



Update for period 11th – 16th March 2006

1 Important Dates

✚ **AI Promotion Workshops.** The schedule for the remaining meetings in March is:

Date & Time	Venue	Catchment Area*	Organiser
Mon. 20 th 18:30 – 22:30	Teagasc Office, Longford	Longford & surrounds	T. Dunwoody
Tues. 21 st 18:30 – 22:30	Dolmen Hotel, Carlow	Carlow & surrounds	G. Ramsbottom
Wed. 22 nd 10:30 – 14:00	Kilcoran Lodge	Eurogene only	Joe Kirwin
Thurs. 23 rd 10:30 – 14:00	Bloomfield House Hotel, Mullingar	Eurogene only	Joe Kirwin
Thurs. 23 rd 18:30 – 22:30	Ardboyne Hotel, Navan	Navan & surrounds	G. Ramsbottom

*Unless indicated otherwise these are open workshops to help all those people providing breeding advice to farmers. We have gone to some length to ensure the meeting times suit AI Technicians and are looking forward to a full attendance.

✚ **AI Promotion MART Events – first two weeks of April.** The tentative schedule is:

- Nenagh Mart – Thursday 6th April.
- Ballybay Mart – Friday 7th April.
- Bandon Mart – Tuesday 11th April.
- Killmallock Mart – Wednesday 12th April.
- Dungarvan Mart – Thursday 13th April.

✚ **Thursday 23rd March 2006.** Audit & Finance Sub Committee meeting.

✚ **Thursday 30th March Board Meeting.**

✚ **Saturday 6th May Tully Sale.** Show at 11.00am, sale commences at 12.00pm.

2 AI Promotion 2006

✚ There were two more Workshops this week. One in Blarney attended by 86 people and one in Sligo attended by 45. Feedback has been very positive. The final five workshops take place next week.

✚ The content of the workshops has been modified to take less time and now includes a break-out session focused on actions to take in 2006 in order to reverse the decline in AI. Some of the suggestions coming from these sessions include:

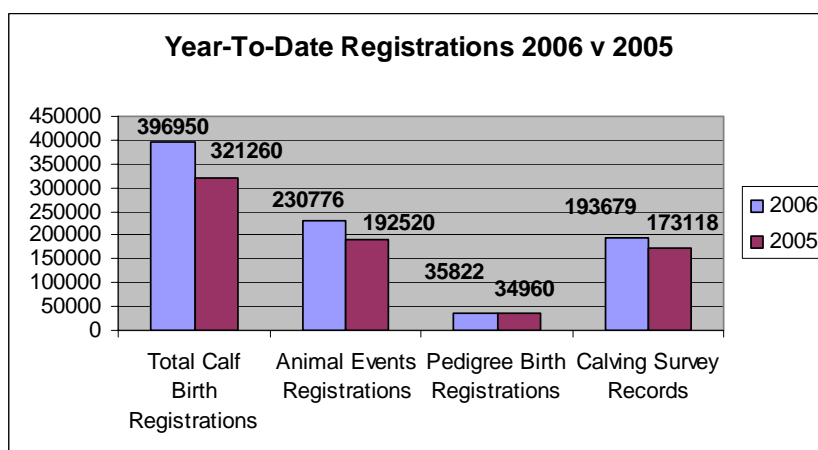
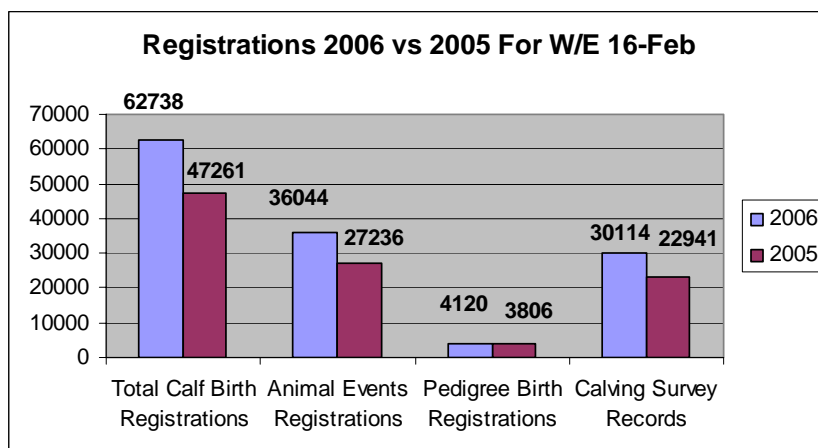
- Provide all farmers with a two page synopsis of the workshops.
- Provide all farmers in a region with the contact details for technicians servicing their area.
- Provide more high EBI bulls.
- Encourage herds to start AI earlier and to use it for longer.
- Provide heat detection aids as part of the AI service.
- Once-a-day insemination should be the norm.



- Only register stock bulls with a high EBI.
 - Communicate more with farmers wives.
 - Large public relations job needs to be undertaken.
 - Advertise more.
 - We must have a consistent message to farmers.
- ✚ A beef advertisement has been prepared and will start appearing next week. A copy of this is attached.
 - ✚ Preparation for the Mart Events is proceeding. A launch based around one of the high EBI calves on offer took place this week.
 - ✚ Advertising in 21 Marts for the month of April is being organized. This media has only recently come to our attention and offers considerable potential for contacting farmers who do not come to more formal meetings.

3 Database Update

- ✚ 80 new herds added to the database last week.
- ✚ The next two weeks are critical in terms of rolling out the AI handhelds. The training has been completed and the software is proving to be very solid. The organisations are busy trying to get as many herds signed up as possible, and as usual, getting the last 25% completed is proving to be difficult, but the relevant organisations, along with ICBF, are putting in a big effort.
- ✚ Development work to support the back end activities of the AI handheld are continuing, including reporting, and billing functions.
- ✚ The new SCC herd health report has been completed and a copy of the report is attached. This will be available on the website as each milk recording test is completed. It should prove to be another valuable tool in helping farmers deal with the SCC issues they face.



- ✚ The generation of the dairy EBI reports has begun today and they will be issued throughout next week.
- ✚ The development of Fertility Reports for the coming AI season is continuing.
- ✚ In preparation for the upcoming mart sales of high EBI young-stock, application forms for entry into those sales have been issued. Attached is a sample.



4 Tully

- All the Bulls have moved out to their respective herds following the Sale on 4th March
- Preparations are underway for the next intake in May
- A Group of Agricultural Students from Roscrea will visit on Tuesday

5 Genetic Evaluations

- The ICBF Active Dairy Bull List (Spring 2006) was completed this week and posted on the website.
- Queries relating to individual bulls (EBI's and/or reliabilities) were dealt with for a number of AI companies. In addition a number of beef linear BLUP queries were handled for a number of beef breed societies.
- Preparation for another run of beef proofs has commenced, including updated genetic parameters and some additional data. It is anticipated that these proofs will be made available ahead of the release of the ICBF Active Beef Bull List (6th April, Irish Farmers Journal).
- Preparation of pedigree & performance data for international evaluations has been completed for the Limousin breed and forwarded to INRA for international evaluations.

6 GENÉIRÉLAND - Dairy

- Work on the recruiting of herds for the GENÉIRÉLAND dairy program is continuing with some 300 herds now signed up.
- Semen is currently being dispatched to participating herd-owners. To-date some 10 bulls have been dispatched (70 herd-owners) from a total of 53 bulls due for progeny testing this Spring.

7 Milk Recording Update

MR Stats week ending 16/03/06

Milk Recording Organisation	2006 Herds Recorded Week 10/03/06 - 16/03/06	2005 Herds Recorded Week 10/03/05 - 16/03/05
Progressive	255	249
Dairygold	193	178
Kerry	117	126
SWS	91	102
Connacht	10	16
Tipperary	10	11
Arrabawn	7	9
Others (Donegal, OAD)	1	0
Total	684	691



Milk Recording Organisation	HERD Count		COW Count	
	2006 No. Herds Owners Year to Date Jan 1st - Mar 16th	2005 No. Herd Owners at Year End	2006 No. Cows Year to Date Jan 1st - Mar 16th	2005 No. Cows at Year End
Progressive	1,532	2,087	141,105	154,992
Dairygold	729	1,529	40,631	98,832
Kerry	484	1,066	27,248	68,193
SWS	677	939	36,179	56,257
Tipperary	34	142	2,125	9,412
Connacht	86	110	6,663	7,359
Arrabawn	39	109	2,124	7,188
Others (Donegal, OAD)	4	57	503	4,837
Total	3,585	6,039	256,578	407,070

Brian Wickham Ph.D. Chief Executive Irish Cattle Breeding Federation Soc. Ltd, Highfield House, Shinagh, Bandon, Co. Cork, Ireland, [Phone office +353 \(0\)23 20222](tel:+3532320222), [mobile +353 \(0\)86 826 9911](tel:+3532320222) Fax office +353 (0)23 20229 E-Mail bwickham@icbf.com ICBF Web site www.icbf.com Assistant: Mary Madden. © Irish Cattle Breeding Federation Society Limited 2005.

ARE YOU A SERIOUS BEEF FARMER? Then you are serious about **Profit!**

■ In this world of changing meat prices and EU reforms one thing remains constant: your cows provide income and incur costs. You can be sure your cows will maximise your profit by increasing your income through:

- Higher beef production
- Better grades
- Better quality weanlings

■ and minimise your costs through:

- Easier calving
- Reduced feed costs

AI TO BE SURE TO BREED HIGH EB1 REPLACEMENTS & SLAUGHTER STOCK

BREEDING FUTURE PROFITS - *A collaborative effort*



PROGRESSIVE
GENETICS



KERRY
AGRIBUSINESS



DOVEA
Genetics Ltd
The Pastoral Cattle Revolution



Teagasc
Agriculture and Food
Advisory and Research Centre



Bova AI
cattle breeding service



Special Sales of high EBI (pedigree and non pedigree) dairy replacements.

—
—
—
—

National ID: IE3513073

SAMPLE
ADDRESS
ADDRESS

Dear Herd-owner,

As part of the collaborative effort to "Breed future profits", ICBF and the AI industry have scheduled a series of mart-based events which will include; (i) trade-stand displays, (ii) an information forum and (iii) a special consignment sale of high EBI heifers. Venues and dates for the events are as follows; (i) Nenagh (6th April), (ii) Ballybay (7th April), (iii) Bandon (11th April), (iv) Killmallock (12th April), and (v) Dungarvan (13th April). All events will run from 11 AM - 4 PM, with the sale due to start at 12:30 PM.

Based on data from the ICBF cattle breeding database, you have a number of dairy female stock that meet the required criterion for consignment to these special sales (please refer to the attached report). The criteria required were as follows;

- Born between 1st January 2005 & 1st May 2005 (bulling heifers) or born after 1st January 2006 (heifer calves).
- Progeny of an AI sire.
- Minimum EBI of 50 EURO.
- Holstein Friesian (pedigree or non-pedigree)

Would you be interested to consigning animals to these special sales? If so, then please tick the animals you would like to enter on the attached listing, together with the sale that you would like to consign the animals to and return using the Freeport envelope provided. Closing date for receipt of these applications is **Friday 31st March 2006**. Please note that animals do not need to be halter-trained for entry to the sale.

As part of the initiative, **Intervet** and **Pfizer Animal Health** have kindly agreed to co-sponsor the events. A total prize fund of 17,500EURO has been offered (3,500 EURO per event), which will be allocated as follows*;

- 1st prize 2,000 EURO Group of 3 females (calves and/or bulling females) with the highest group average EBI.
- 2nd prize 1,000 EURO Group of 3 females (calves and/or bulling heifers) with the second highest group average EBI.
- 3rd prize 500 EURO Group of 3 females (calves and/or bulling heifers) with the third highest group average EBI.

This is an exciting new initiative for Irish dairy farmers and the dairy industry. Its objectives are two-fold; (i) to promote the benefits of AI and EBI ("breeding future profits") and (ii) to reward those farmers that have been following a breeding program focused on profitability.

It is anticipated that these events, will soon become the "local cattle breeding event of the year". I look forward to seeing you at one of the events, either as an exhibitor or as a spectator on the day and wish you every continued success in your breeding program in the future. If you have any questions on any aspect of these events (including the completion of the form), then please contact the ICBF helpline at 1850 625 626.

Your sincerely



Brian Wickham
Chief Executive, Irish Cattle Breeding Federation

* Farmers wishing to consign less than 3 animals are welcome to do so, but will not be considered for the group prize. In the event that a farmer wishes to consign more than 3 heifers, only the 3 with the highest EBI will be considered for the group prize. Prize money will only be awarded where a minimum of 2 (from the group of 3) are sold in the sale.

Qualifying Animals

—
—
—

Herd Owner: MATTHEW BUDDS

Herd Number: IE3513073

List of Qualifying Animals

The following is a list of animals from your herd that meet the qualifying criteria for entry to these special consignment sales.

Qualifying criteria were:-

- Born between 1st January 2005 & 1st May 2005 (bulling heifers) or born after 1st January 2006 (heifer calves).
- Progeny of an AI sire.
- Minimum EBI of 50 EURO.
- Holstein Friesian (pedigree or non-pedigree)

Please tick which animal(s) (if any) that you would like to consign for sale, together with the mart that you would like to consign the animals to. The marts are

Nenagh Mart (April 6th)

Ballybay Mart (April 7th)

Bandon Mart (April 11th)

Killmallock Mart (April 12th)

Dungarvan Mart (April 13th)

Jumbo	Tag	DOB	EBI (€)	Dam Tag	Sire Tag	Sire Name	Tick to enter animal for sale
566	IE123456760566	13/01/2005	66	IE121307390321	GMI	GALTEE MERCI ET	
567	IE121307370567	14/01/2005	74	IE11307360178	GMI	GALTEE MERCI ET	
568	IE12130738056	14/01/2005	74	IE12 1307360178	GMI	GALTEE MERCI ET	
569	IE121307390569	14/01/2005	54	IE121307370303	GMI	GALTEE MERCI ET	
573	IE121307350573	19/01/2005	72	IE121307310165	GMI	GALTEE MERCI ET	
575	IE121307370575	20/01/2005	85	IE121307340341	GMI	GALTEE MERCI ET	
576	IE121307380576	21/01/2005	69	IE121307390395	GMI	GALTEE MERCI ET	
577	IE121307390577	22/01/2005	55	IE121307390172	ULS	ULLSWATER ROYAL SE	
582	IE121307360582	30/01/2005	76	IE123307380279	GMI	GALTEE MERCI ET	
583	IE121307370583	30/01/2005	67	IE121307380411	GMI	GALTEE MERCI ET	
584	IE121307380584	30/01/2005	78	IE121307330316	GMI	GALTEE MERCI ET	
588	IE121307330588	04/02/2005	54	IE12GH0089P	GMI	GALTEE MERCI ET	
594	IE121307310594	13/02/2005	74	IE121307370278	GMI	GALTEE MERCI ET	
638	IE121307330638	21/01/2006	65	IE121307360500	ESZ	ETAZON SLOGAN	
640	IE121307360640	23/01/2006	57	IE121307350516	ESZ	ETAZON SLOGAN	
644	IE121307310644	31/01/2006	74	IE121307360178	GMI	GALTEE MERCI ET	
645	IE121307320645	01/02/2006	65	IE121307350276	GMI	GALTEE MERCI ET	
647	IE121307340647	03/02/2006	66	IE121307310421	GMI	GALTEE MERCI ET	
648	IE121307350648	04/02/2006	66	IE121307390321	GMI	GALTEE MERCI ET	

Please complete and return this form using the freepost envelope provided. Closing date for receipt of applications is Friday 31st March. Note that there is no need to contact the mart - this form is all that you need to complete in order to enter the animals for the sale.

Milk Quality Report Spring 2006

ICBF SOCIETY LIMITED
SHINAGH HOUSE,

BANDON, CO. CORK
Tel: (023) 20222

Herd owner: **SAMPLE**
Herd No: **IE1234567**
Print date: **14/03/06**
Test date: **31/01/06**

Scheme A4

Page 1(4)

1. Summary

This report is a summary of the SCC data from your most recent milk recording (from ICAR-approved milk recording organisations). The summary relates to the current lactation.

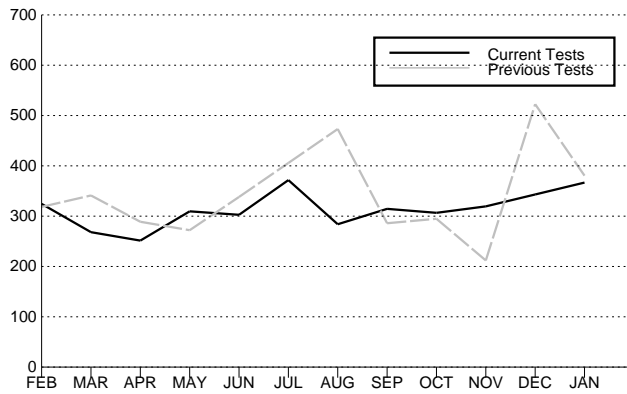
Current Test

Test Details

Date of milk recording	31-JAN-2006
Total cows recorded in milk	64
Average days in milk	210

Herd Performance

Average daily milk yield (kg)	22
Average SCC ('000 cells/ml)	302
Median SCC ('000 cells /ml)	188

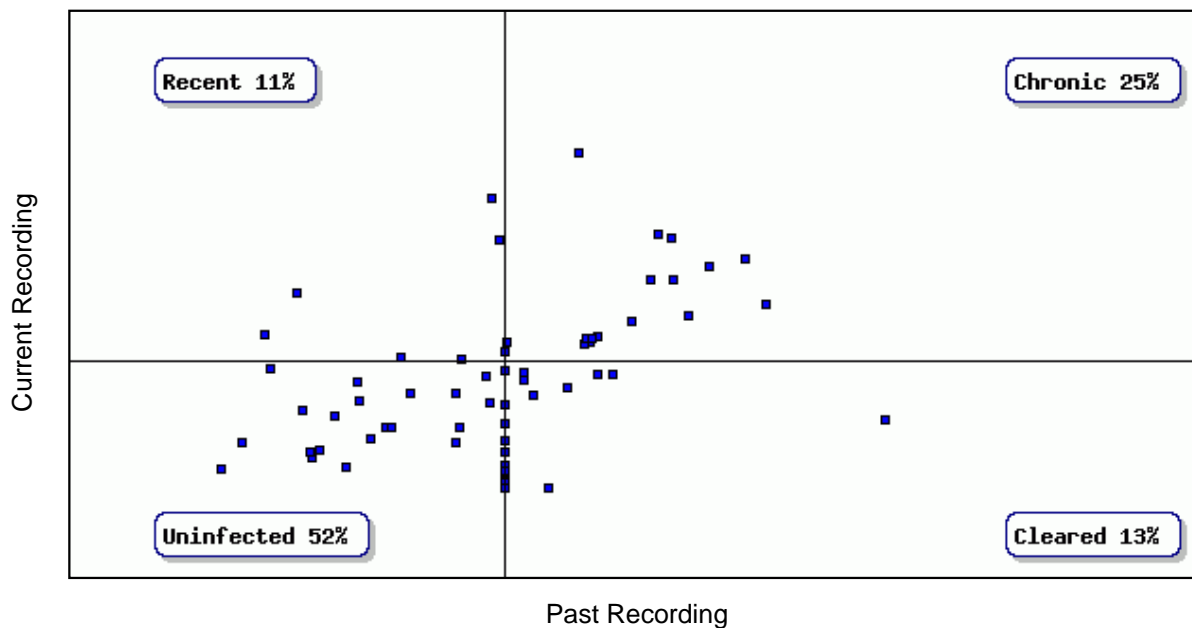


Since previous test

No. of clinical cases	0
No. of affected cows	7

During current lactation

Cumulative no. of clinical cases	1
Cumulative no. of affected cows	38



Milk Quality Report Spring 2006

ICBF SOCIETY LIMITED
SHINAGH HOUSE,

BANDON, CO. CORK
Tel: (023) 20222

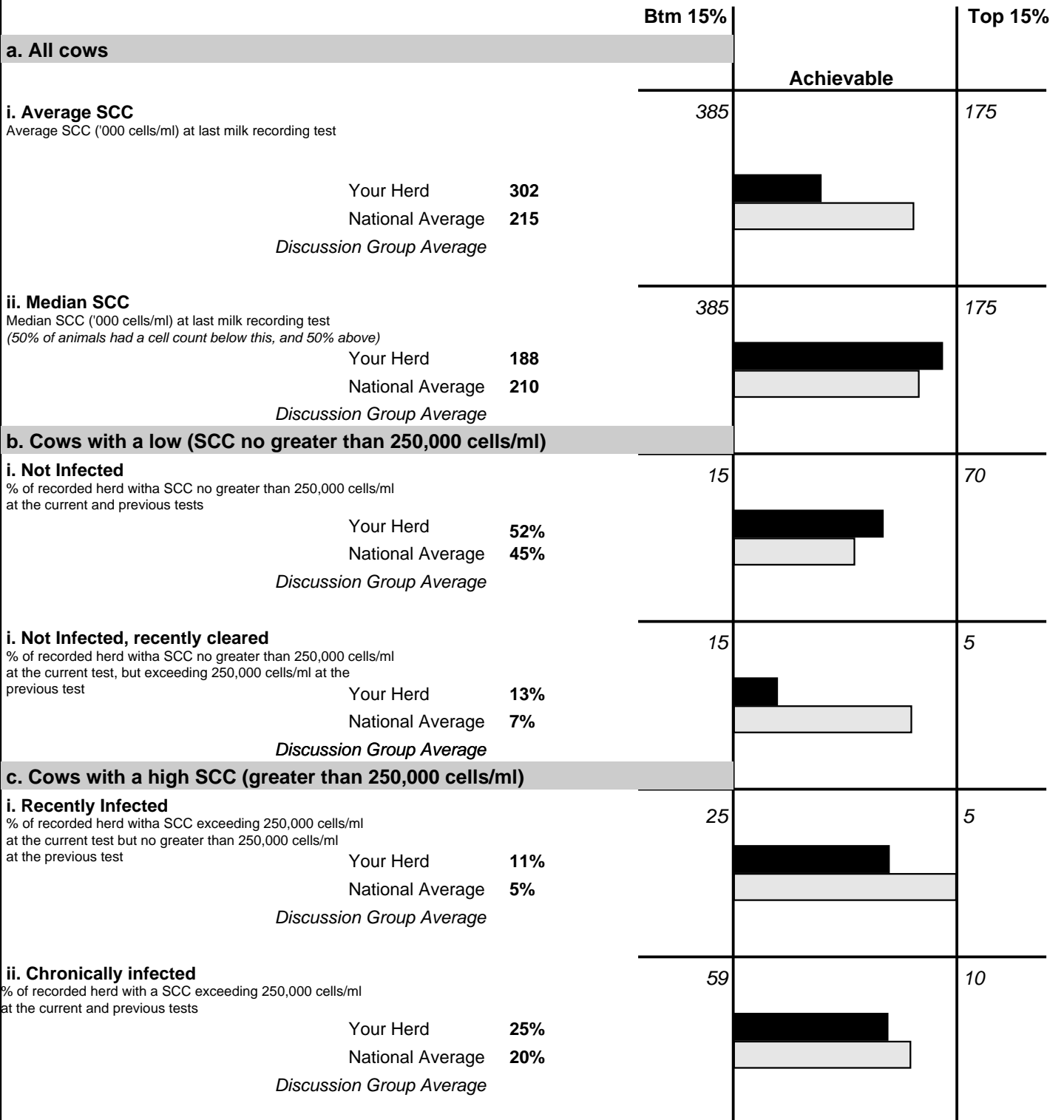
Herd owner: SAMPLE
Herd No: IE1234567
Print date: 16/03/06
Test date: 31/01/06

Scheme A4

Page 2(4)

2. Herd Performance

The performance of your herd has been expressed relative to other herds with recorded SCC data (from ICAR-approved milk recording organisations). For example, the average SCC in your herd is currently 302,000 cells/ml, in comparison with a national herd average of 215,000 cells/ml. Further, 15% of recorded herds achieved an average SCC of 175,000 cells/ml or less at the last recording



Milk Quality Report Spring 2006

ICBF SOCIETY LIMITED
SHINAGH HOUSE,

BANDON, CO. CORK
Tel: (023) 20222

Herd owner: **SAMPLE**

Herd No: **IE1234567**

Print date: **16/03/06**

Test date: **31/01/06**

Scheme A4

Page 3(4)

3. Herd Performance by lactation number and stage of lactation

This report provides a summary of all cows with SCC data (from ICAR-approved milk recording organisations)

	Mean SCC		Median SCC		Non-infected		Non-infected, recently cleared		Recently infected		Chronically infected	
	Cows	Mean	Cows	Median	Cows	%	Cows	%	Cows	%	Cows	%
Overall	64	302	64	188	33	52%	8	13%	7	11%	16	25%
Stage of Lactation												
0-100d	26	219	26	128	18	69%	2	8%	3	12%	3	12%
101-200d	8	257	8	125	4	50%	1	13%	1	13%	2	25%
201-300d	3	237	3	219	1	33%	1	33%	0	0%	1	33%
Over 300d	27	403	27	217	10	37%	4	15%	3	11%	10	37%
Lactation Number												
1	10	144	10	107	8	80%	1	10%	1	10%	0	0%
2 - 3	26	264	26	139	16	62%	5	19%	1	4%	4	15%
4 - 5	18	310	18	214	9	50%	1	6%	2	11%	6	33%
6+	10	546	10	329	0	0%	1	10%	3	30%	6	60%

Milk Quality Report Spring 2006

ICBF SOCIETY LIMITED
SHINAGH HOUSE,

BANDON, CO. CORK
Tel: (023) 20222

Herd owner: SAMPLE
Herd No: IE1234567
Print date: 16/03/06
Test date: 31/01/06

Scheme A4

Page 4(4)

4. Action List

The last three or more SCCs of the following cows has been in excess of 250,000 cells/ml and further action may need to be taken. Do not return this sheet to the *Animal Events* office.

Cow ID	Parity	Calving Date Days in Milk	Mean SCC for lactation	No SCC > 250,000	In Calf Y/N	305 day yield	Action
327 IE123456740327	5	03-Feb-2005 362	1406	12		8401	
335 IE123456740335	4	13-Oct-2004 475	429	8		9380	
376 IE123456740376	4	15-Feb-2005 350	361	5		9893	
3600 IE123456750360	4	04-Oct-2005 119	557	3		7509	
10 IEXXXH0010V	7	19-Mar-2005 318	494	7		8393	
107 IEXYZ0107E	4	27-Sep-2004 491	314	11		10113	
148 IEXXXH0148P	6	20-Mar-2005 317	1417	9		7988	
167 IEXXXX0167K	7	03-Apr-2005 303	374	9		7108	
273 IEXXXX0273L	5	05-Oct-2005 118	650	4		7884	
562 IE123456790562	2	27-Mar-2005 310	352	7		7566	
371 XYZ561851	8	13-Apr-2005 293	468	8		8211	