



IRISH CATTLE BREEDING FEDERATION

The Genetic and Productivity Gains Achieved by the Irish Cattle Industry through a Central Data Platform.



Dr Andrew Cromie, Technical Director, ICBF & Chairman Interbeef.

Overview of Talk.

- Irish Cattle Herd.
- Establishing a Central Data Platform.
- Achieving Genetic Gain.
- Achieving Productivity Gain.
- Current priority areas.
- Discussion.

1. Irish Beef Cattle Herd.



- 1m beef cows & 1.5m dairy cows.
- 500k tonnes beef/year.
 - 55% suckler beef & 45% dairy beef.
 - Steers & heifers.
 - 80% exported.
 - Seasonal system (370kg @ 28 mths). Grass-fed!
- Cross-bred beef cow herd. Main breeds LM, AA, CH, HE & SI. AA has grown rapidly in last 5 years.

2. Central Data Platform.

- Key principles => outcomes;
 - Common goal/vision => *profitability.*
 - Sharing of data => *remove duplication.*
 - Principle of ownership and access => *data moves with the animal. Owner controls.*
 - User services => *clear agreements.*
 - Data available for R&D => *genetic evals.*
- Achieving above is not easy (!) => new entity, e.g., ICBF, Datagene in Aus.....

Irish Cattle Breeding Federation.

- Established in 2000 as a co-op of 30 cattle breeding orgs.
 - Farm orgs, AI comps, milk recording co-ops, herdbooks (shareholders) + DAFM.
- Operating budget of ~€7m/year.
 - 50% “industry good” (govt & tag) & 50% “service income” (industry & herdplus).
 - An important balance between short and long term requirements (cattle breeding programs must be viewed as min 10 year investments).
- Based in Cork, staff of 70 => 100k farmers.

Sounds Easy. It wasn't always like that!

1998

7/3/1998



1998

A new breeding broom

WE should welcome Brian Wickham to Ireland as the chief executive of the New Cattle Breeding Authority.

He faces challenges on a number of fronts. The most basic is how the new legislation is to be interpreted governing the issue of new licences - both to those who only wish to sell and distribute semen in the country as well as to those providing a full AI service in the field.

A balance between sensible availability of good foreign bull semen will have to be matched with the necessity of having adequate progeny testing under Irish conditions.

He then must tackle the breeding issues themselves.

On the dairy side there will be a necessity to work in with Moorepark on the fertility difficulties associated with the high RBI cows - but in his column on page 15 Paddy O'Keeffe strongly suggests that the problem may be as much closely associated with husbandry as with breeding. On the beef side the scene is chaotic with too many breeds coupled with a lack of measurement of performance leading to poor bulls being used. The cost to farmer profitability is enormous: Dr Wickham faces a major task.

Irish Farmers' Journal, March 7, 1998

The challenge of data sharing.

1998

Page 18 Irish Farmers' Journal March 6, 1999 Pedigree News

Breed societies and ICBF clash over Herdbook

By John Shirley "Under these circumstances, we partaking in ICBF when acceptable
March 4, 2000

2000

Should we join ICBF?

John Shirley
Should we as a minority breed join the Irish Cattle Breeding Federation (ICBF)?, asked the lady on the phone.

This prompted another question: What stage is ICBF at?

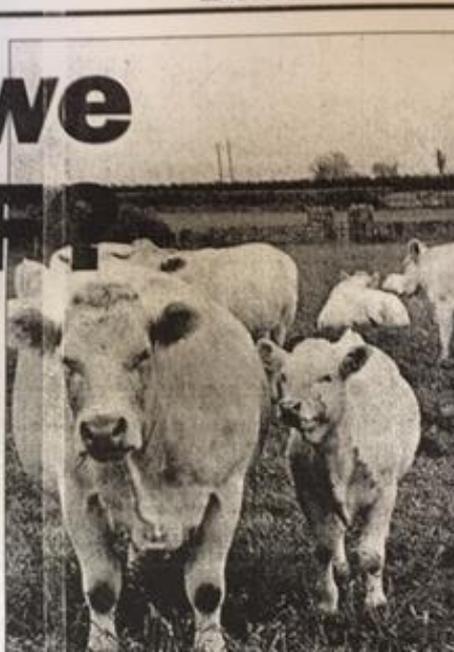
In short it now has responsibility for all dairy and beef recording activity in the country.

Movement is evident in dairy breeding in the form of four times yearly dairy bull

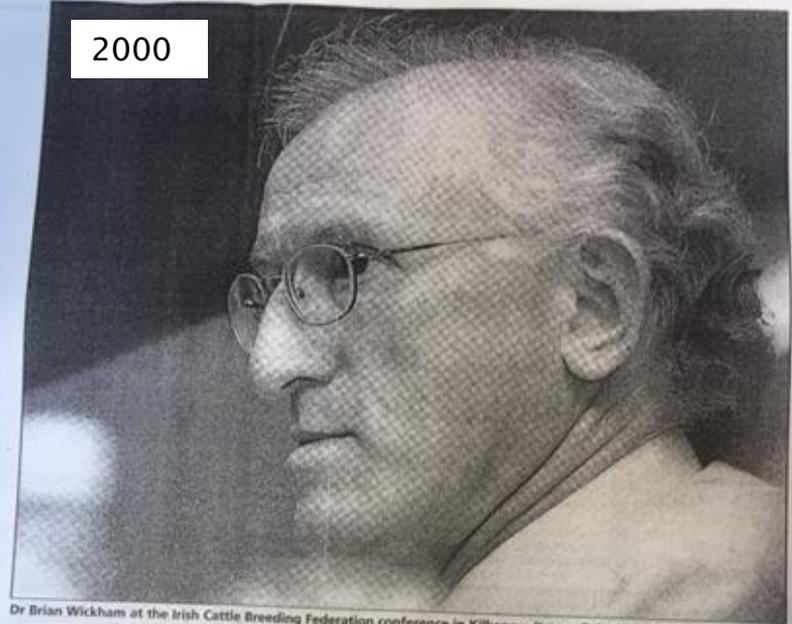
meeting to discuss their attitude to ICBF is planned for march 10 next. Even if the PCBC recommends joining with ICBF, individual breeds may still not get on board.

The PCBC still has reservations about the shareholding of ICBF being split 46 per cent for farm organisations and 54 per cent between the other three constituent parts.

For the moment ICBF seems to have adequate cash flow to operate but the breed societies will be expected to make a significant capital



2000



Dr Brian Wickham at the Irish Cattle Breeding Federation conference in Kilkenny. Picture: Dylan Vaughan

Controversial ICBF move to give data to meat factories

Maev Dineen

THE extensive Irish Cattle Breeding Federation database could soon be made available to beef processors as a means of predicting the number and quality of cattle coming on stream.

Details of the controversy



lot easier for people in the industry to source specific stock, such as live traders looking for breeding heifers. It would simply make the whole cattle breeding industry more efficient.

Under a new decoupled environment, he said, the

ICBF established in 2000. The challenges weren't over but we made progress.

2002

Page 8 Irish Farmers Journal

NEWS

Testing times for cattle breeding boss



THE Irish Holstein Friesian Association last week passed a vote of no-confidence in Brian Wickham, chief executive of the Irish Cattle Breeding Federation. Pat O'Keefe examines the background...

BRIAN Wickham's confidence "came under fire" last week...

2003

BEEF

11 October 2003

Slow burner ICBF about to shed light on beef



This was the promise from last week's ICBF Beef Breeding Conference in Kilkenny (rearranged from Portlaoise after the first hotel failed the Irish beef test). Chief Executive Dr Brian Wickham promised that early next year ICBF will deliver economic indices on beef bulls in parallel to the societies and has persuaded the beef breeds to accept an across breed single scale for linear scoring. In meeting the number crunching challenges, breakthroughs will come with the database generated from the CMMS (Cattle Movement Monitoring System). However, before an individual of records in beef cattle for the ICBF. Indeed the breeding body is branching out into the area of cattle procurement for the processing industry. This is the brainchild of their new beef specialist Nicholas Grubb. With decoupling in the air, the industry is receptive to initiatives that will deliver...

Quotes from the conference

"I'm impressed and anxious of the progress ICBF has made in its first five years in terms of getting competing breeds and on France and conference speaker.

"The base of genetic selection has become too inbreeding is a farmers use fewer breed."

id O'Malley Smeeder from Louth, no fear of this he was told by UK off Simm.

ICBF, Teagasc and beef industry not up to the market at see some a making €3.5 a light in the marts" O Solgan blue use milk.

index of beef a higher value given to the loin to market values for us beef cuts. It's of the carcass that not wants in volume." below beef buyer permarkets.

2010

COMMENT Irish Independent

Tuesday 23 March 2010

“ICBF has revolutionised cattle breeding and it is still driving development hard”



equally strong detractors. The ICBF discussion document envisages more revolutionary change and further expansion in the ICBF 'empire'.

To appreciate just how much structural change has occurred over the past dozen years we need to go back to pre-ICBF days. Before ICBF came on the scene, the industry was a patchwork of societies and had persuaded the beef breeds to accept an across breed single scale for linear scoring.

ICBF was born out of a need to bring further order and to deliver faster rates of genetic gain. After a long gestation, farm organisations, AI emphasis on cow fertility, a trend that is now being followed by the rest of the cattle breeding world. Along with the industry ICBF promoted initiatives on hand held computers to AI technicians and DIY milk recording.

However, relations between ICBF and AI/milk recording of one sort or another. The drive for more self-financing is probably behind some amazing suggestions in an ICBF discussion document just released. This document envisages ICBF getting more involved in commercial AI.

Incredibly, in the light of the hard won self-financed ratio-

Challenges are still there, but have moved to delivering genetic gain.

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IRISH FARMERS JOURNAL

Taste of Dunbrody
Kevin Dandon of Dunbrody House on opening his own local pub and bringing a flavour of the country to Taste of Dublin

FARMERS GET LESS THAN 50% OF RETAIL BEEF PRICE
Industry Insight >> 20



Useless pedigree bulls costing farmers millions

PAUL MOONEY
NEWS CORRESPONDENT

EXCLUSIVE

Misleading data on pedigree bulls is costing smaller farmers up to €10m every year.

This is the finding of an investigation into bull performance by the Irish Farmers Journal. Some breeders are manipulating data on the key anatomical traits of calving difficulty.

Importations under the Gene Inbred beef breeding programme identified 100 pedigree cows on which 500 calves were calving out. But one half of these calves were not bred by the breeding herd owners.

Further, in a quarter of those cases, the breeder claimed that the calving was "assisted".
Worryingly the breeders within this elite programme are considered to be the country's most profitable.

Continued on page 6

Ready for the parlour



Tom Moloney and his son Tom Jr observing cows before milking at Bungray, Gungahavin, Co. Wexford. The herd consists of 340 Friesian cows that are currently producing 26 litres of 3.85% butterfat and 3.30% protein on 1.5kg of meal and grazed grass.

Latest agri-tech solutions

SEVEN-PAGE FOCUS

Scale in itself is not an answer if a business is not making money

INTERVIEW WITH
GLAMHA CHAIR
HENRY CORRALLY
15-17



Farmer reunited with tractor after 18 years
DEALER >> 30



HUSTLER THE BRAND NEW HUSTLER RAPTOR FLIP UP

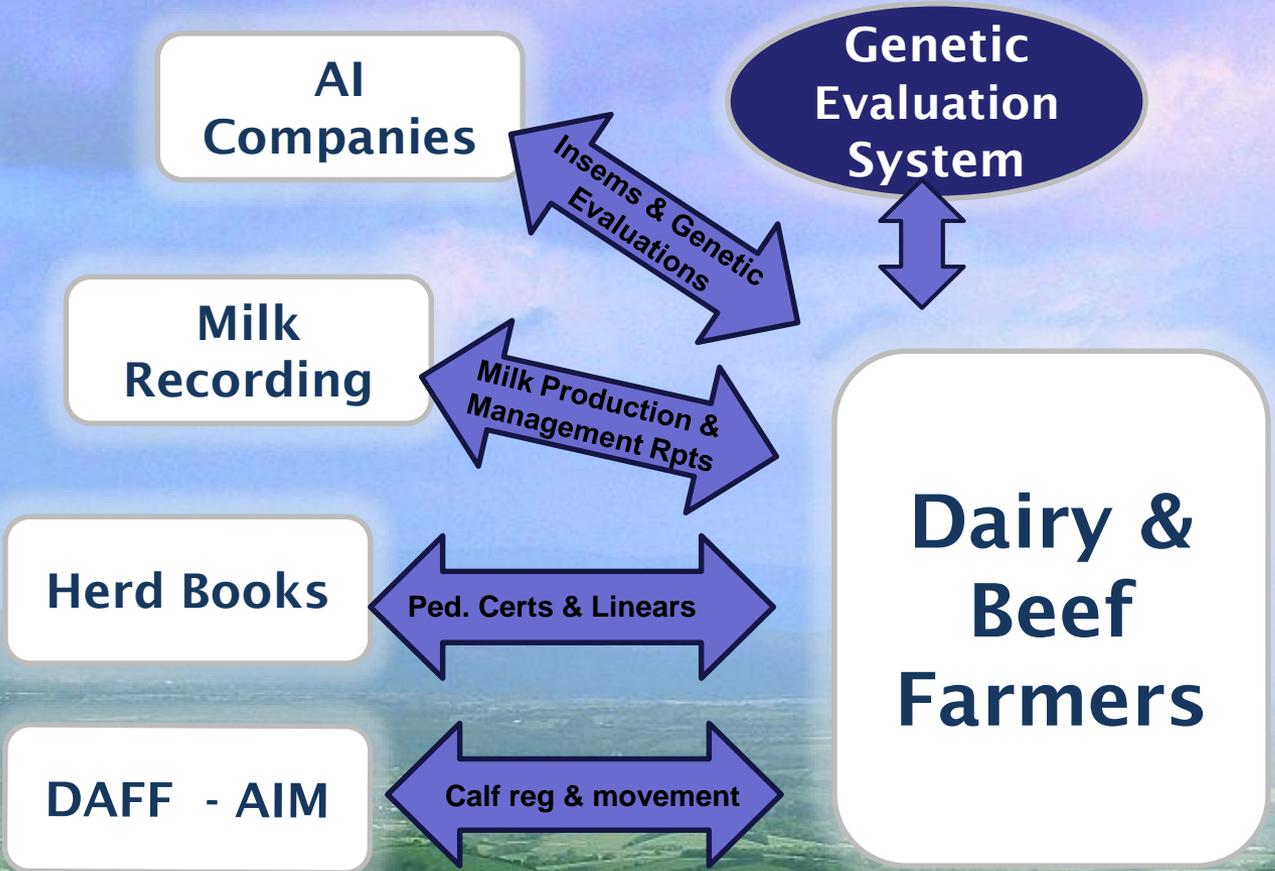
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- A new “breeding paradigm” has been created => Euro-Star indexes are now the key determinant for bull purchase. Not Visual.
- Huge challenge for bull breeders and herdbooks.
 - Less than half the herds are involved in whole herd performance recording (remember comment earlier!)
- ***The best are responding.***

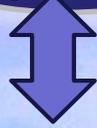


AI Companies

Genetic Evaluation System

Milk Recording

Insems & Genetic Evaluations



Milk Production & Management Rpts

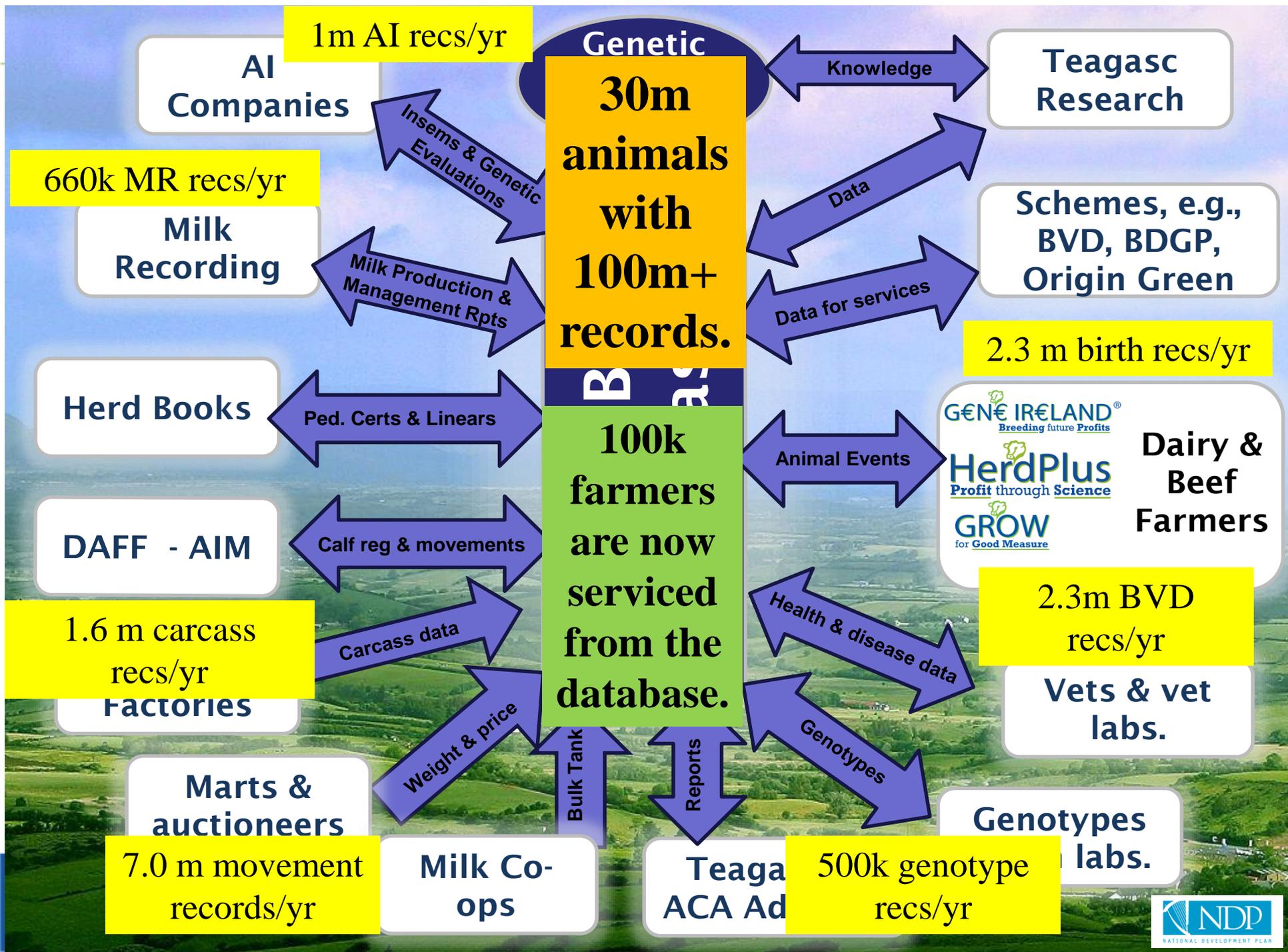
Herd Books

Ped. Certs & Linears

Dairy & Beef Farmers

DAFF - AIM

Calf reg & movement



1m AI recs/yr

AI Companies

Genetic

30m animals with 100m+ records.

Knowledge

Teagasc Research

660k MR recs/yr

Milk Recording

Insems & Genetic Evaluations

Data

Schemes, e.g., BVD, BDGP, Origin Green

Milk Production & Management Rpts

Data for services

2.3 m birth recs/yr

Herd Books

Ped. Certs & Linears

Breed

100k farmers are now serviced from the database.

Animal Events

GENE IRELAND®
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HerdPlus
Profit through Science
GROW
for Good Measure

Dairy & Beef Farmers

DAFF - AIM

Calf reg & movements

1.6 m carcass recs/yr
Factories

Carcass data

Health & disease data

2.3m BVD recs/yr

Vets & vet labs.

Marts & auctioneers

7.0 m movement records/yr

Weight & price

Bulk Tank

Reports

Genotypes

Genotypes labs.

Milk Co-ops

Teagasc ACA Ad

500k genotype recs/yr

3. Genetic Gain.

- Profit from science approach (with Teagasc).
- Evaluations have evolved with available data;
 - 2002 Within breed pedigree only.
 - 2005 Multibreed & cross-bred.
 - 2008 Profit indexes (overall)
 - 2012 Profit indexes (rep and terminal).
 - 2015 Integrating genomics.
- Weekly genomic evals for 40m animals.
 - 10m calv, 7m carc, 1m geno & 100k foreign EBV's
- Incentive programs focused on data quality.

€uro-Star Indexes.

Star Rating (within Limousin breed)	Economic Indexes	€uro value	Index reliability	Star Rating (across all beef breeds)
★ ★ ★ ☆ ☆	Replacement (per daughter lactation)	€80	47% (Average)	★ ★ ★ ☆ ☆
★ ★ ★ ★ ★	Terminal	€152	49% (Average)	★ ★ ★ ★ ★

- Profit Index, e.g., €80 more per calving.
 - Multi-breed evaluations.
- Star system; 5 star versus 1 star.
 - Across all breeds, including commercial.
- Two main profit indexes; (i) Replacement female and (ii) Terminal.

€uro-Star Replacement Index.

Trait	Goal	Relative wt
Calving	Less	16%
Feed Intake	Less	18%
Carcass wt (for age)	More	21%
Maternal milk	More	18%
Female fertility	More	23%
Docility	More	4%

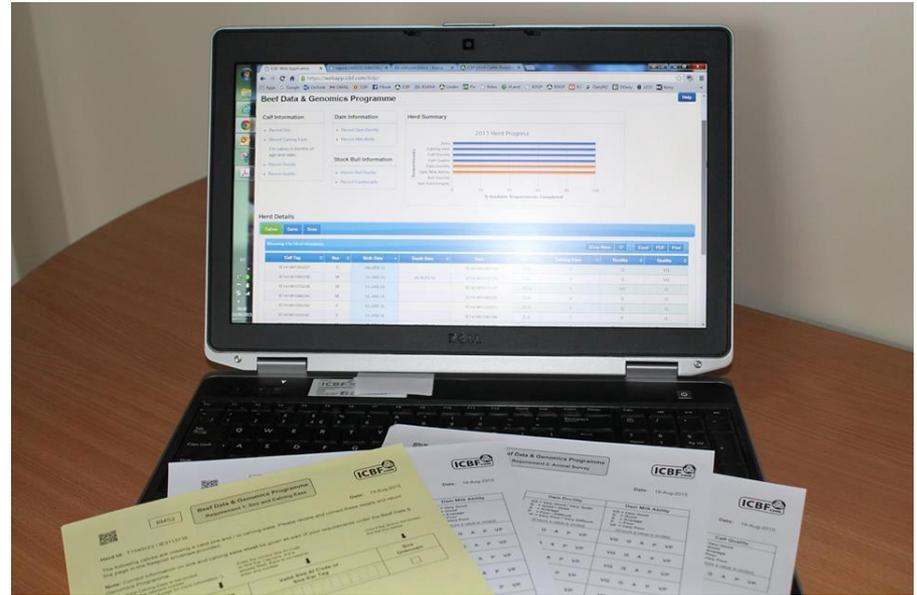
- The ideal Irish beef cow; A weaned calf every year of good weight & quality.

ICBF Spring Active Beef Bull List 2018

Bull Details					Replacement				Calving			Milk		Semen	
Rank	Code	Bull Name	Breed	Gene Ireland	Index	Rel %	Stars Within	Stars Across	Calv Diff %	Rel %	Calv Recs	Daughter Milk (kgs)	Rel %	Price	Supplier
1	SA4059	Beguin	SA	No	€252	59	5	5	1.6	83	121	15.8	72	€26	Munster,PG
2	SA2189	Ulsan	SA	No	€203	63	5	5	1	96	780	11.7	73	€10	Dovea
3	SI4383	Derreen Declan	SI	No	€192	54	5	5	3.2	74	69	12	49	€12	Dunmasc
4	ZAG	Castleview Gazelle	LM	Yes	€191	77	5	5	4.4	99	27072	0.9	76	€10	Munster,PG
5	SFL	Du Stordeur Flaneur	BB	No	€183	96	5	5	5.1	99	10244	4.4	99	€15	Bova
6	VTA	Vaillant	SA	No	€179	77	5	5	2.1	93	300	6.2	85	€14	Bova
7	ISL	Islavale Cracker 11	SI	No	€171	76	5	5	7.2	97	1148	8.6	86	€10	Dovea
8	SI2469	Lisnacraan Fifty Cent	SI	Yes	€170	57									Munster,PG
9	SA2153	Highfield Odran	SA	Yes	€166	54									Munster,PG
10	QCD	Cloondroon Calling	SI	Yes	€161	82									Dovea
11	SA4060	Baron	SA	No	€161	50									Munster,PG
12	JSS	Usse	LM	No	€160	52									Eurogene
13	SI2152	Curaheen Earp	SI	Yes	€159	59									Munster,PG
14	VMO	Voimo	CH	No	€159	64									Munster,PG
15	CH2218	Bivouac	CH	No	€155	59									Dovea
16	XCD	Clonagh Direct Debit	SI	No	€155	60									Dunmasc
17	GEU	Gordon Et Du Golard	BB	No	€155	77									Munster,PG
18	SI4030	Auchorachan Wizard	SI	No	€153	54									Eurogene
19	TSO	Curaheen Tyson (Et)	SI	No	€150	89									Celtic Sires
20	LZR	Lataster Eric	SA	No	€150	92									Munster,PG
21	SI2099	Kilbride Farm Escalop 13	SI	No	€149	51									Bova
22	ZLL	Lanigan Red Deep Canyon Et	AA	No	€146	78									Bova
23	KYA	Cornamuckla Lord Hardy K222	AA	No	€145	95	5	5	0.8	99	39775	3.6	98	€10	Munster,PG
24	ZEP	Hawkley Red Zeppelin N659	AA	No	€143	50	5	5	2.1	91	380	5.3	38	€10	Dovea
25	PZB	Bonaparte	SA	No	€142	81	3	5	3	97	1284	1.1	90	€10	Munster,PG
26	DZJ	Drumlegagh Dennis	SA	No	€141	64	3	5	3.2	87	244	6.3	68	€12	Eurogene
27	AHC	Auroch Deuter Pp	SI	Yes	€140	61	5	5	5.4	96	827	9.5	44	€10	Munster,PG
28	YFK	Kilbride Farm Delboy 12	SI	No	€138	64	5	5	10.6	96	805	9.7	58	€15	Eurogene
29	OKH	Keltic Handsome	LM	Yes	€138	66	5	5	6.1	99	4322	1.5	54	€12	Munster,PG
30	SI4083	Clonagh Frosty King Et	SI	Yes	€137	50	4	5	4.1	65	36	12.2	50	€10	Munster,PG

- Range of breeds on Top Bull Listing => Focused on promoting these bulls within the relevant breeds.
- 50% of top bulls are imported => why ICAR and Interbeef are important to Ireland.
 - CH data now shared from UK Breedplan => New top CH bull (Adonis) on May 2018 listing.

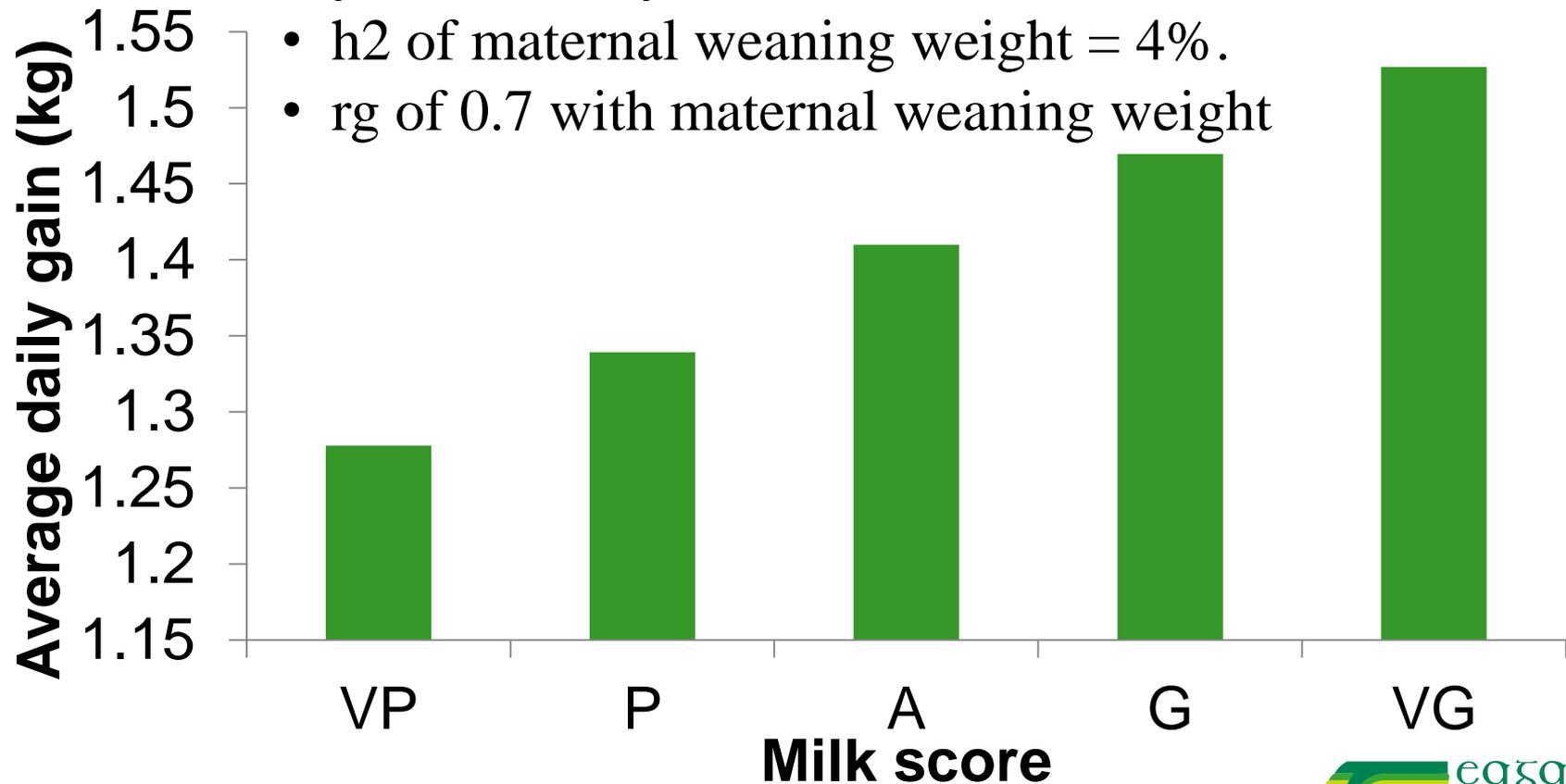
Large focus on farmer recording.



- Farmers must record data regularly for key events;
 - Calving, cow milk score, cow docility, calf quality, calf docility, scour, pneumonia, bull functionality, bull culling reasons....
- Paper based and electronic recording.
- Can farmers record data accurately?

Growth rate of weanlings per milk score (Twomey, 2018).

- h^2 of cow milk score = 34% (Note: milk yield in dairy cows is ~35%).
- h^2 of maternal weaning weight = 4%.
- rg of 0.7 with maternal weaning weight



Do the indexes work – Terminal Traits

Putting my bulls on the line



	Age	Weight	Conform	Price/kg
5 Star	663	364	10.3 (U-)	€4.50
4 Star	717	372	10.2	€4.44
Average	780	359	9.7 (R+)	€4.39
2 Star	812	345	8.7	€4.33
1 Star	842	313	6.1 (O+)	€4.13

Do the indexes work? Female Traits.

Star Rating	No. Animals	Replacement Index/parity	Lifetime CO2e*	AFC (days)	CIV (days)	Cow Wt (kg)	Wean Wt (kg)	Progeny Carc Wt (kg)	Progeny Carc Age (days)
5 Star	2,183	€130	17,085	860	375	664	311	374	604
4 Star	1,881	€87	17,260	862	376	672	305	373	606
3 Star	1,984	€58	17,378	881	377	684	299	370	605
2 Star	120	€31	17,484	887	377	689	296	364	605
1 Star	724	-€6	17,635	896	383	737	285	361	610
Diff 1 v 5 star		€136	-550	36	8	73	26	13	-6
Pvalue				***	*	***	***	***	NS

* Based on Gross Emissions Output over the cows lifetime. Includes emissions from the cow and her progeny.

- Commercial females, cross-bred, indexes from female as a weanling. Compared to 1 star cows, 5 stars are;
 - More profitable, sustainable & carbon efficient (+€136/cow).
 - Suckler cow efficiency => 46.8% for 5 stars vs 38.6% for 1 stars.
- Having this data consolidated allowed Ireland make case re: EU supported beef genomics scheme.

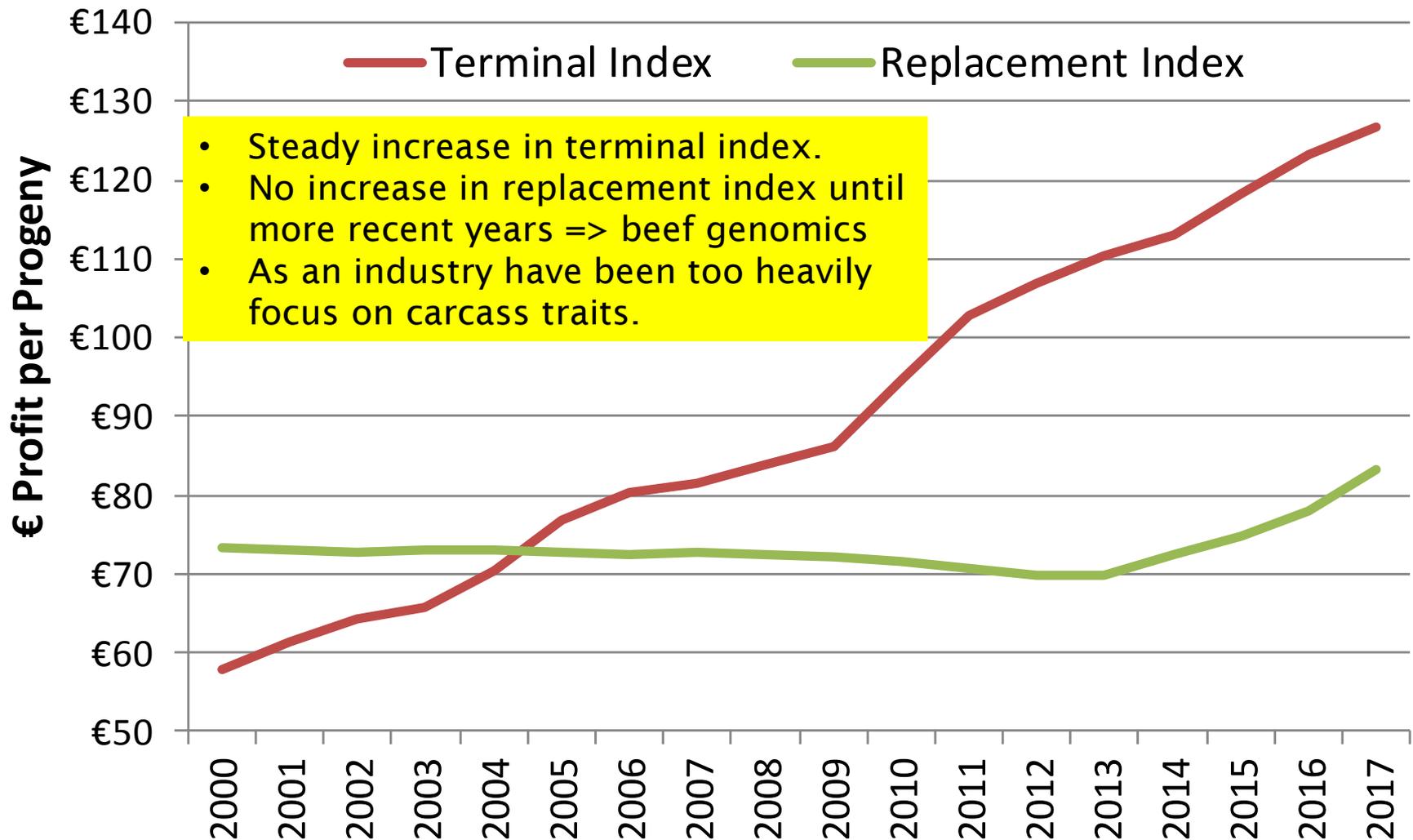
Irish Beef Data & Genomics Program.

- More profitable, sustainable & carbon efficient cows.
- €300m total funding 6 years (2015-2020).
 - Farmers paid ~€90/cow/year to complete key actions re: the scheme, e.g., data recording, genotyping, targets for 4/5 star cows & bulls. Note: they only receive the payment on successful completion of the action; Carrot and Stick approach!
- 24k farms & 600k cows.
- ~1.2m animals genotyped to-date. Cost of genomic service is €22/animal.
- Other countries now looking at similar approaches.

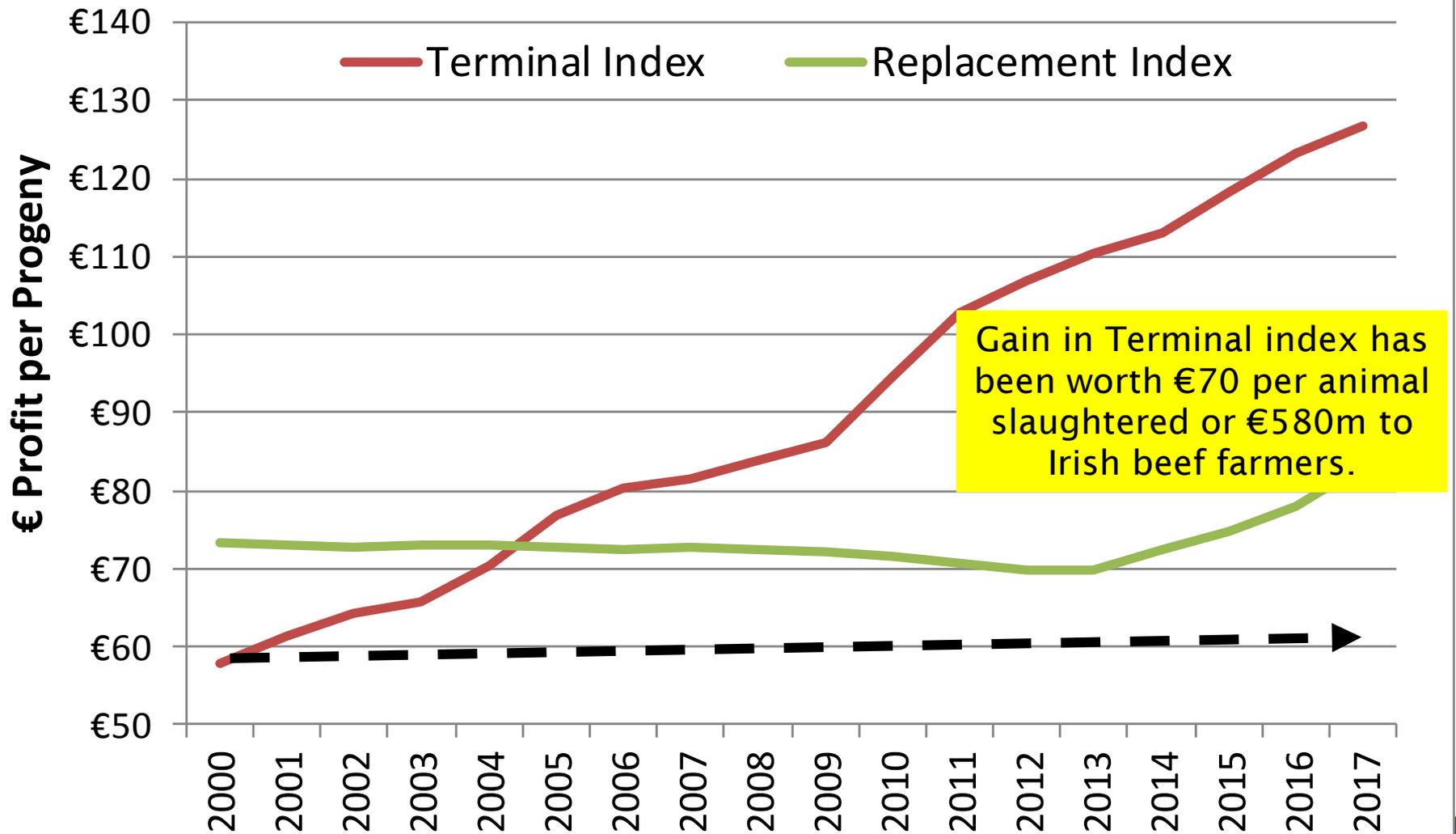
The screenshot shows a cattle management system interface with the following data:

Lot No	Qty	BLK	440 KGs
26	2		
QA Breed	DOB	Moves	
N CH	21/03/16	1	
N CH	25/03/16	1	
Remarks			
TB Test 09/04/2016	BVD Test Yes	ICBF Evals 2	0 CATTLE STILL TO SELL
Seller ANTHONY MCNAMARA MOHEM MURROE CO.LIMERICK			
ICBF Tag No 0691 Dept of Agriculture BDGP Carbon Navigator to be completed by 30/11/16			
15:55:25			

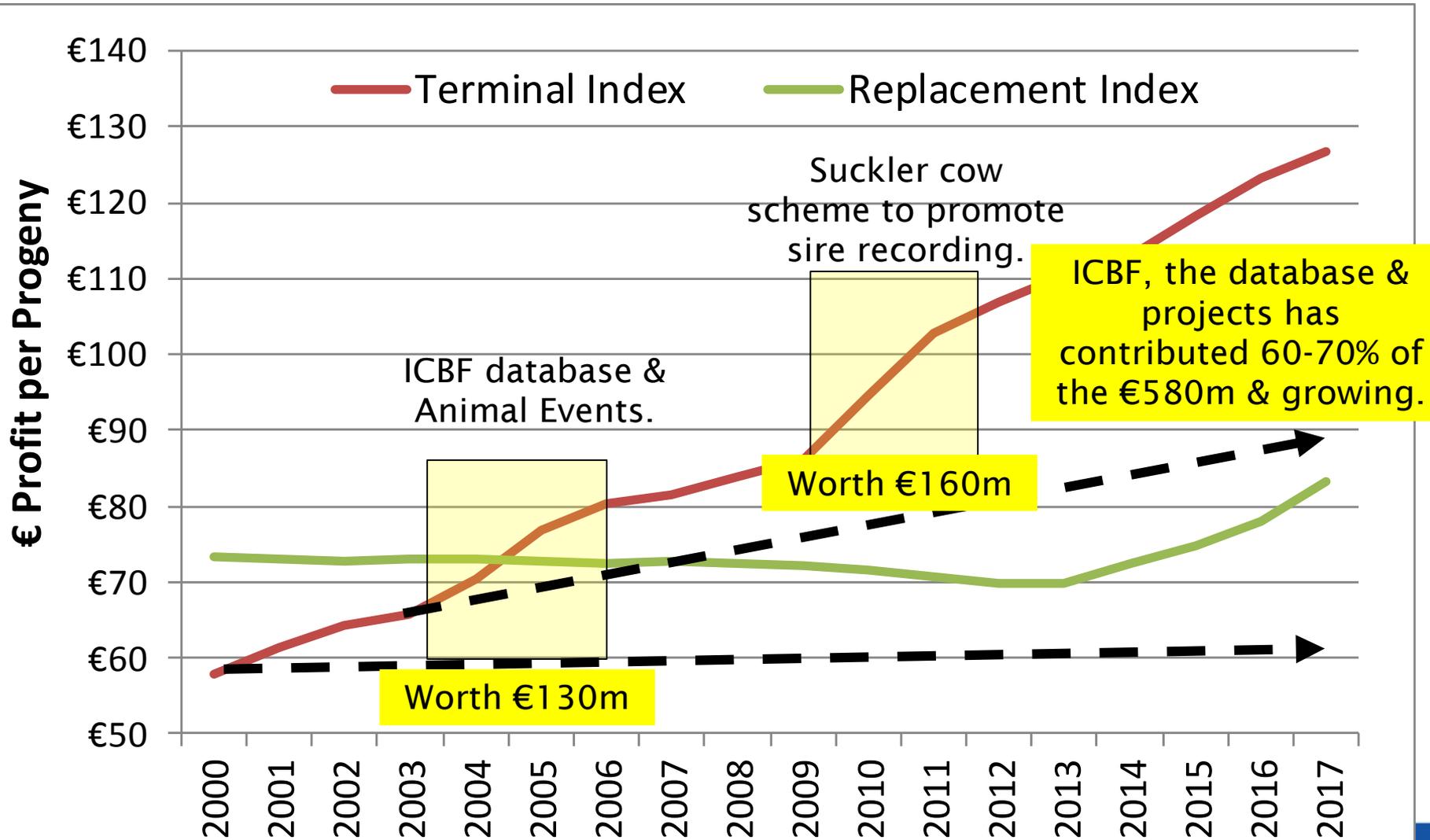
Genetic Gain for Terminal & Replacement Index.



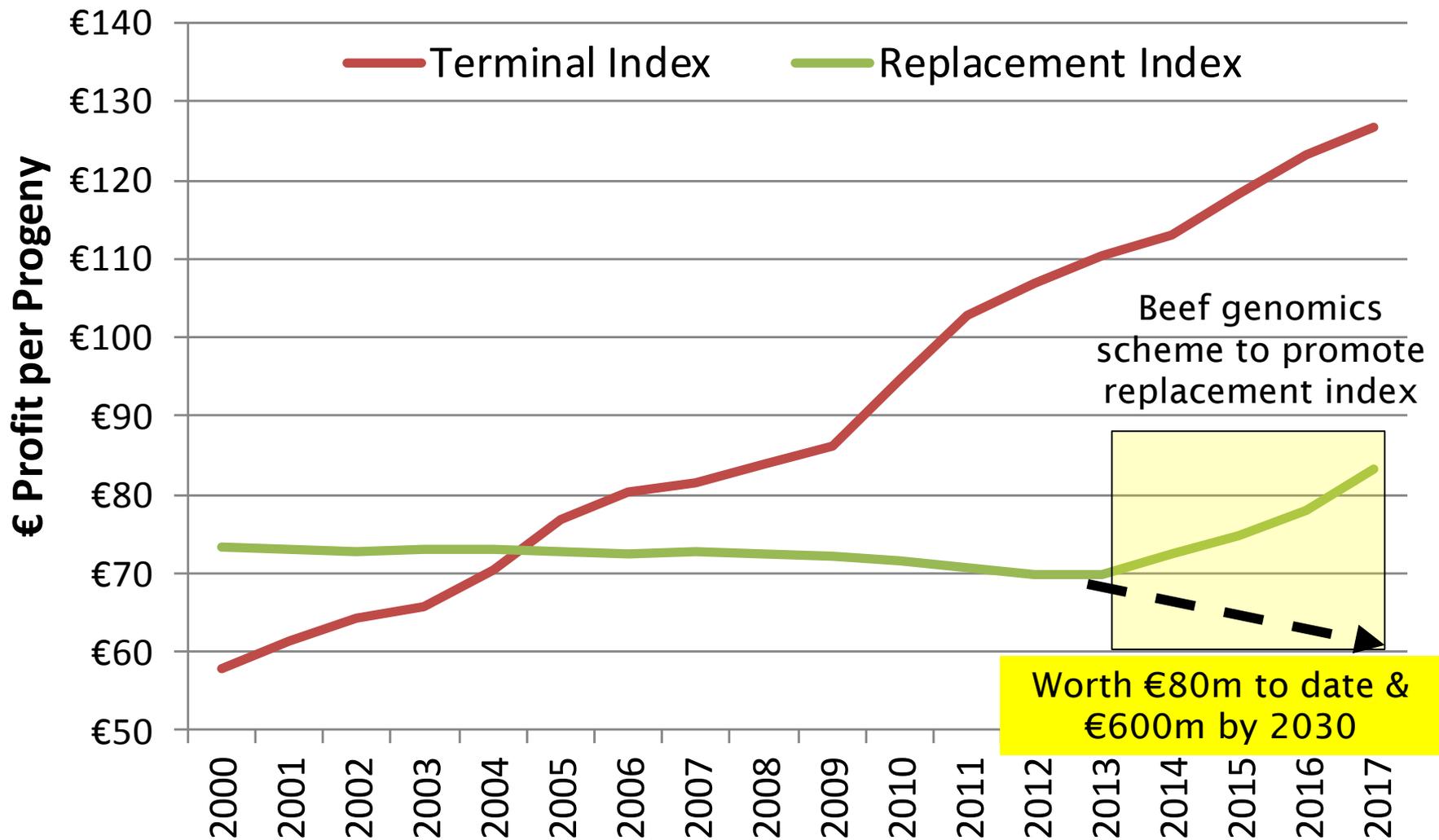
Value of Genetic Gain for Terminal Index



The Value of ICBF & Govt/Industry Supported Programs - Terminal Index



The Value of Govt/Industry supported Programs – Rep Index.



4. Productivity Gains.

- Close collaboration with industry re: “user pays” benchmark reports & services (ICBF HerdPlus).
 - 30k farmers participating (20k are beef).
 - €60/herd/year.
- Focused on productivity, with a strong emphasis on genetic gain.
- Critical link with Teagasc extension programs.

Example; Beef Output.

Beef Output Report

01/01/2016 - 31/12/2016

Herd Owner: HEINZ EGGERT
Herd Number: I1131065
Page: 1 (3)

Beef Output Report

01/01/2016 - 31/12/2016

Herd Owner: HEINZ EGGERT
Herd Number: I1131065
Page: 2 (3)

1. Summary Data

Report calculates how much liveweight was produced from this herd in the selected year. It then breaks this figure down into various KPI's which are detailed in section 2 below. All weights are liveweights.

A. Total Beef Output (Kgs)

Sales - Purchases + Inventory Change, in the selected year **63,333**

B. Total Livestock Units (LU)

Average livestock units in the herd, in the selected year. **159.2**

C. Total Hectares (Ha)

Total hectares available to the cattle enterprise, in the selected year. **73**

2. Key Performance Indicators (KPI's)

A. Beef Output per Livestock Unit. (LU)

Total beef output (63,333) ÷ Total livestock units (159.2)

Your Herd **398 Kgs**
National Average **293 Kgs**

B. Beef Output per Hectare.

Total beef output (63,333) ÷ Total Hectares (73)

Your Herd **868 Kgs**
National Average **477 Kgs**

C. Stocking Rate per Hectare.

Total Livestock units (159.2) ÷ Total Hectares (73)

Your Herd **2.18 LU**
National Average **1.43 LU**

	Bottom 1/3	Average	Top 1/3
	249 Kgs		314 Kgs
	343 Kgs		530 Kgs
	1.13 LU		1.62 LU

3. Sales

This section gives a breakdown of the stock which was sold from this herd in the selected year.

Animal Type	Number of Animals	Avg. Weight (Kgs)	Total Liveweight Sold (Kgs)*
Suckler Cows	29	706	20,486
Stock Bulls	0	0	0
0-6 Months Male	0	0	0
0-6 Months Female	0	0	0
6-12 Months Male	0	0	0
6-12 Months Female	0	0	0
1-2 Yrs Male	46	708	32,563
1-2 Yrs Female	13	508	6,604
2+ Yrs Male	0	0	0
2+ Yrs Female	0	0	0
Total Sales	88		59,653

4. Purchases

This section gives a breakdown of the stock which was purchased into this herd in the selected year.

Animal Type	Number of Animals	Avg. Weight (Kgs)	Total Liveweight Purchased (Kgs)*
Suckler Cows	0	0	0
Stock Bulls	0	0	0
0-6 Months Male	0	0	0
0-6 Months Female	0	0	0
6-12 Months Male	0	0	0
6-12 Months Female	0	0	0
1-2 Yrs Male	0	0	0
1-2 Yrs Female	0	0	0
2+ Yrs Male	0	0	0
2+ Yrs Female	0	0	0
Total Purchases	0		0

Productivity gains; Cow Traits*

Key Metrics	2014	2015	2016	2017
Calving Interval (days)	407	399	391	393
Calves per cow per year	0.80	0.84	0.85	0.87
Age at first calving	31.3	31.1	30.6	30.0
% heifers calved at 22-26 months	17.2	19.2	21.2	25.8
Average parity	4.3	4.4	4.5	4.5
% Dead at birth	1.0	1.2	1.5	1.3
% Dead at 28 days	2.2	2.6	3.4	2.7
% calvings with recorded sire	78.3	80.7	92.8	89.2
% calvings with recorded AI sire	25.4	26.3	28.3	28.6
% calving with calving score data	80.7	83.2	95.9	92.7
% cows culled	18.4	16.3	16	16.8

* Based on data from 24k BDGP herds.

Productivity Gains; Slaughter Traits.

Table 1. Trends in slaughter performance for Beef * Beef Animals.

Gender * Type	Records	Cwt kg	Age Slau	Conf Score	Fat Class
HEIFER					
2013	242,773	313.5	787.6	8.2	8.7
2014	271,711	323.3	804.8	8.3	9.0
2015		330.6	800.0	8.5	9.2
2016		333.4	786.3	8.5	9.0
2017		332.8	789.3	8.4	9.0
HEIFER Total		326.7	793.6	8.4	9.0
STEER					
2013		379.1	874.7	8.3	8.1
2014		380.6	899.5	8.2	8.3
2015	281,645	388.4	879.2	8.4	8.5
2016	268,683	387.2	859.9	8.3	8.2
2017	269,502	386.3	852.9	8.2	8.2
STEER Total	1,305,937	384.3	873.2	8.3	8.3

Carcass gain per day has moved from 0.40 to 0.42 for heifers and 0.42 to 0.45 for steers.

5. Current Priority Projects.

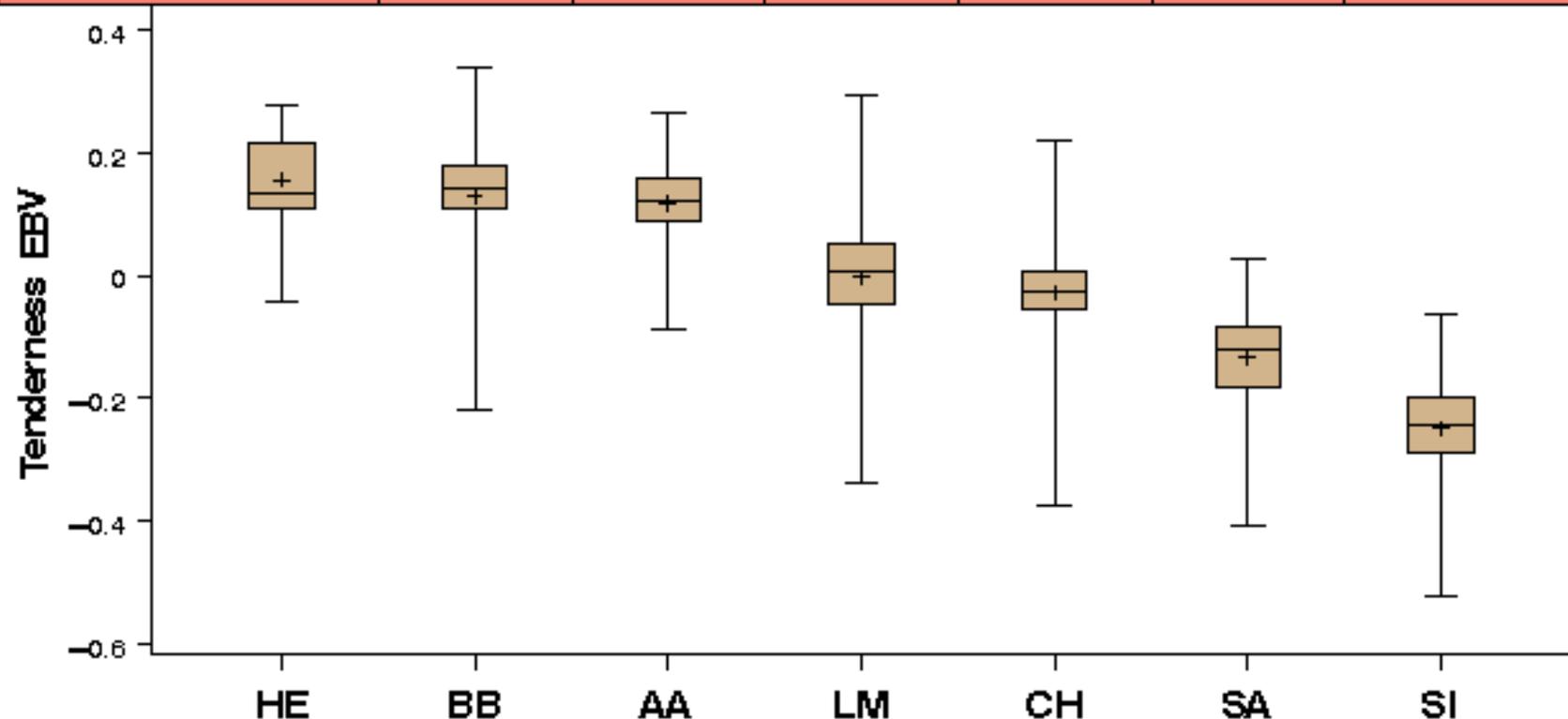
- GENE IRELAND => increase genetic gain in beef.
 - The importance of international collaboration (ICAR, Interbeef) => elite foreign sires for the breeding program.
- Carcass and meat eating quality traits.
 - Industry funded project (genomics, VIA, cut data, sensory...)
- GHG => cow size/live-weight (cow efficiency).
 - New project looking cow eff & validation of 5 star cow perf
- Genome Editing => Now considered not GMO.
 - New project looking at polledness in dairy and beef.
- Dairy beef => rapid growth in Irish dairy herd.
- DNA based Calf Registration.

Genomics for Meat Eating Quality.

TENDERNESS EBV BY A.I. SIRE BREED

Summary statistics

N	111	122	148	234	257	26	142
Mean	0.16	0.13	0.12	-0.00	-0.03	-0.13	-0.25
Std Dev	0.07	0.09	0.06	0.09	0.07	0.08	0.07



Graph limited to 1040 A.I. sires of AA, BB, CH, HE, LM, SA, and SI breeds

Project; MEQ & Consumers.

- App developed to collect relevant meat eating quality data directly from consumers.
- Initial field trial/validation work under way.

consumed for?

- For lunch
- Regular midweek dinner
- Special occasion
- Meal with invited guests
- As a treat to myself or my household
- Other

INFO ON BEEF PRODUCT

How is the steak going to be cooked?

Cooked:	Fried	Grilled
Oven Cooked	Other	

PLEASE UPLOAD A PICTURE OF THE PACKAGING (LABEL)

eolasinternationalportal.com/meq 12

6

Not at all tender Very tender

HOW WOULD YOU RATE THIS STEAK IN TERMS OF JUICINESS?

5

Not at all juicy Very juicy

HOW WOULD YOU RATE YOUR LIKING OF THE FLAVOUR OF THIS STEAK?

6

Dislike Extremely Like Extremely

Summary.

- Establishing a common data platform has had a major impact on profitability of Irish beef herd.
 - €70 per animal slaughtered over 15 years => €580m. €25 per female calved after only 4 years => €80m.
 - Connecting existing datasets but also creating new datasets (in terms of farmer recorded traits) has been key.
- Creating a new entity (ICBF) to manage the platform has also been crucial.
 - 60-70% of total productivity gain directly attributable.
 - Oversight and capacity to deliver change programs e.g., multi-breed evaluations & beef genomics scheme.
- International collaboration continues to be a major priority for Ireland and ICBF (e.g., IRE & AUS).

Final Thoughts.

- *There are challenges with establishing central data platforms and structures.*
- *Its hard work. It requires leadership from stakeholders who are prepared to operate for a broader industry good (the profitability of farmers).*
- *ICBF is a working example that it can work and that as a consequence, the future profitability of Irish beef farmers is in a much better place.*
- *Can you say the same for Australian beef farmers? If the answer is, “I’m not sure”, then I urge you to be involved in the discussions that will take place over the coming months regarding data sharing. It will benefit you and your industry in the longer term.*





Our Farmer & Government Representation



Our AI & Milk Recording Organisations



Our Herdbooks



Acknowledging Our Members