



only
€8.50
per Straw

The Future of Dairy Genetics

DAIRY GENE IRELAND PROGRAMME

What is the Dairy GENE IRELAND Programme?

GENE IRELAND is the name given to the national dairy breeding programme in Ireland and is a key component of the Irish dairy industry. The aim of GENE IRELAND is to provide dairy farmers with new genetics through a coordinated progeny test programme. Young genomic bulls are put forward to the programme by the participating AI Companies. Since the formation of the programme in 2005, it has contributed significantly to the increased rate of genetic gain in the national dairy herd.

Benefits to the farmers

- Access to the latest genetics.
- Excellent value for money, only €8.50 per straw.
- Use of high EBI Genomic bulls.
- The opportunity to be involved in a programme that is delivering real benefits for the dairy industry.
- Potential bull mothers of the future.
- Excellent customer support is provided including inbreeding reports for your herd, bull information sheets & on-line GENE IRELAND reports and profiles.

To order Straws call

023 882 0452

www.icbf.com



The Future of DAIRY Dairy Genetics GENE IRELAND PROGRAMME

Why use GENE IRELAND Bulls?

- From 2005 to 2014 GENE IRELAND bulls have delivered an estimated €203 million to the Irish dairy industry.
- Compared with 2005, farmers are **€550/lactation more profitable**
 - we wouldn't be in this situation without the contribution of GENE IRELAND.
- The success of the programme has meant that over 90% of the bulls on the active bull list are bred from Irish dairy herds.
- The average pack EBI of these bulls is **€200** more than the national herd average.

Breed Packs

The programme is designed so that each participant will receive straws from a selection of High EBI young sires. Straws are available in packs of **25** (5 bulls x 5 straws) **35** (5 bulls x 7 straws) and **50** (5 bulls x 10 straws).

The breed packs available this year are as follows:

Breed Pack	Average Pack EBI
Holstein-Friesian	€307
Pure Friesian	€156
Multi Breed*	€225

*Pack may contain (HO/FR, NR, JE & JEX)

Requirements

Requirements for herds to participate in the programme involve milk recording, recording inseminations, sire and calving ease details and using all allocated straws in the current season. HerdPlus membership is also required.

If you would like to take part in the programme, please do one of the following:

Complete a sign-up form (available on the website) and return to:

Gene Ireland
ICBF, Highfield House,
Bandon, Co. Cork

or Call ICBF on **023 8820452**
to sign up over the phone.



**Farmer participation in the
programme is essential for
continued progress
to be made**

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