed: HO (100%)



New Dairy Cow Report



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Animal Details						Ancestry Details & EBI Indexes								
Jumbo Tag	08 IEQXYZ0008G					Sire	ASE A SILVER BEAT ET (€ 69)							
Name	HIGHFIELD JERRI 5 GP82					Dam	DSK184229 (318) HIGHFIELD JERRI 2 (€ 61)							
DOB	01-Feb-96 12y 7m					Dam's Sire	DSK DOVEA SHEIKSON							
Breed	HO 84.4% FR 15.6%					EBI	Milk	Fert	Calv	Beef	Health			
EBI Rank	13					€ 123	€ 75	€ 50	€ 9	-€ 9	-€ 1			
In Herd	Born In herd					Milk Kg	Fat Kg	Prot Kg	Fat %	Prot %	Calv. Int.	Survival		
Status	Milking - To be culled					86.5	16	9	0.24	0.12	-2.4 days	1.9%		
Due Calve	11-NOV-08 OJI ExpEBI € 184													
Calving & Fertility						Milk Production								
Lact	Calved	Calf Tag	Sex	On Farm	Num Calv Serve Int	Milk kg	Fat kg	Prot kg	Fat %	Prot %	F+P kg	SCC	Days	
1	23-Jan-98	0223C	M	N	-	6325	307	219	4.85	3.46	526	226	320	
2	03-Feb-99	50328	F	N	1	7301	357	268	4.89	3.67	626	249	310	
3	10-Feb-00	30417	M	N	1	7859	376	297	4.78	3.78	673	164	294	
4	31-Jan-01	60493	M	N	1	8176	393	298	4.81	3.64	691	224	302	
5	16-Feb-02	30581	M	N	1	9653	479	356	4.96	3.69	835	108	306	
6	12-Feb-03	40673	F	Y	1	8455	454	317	5.37	3.75	770	151	313	
7	02-Feb-04	80751	M	N	1	8349	437	309	5.23	3.7	746	155	298	
8	15-Jan-05	50815	F	Y	1	8144	401	314	4.92	3.86	715	422	327	
9	07-Feb-06	60923	F	Y	4	8304	480	298	5.78	3.59	778	685	354	
10	02-Oct-07	91049	F	Y	1	5891	309	208	5.25	3.53	517	441	277	
Avg (Comp)					393	8063	409	297	5.07	3.68	707	265	314	
Lifetime Production						78452	3992	2882	5.09	3.67	6875		3101	



How Much Does HerdPlus Membership Cost?

	<u>ANNUAL FEE</u>	<u>DIRECT DEBIT OFFER (1st Yr)</u>
Reports On-Line	€60 (Incl. VAT)	€50 (Incl. VAT)
Reports by Post	€120 (Incl. VAT)	€110 (Incl. VAT)

HerdPlus Client Profile Statistics – 3,500 Dairy clients		
Service Option	77% Electronic	23% Postal
Payment Method	96% Direct Debit/Credit Card	4% Cheque
Mobile Numbers	97% with Mobile Phone Numbers	



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