



UPDATE – for period 15th – 21st September 2007

1 Important Dates

- ✚ **September 25th to 27th.** Ploughing Championships, Tullamore.
- ✚ **October 20th.** National Dairy Show, Millstreet.
- ✚ **October 25th.** ICBF Board Meeting.

2 Meeting with Minister of Agriculture

An ICBF delegation led by our Chairman John O’Sullivan met with Minister of Agriculture Mary Coughlan on Wednesday evening. The delegation included Sean Fitzgerald the Chairman of the Pedigree Cattle Breeders Council and Special Liaison, Doreen Corridan. The purpose of the meeting was to provide the Minister with an update on progress since our meeting with her in late January. Our report covered the greatly improved working relationships with Breed Associations, fallout from the IBR outbreak at Tully, and re-opening Tully as a key element of the Gene Ireland program for improving beef breeding in Ireland. The Minister expressed satisfaction with the progress that had been made.

3 HerdPlus

- ✚ HerdPlus for beef will be launched next week at Ploughing. The campaign to explain the benefits of the service to herd owners has commenced. Euro-Star reports are being posted today to some 5,800 suckler herds. Attached is an example of the Euro-Star report and copies of the explanatory material included in the covering letter.
- ✚ This development represents a major step forward for suckler herd owners and the beef industry. We look forward to meeting herd owners at Ploughing and discussing the new service.

4 GENIRELAND

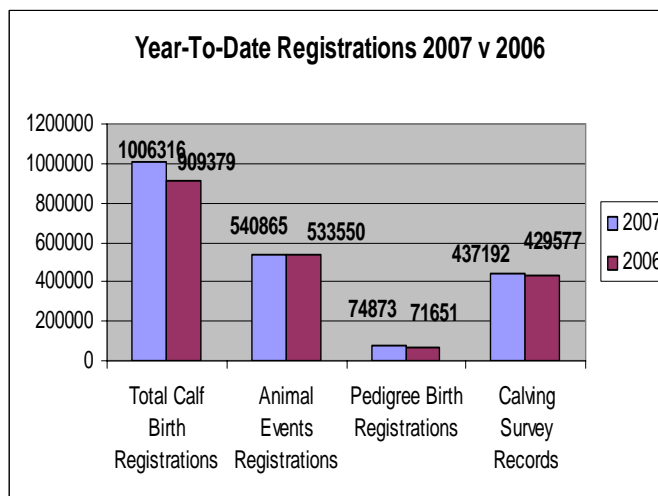
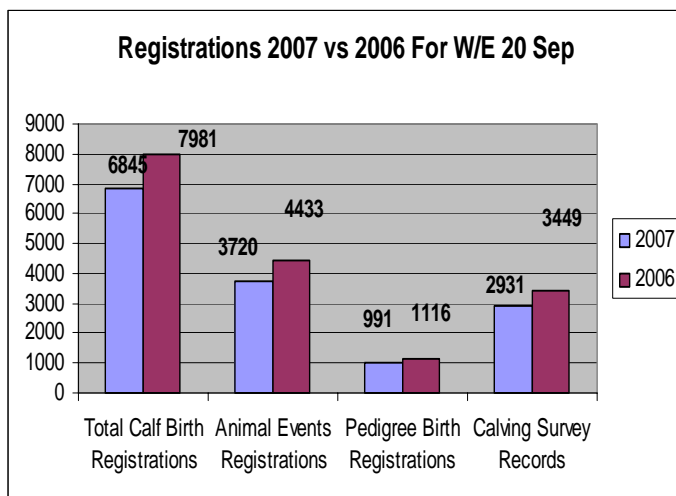
- ✚ The launch of the Autumn 2007 GENIRELAND[®] Dairy programme will take place at Ploughing.
- ✚ This year there is a panel of 7 Holstein test bulls – 4 sourced from Ireland and one each from the Netherlands, United Kingdom and United States.
- ✚ The AI companies represented include NCBC, ABS/Genus, and Eurogene.
- ✚ These bulls have been chosen on their strength in Milk, while at the same time maintaining a high level of EBI and good fertility. The range in sires should also suit the winter milk producing herds.
- ✚ The following table shows the ancestry based overall EBI, sub-indexes and milk KG for each of the bulls. (Note: The last bull, Crown, is yet to be finalised.)

AI Code	Name	Country of birth	Sire	Overall Index	Milk Prod SI	Fertility SI	Calving SI	Carcass SI	Health SI	Milk
				EBI (€)	(€)	(€)	(€)	(€)	(€)	KG
CZD	CURRABEIGH STANDISH	IRL	STX	94.30	56.83	22.30	18.57	-0.07	-3.33	221
EDV	EDDY DIVA OMAN	IRL	OJI	149.14	67.58	51.96	28.07	-5.13	6.66	533
MVD	MONAMORE EVIDENT	IRL	RUU	107.20	49.98	35.86	27.42	-2.18	-3.88	196
UPH	MARS UPHILL	NLD	OJI	122.10	56.66	46.78	27.89	-13.67	4.44	393
VRU	CLONBRICK VANESSA RUU 2	IRL	RUU	110.31	74.03	26.59	18.85	-6.94	-2.22	539
-	BALLYCAIRN LINUS*	UK	OJI	111.84	62.01	26.76	28.52	-10.82	5.37	514
-	RALMA GOLD CROWN-ET*	USA	GWT	94.15	49.02	25.69	19.46	-9.58	9.56	397
AVERAGE:				€113	€59.4	€33.7	€24.1	€6.9	€2.4	399 kg

* Indexes calculated from Sire Pathway.



5 Database Update



- ✚ 347,966 inseminations have been received so far in 2007 from the AI handhelds compared with 152,102 in 2006 for the same period.
- ✚ The new farmer interface to HerdPlus is in the final stages of testing ahead of its launch at the Ploughing. The main modifications are in data recording and the look and feel of the site.
- ✚ Work continued on the loading of the new sets of beef evaluations.
- ✚ Beef Euro-Star Reports for 5,792 herds were generated and will be posted today.
- ✚ Work began on installing the new computer hardware needed for the database upgrade. The upgrade process will take several weeks of configuration and testing before coming online.
- ✚ Progress continued on the redesign of the Animal Events which will be completed over the coming months.

6 Genetic Evaluations

Developments in Dairy & Beef Evaluations

- ✚ Work continues on areas identified for further work at the last industry meeting. This work is expected to continue for the next number of weeks and results will be presented as soon as they are available.
- ✚ Preparation for Ploughing has is underway.
- ✚ ICBF member of staff (R Evans) met with the Belgian Blue breed development council.

International beef

- ✚ Work continues on the carcass dissections from Pettitts and moving to bivariate analysis of the traits.

7 Tully

- ✚ Risk assessment of Tully and pre-entry isolation units will take place on the 24-9-07.
- ✚ A meeting of the Tully advisory committee was held on the 18-9-07. The following time table was put in place.

TULLY TEST CENTRE RE - OPENING SCHEDULE AUTUM 2007 for bulls born 15-12-06 to 15-4-07

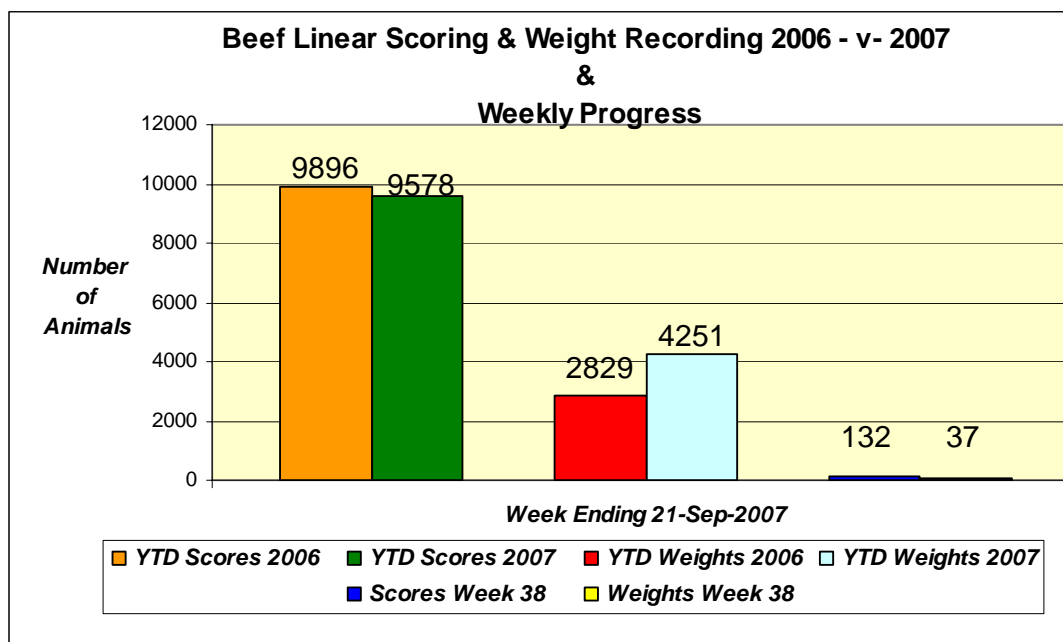
- ✚ Application forms sent to breeders from 28-9-07
- ✚ Closing date for applications 5-10-07



- ✦ Inspection of bulls 8-10-07
- ✦ Health testing of bulls 19-10-07
- ✦ Entry to pre entry isolation units mid November
- ✦ Enter Tully test centre mid December

For more information contact your breed society or Tully test centre on 045 - 521573

8 Beef Linear Scoring & Weight Recording



9 Milk Recording Processing – this week and year to date

National Milk Recording Statistics - Herds, Cows & EDIY 21/09/07						
Milk Recording Organisation	Total Herds Recorded YTD 21/09/07	No. EDIY Herds YTD 21/09/07	% Herds EDIY	Total No. Cows Recorded YTD 21/09/07	No. EDIY Cows YTD 21/09/07	% Cows EDIY
Progressive	2,126	648	30%	163,961	49,261	30%
Dairygold	1,587	553	35%	110,394	40,090	36%
Kerry	1,032	70	7%	71,341	5,635	8%
SWS	932	109	12%	60,137	7,035	12%
Tipperary	170	71	42%	12,228	5,212	43%
Arrabawn	167	126	75%	11,823	9,017	76%
Connacht	153	67	44%	9,944	4,194	42%
Donegal	43	43	100%	3,880	3,874	100%
Total	6,210	1,687	27%	443,708	124,318	28%



Recorded Cows by Milk Recording Organisation - Year on Year Comparison				
Milk Recording Organisation	YTD 2005 Cows Recorded 01/01/05 - 21/09/05	YTD 2006 Cows Recorded 01/01/06 - 21/09/06	YTD 2007 Cows Recorded 01/01/07 - 21/09/07	2007 vs 2006 Year on Year Difference (%)
Progressive	147,267	154,344	163,961	5.9%
Dairygold	96,759	102,835	110,394	6.8%
Kerry	66,762	69,766	71,341	2.2%
SWS	54,107	58,767	60,137	2.3%
Tipperary	9,292	11,752	12,228	3.9%
Arrabawn	7,122	10,994	11,823	7.0%
Connacht	7,285	8,994	9,944	9.6%
Donegal	3,543	5,156	3,880	-32.9%
Total	392,137	422,608	443,708	4.8%

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ANDREW CROMIE
HIGHFIELD HOUSE
BANDON
CO CORK

National ID: IE1234567

17th September 2007

Dear Herd-owner

Following on from our HerdPlus Dairy release last year, ICBF is launching HerdPlus Beef at this year's Ploughing Championships. This Beef Breeding Information Service gives Beef Farmers **detailed breeding information** about animals in their herd.

Farmers can use this information to make better breeding decisions and increase the **profits** from their Beef Herd. If you are interested in **breeding for profit**, then for a nominal annual fee (see rates below), you will receive the following:

- **Beef Euro-Star Index Report.**
- **Suckler Cow Report.**
- **Slaughter Report.**
- **Calving & Fertility Report.**
- **Personalised Pocket Notebook.**
- **On-Line Herd data (Euro-Star, Slaughter, Fertility, etc)**
- **Access to HerdPlus Staff (LoCall 1850 600 900), there to answer any queries you have.**

These reports and services are both independent and scientific and are essential tools for any herd breeding programme.

To receive Euro-Star Reports and the other breeding information, SIGN UP TODAY!

The sign up form is on the back of the HerdPlus leaflet enclosed. We also included a freepost return envelope. Alternatively you can sign up by credit card on www.icbf.com using your username and password. The special offer also applies for credit card sign up.

Username: IE1234567

Password: 465953

Annual Fee

Reports Online €60 (VAT Incl.)

Reports by Post €120 (VAT Incl.)

Direct Debit Offer

€20 (VAT Incl.)

€60 (VAT Incl.)



Missing sire data - ICBF can only put genetic evaluation values (Euro-Stars) on animals with known sires. To help you correct any missing sire data we have enclosed a "Missing Sire Report" which you can fill in and return in the freepost envelope provided. You can also access this report on our website www.icbf.com with your username and password above or indeed you can also telephone us at 1850 600 900 and we will correct the data for you.

NOTE If you are interested in finding out more about **Linear Scoring & Weight Recording** you should tick the relevant box on the sign up form. One of our scorers will then contact you with the service details, fees etc. Herds which Linear Score and Weight record will benefit from improved data reliability.

Yours sincerely,

Brian Wickham
Chief Executive, Irish Cattle Breeding Federation

Missing Sire/Dam List

LoCall 1850 600 900

Herd Owner: **ANDREW CROMIE**
 Herd No: **IE1234567**
 Page: **1(2)**

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Please complete missing sires (or dates of birth) and return to ICBF using the free-post envelope provided.

FB Jumbo	Animal number	DOB	Sex	Breed	Dam	Sire
Home Bred Animals						
23456	ABC123456	UKN	F	CH (22%)		
	IE123456710952	06/09/06	F	LM (22%),SA (13%)	IE123456780956	
Bought-in Animals						
137	IE123456780137	25/01/04	F	AA (44%),BA (44%)	IE171071420215	
31	IE131565770381	18/05/02	F	SI (81%)		
1039-	IE123456781038	22/04/04	F	HO (47%),LM (44%)	IE123456730596	
1041	IE123456751043	03/05/04	F	LM (44%),HO (38%)	IEXXXX0207T	
793-1	IE123456710792	28/03/02	F	LM (44%),SI (25%)	IESNVT0027W	
932-2	IE123456720934	28/06/03	F	HO (44%),LM (44%)	IEXXXX0272G	
942-3	IE123456730943	03/07/03	F	LM (44%),HO (38%)	IEXXXX0216S	
950-4	IE123456740944	03/07/03	F	LM (44%),HO (41%)	IEXXXX0037S	
951-4	IE123456740952	08/07/03	F	LM (44%),HO (38%)	IEXXXX0224T	
952-7	IE123456770955	09/07/03	F	LM (44%),HO (38%)	IEXXXX0140A	
956-8	IE123456780956	10/07/03	F	LM (44%),SA (25%)	IEXXXX0149F	
957-9	IE123456790957	10/07/03	F	LM (44%),HO (34%)	IE123456740449	
959-2	IE123456720959	11/07/03	F	LM (44%),HO (41%)	IEXXXX0004J	
1098	IE123456721098	13/03/05	F	AA (44%),HO (44%)	IE123456770897	
1103	IE123456771103	15/03/05	F	HO (47%),AA (44%)	IE123456750581	
1114	IE123456711114	27/03/05	F	AA (44%),HO (38%)	IEXXXX0258A	
1115	IE123456721115	27/03/05	F	AA (44%),HO (38%)	IEXXXX0258A	
1127	IE123456761127	02/04/05	F	HO (47%),AA (44%)	IE123456710917	
1134	IE123456751134	06/04/05	F	HO (50%),AA (44%)	IE123456730910	
	IE123456731157	22/05/05	F	AA (44%),HO (38%)	IEXXXX0119Q	
	IE123456731256	21/05/06	F	AA (44%),HO (38%)	IEXXXX0152S	
	IE123456781153	20/05/05	F	AA (44%),HO (44%)	IEXXXX0103G	
	IE123456721164	03/06/05	F	AA (44%),HO (38%)	IE123456780527	
	IE123456721247	15/05/06	F	AA (44%),HO (44%)	IE123456720868	

LoCall 1850 600 900

Herd Owner: ANDREW CROMIE
Herd Number: IE1234567
Data Extracted: 05/08/2007
Page: 1(2)

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1. Beef €uro-Star Herd Summary - Cows

Average beef €uro-Star values for pedigree Limousin cows on your farm. Only animals with a sire are included in the report.

Limousin		Suckler Beef Value (Reliability %)					Replacement Value		Additional Traits		
Group	No.	Beef Value			↓	Milk & Fert	Calf Value	Calv Diff %	Docility	Muscle Skeletal	
		Calving Traits	Weanling Export	Beef Carcass							
All cows	52	-€5.4	€58	€71	€77	-€33	€161	5.7	110	114 110	
1st calving	16	-€4.6	€43	€69	€69	-€42	€144	5	105	111 110	
2nd calving	17	-€6.5	€61	€77	€84	-€37	€175	6	112	118 109	
3rd calving+	19	-€4.8	€60	€67	€76	-€26	€154	5.6	110	112 112	

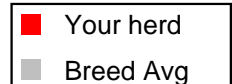
2. Beef €uro-Star Herd Summary - Female Young-stock.

Average beef €uro-Star values for pedigree Limousin young-stock on your farm.

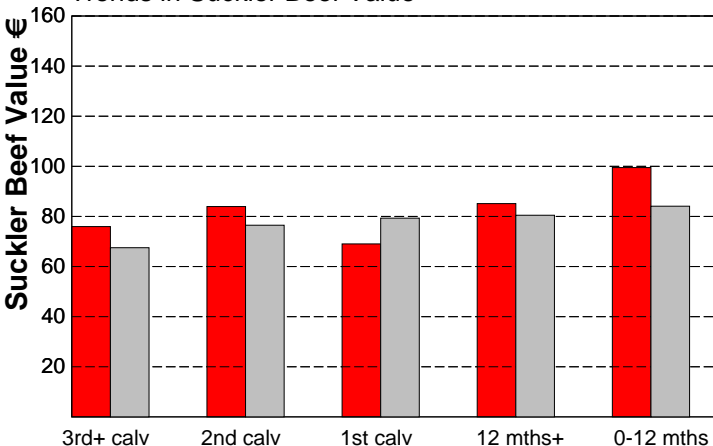
>12 months	18	-€5.3	€55	€78	€85	-€31	€173	5.4	111	114 116
0-12 months	25	-€5.7	€70	€83	€100	-€19	€200	5.8	113	115 122

3. Beef €uro-Star Herd Summary - Genetic trends

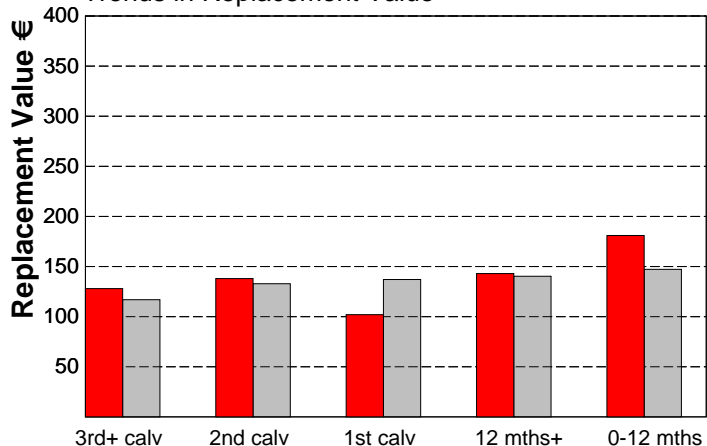
Genetic trends for pedigree Limousin females on your farm.



Trends in Suckler Beef Value



Trends in Replacement Value



LoCall 1850 600 900

Herd Owner: ANDREW CROMIE
Herd No: IE1234567
Data Extracted: 05/08/2007
Page: 1(12)

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Suckler Beef Value
(Reliability %)

1. Limousin Cows		Beef Value			↓ Within Across	Replacement Value		Additional Traits		
Jumbo ID	DOB	Calving Traits (Rel %)	Weanling Export (Rel %)	Beef Carcass (Rel %)		Milk & Fert (Rel %)	Calf Value (Rel %)	Calv Diff % (Rel %)	Docility (Rel %)	Muscle Skeletal (Rel %)
Animal tag	Dam ID	Within Breed	Within Across	Within Across		Within Across	Within Across	Within Across		
3S	29/02/96	-€2.4	€45	€58	€74	€25	€116	4.7		
IEGRDZ0003S	8783003315	(10%)	(25%)	(18%)	(11%)	(10%)	(18%)	(10%)		
H LIVIA ET	DMI	*****	*	*	**	*****	*			
LM (100%)	2479016236	****	**	**	***	****	**			
132	26/11/98	-€2.2	€63	€78	€83	-€77	€195	4		
FR8742550132	8789013453	(11%)	(15%)	(10%)	(10%)	(10%)	(10%)	(16%)		
F OPERETTE	FTN	*****	****	****	***	*	*****			
LM (100%)	2986042620	****	***	***	***	*	****			
134	03/01/01	-€2.3	€56	€74	€83	-€38	€170	4.3	111	120
IE291628650134	FR1997012461	(15%)	(26%)	(20%)	(18%)	(10%)	(21%)	(20%)	(53%)	110
G SUSANNE	GTA	*****	***	***	**	**	****			(53%)
LM (100%)	8789005440	****	***	***	***	**	***			
164R	05/01/98	-€7.2	€78	€73	€80	-€43	€166	6.5	108	121
IEGRDZ0164R	MZA685132	(20%)	(28%)	(26%)	(23%)	(10%)	(26%)	(24%)	(61%)	112
H NAOMI(DNA) ET	GNI	***	*****	***	***	*	***			(61%)
LM (100%)	DMI	***	*****	***	***	**	***			
376	14/09/99	-€8.2	€45	€43	€47	€4	€80	6.4	113	103
IE123456730376	DHL432343	(24%)	(27%)	(24%)	(24%)	(10%)	(25%)	(30%)	(58%)	102
H PRALINE ET	DUV	**	*	*	*	****	*			(58%)
LM (100%)	HTA	***	**	**	**	****	**			
390	12/11/99	-€4.3	€68	€80	€94	-€32	€194	5.5	112	120
IE123456710390	MAB030654	(25%)	(29%)	(25%)	(25%)	(11%)	(26%)	(31%)	(56%)	127
H PRUNELLE ET	GTA	****	*****	****	****	**	****			(56%)
LM (100%)	FRY	****	****	***	****	**	****			
397	16/11/99	-€4.3	€56	€58	€62	-€42	€131	5.5	115	110
IE123456780397	MAB030654	(25%)	(29%)	(25%)	(25%)	(11%)	(26%)	(31%)	(58%)	121
H PROFANE ET	GTA	****	***	*	*	*	**			(58%)
LM (100%)	FRY	****	***	**	**	**	**			
471	28/03/00	-€5.3	€72	€96	€114	-€43	€250	5.7	106	111
IE123456780471	1987003284	(15%)	(26%)	(25%)	(20%)	(10%)	(24%)	(19%)	(57%)	118
H RAVINE ET	FRF	****	*****	*****	*****	*	*****			(57%)
LM (100%)	1982006642	***	****	****	*****	**	*****			
543	14/01/01	-€1.5	€96	€93	€134	€14	€259	4.6	118	123
IE123456750543	1988001749	(14%)	(27%)	(20%)	(17%)	(10%)	(22%)	(19%)	(62%)	122
H SORCHA ET	GTA	*****	*****	*****	*****	*****	*****			(62%)
LM (100%)	8782015237	****	*****	****	*****	****	*****			
600	16/11/01	-€0.8	€71	€77	€102	-€12	€203	4.4	126	125
IE123456740600	FR2386002832	(15%)	(27%)	(23%)	(19%)	(12%)	(23%)	(20%)	(52%)	114
H SAVANE ET	IAL	*****	*****	****	*****	***	*****			(52%)
LM (100%)	2383051149	****	****	***	****	***	****			

€uro-Star Report Explained

		Suckler Beef Value (Reliability %)					
		Beef Value			↓ Within Across	Replacement Value	
Group	No.	Calving Traits (Rel %)	Weanling Export (Rel %)	Beef Carcass (Rel %)		Milk & Fert (Rel %)	Calf Value (Rel %)
		Within Breed Across Breed	Within Across	Within Across		Within Across	Within Across
New Bull	1	-€4 (32%) ***** ***	€55 (37%) *** *	€81 (35%) **** ****	€128 (38%) ***** ****	€113 (25%) ***** ****	€205 (36%) **** *****

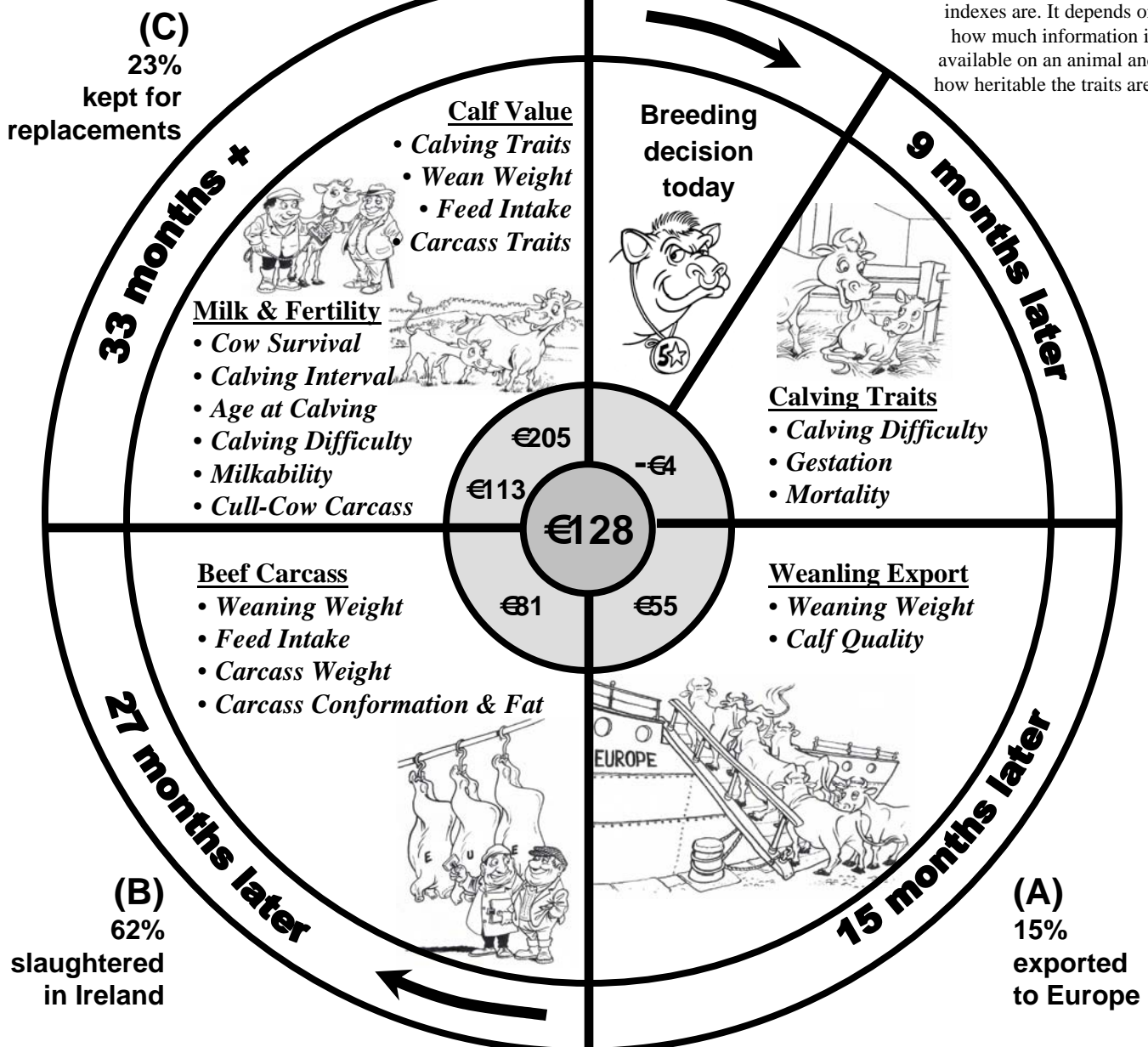
Within Breed
Compares animals against all pedigree animals in the breed born in the last 5 yrs.

Across Breed
Compares animals against all pedigree animals, in all beef breeds, born in the last 5 yrs.

Reliability %

This figure is important as it tells you how reliable the indexes are. It depends on how much information is available on an animal and how heritable the traits are.

SBV = overall profit measure, per calf born to a bull.

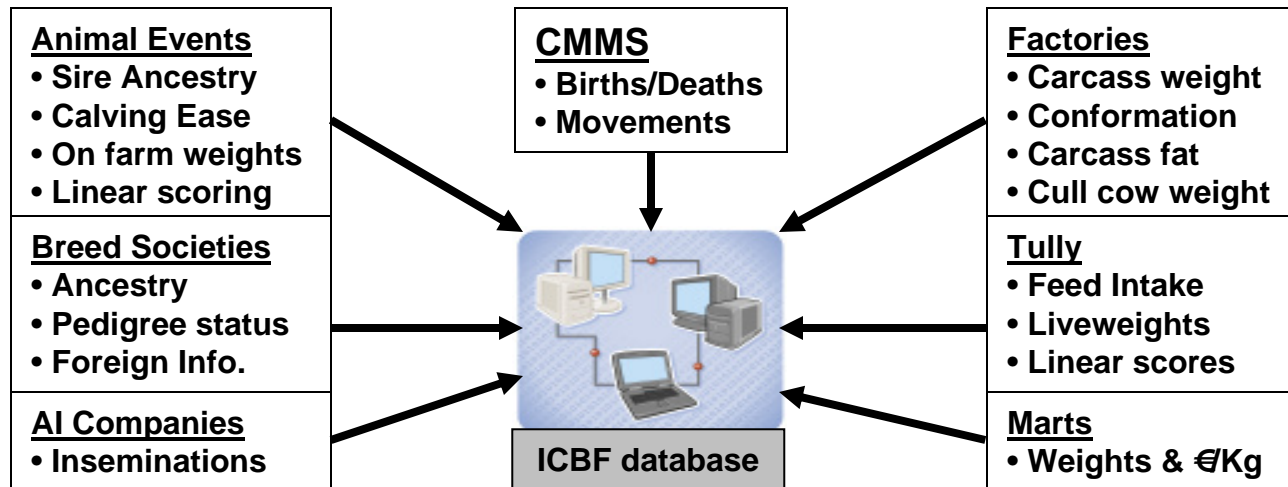


Suckler Beef Value (SBV) =

$((A+B) * \text{Calving Traits}) + (A * \text{Weanling Export}) + (B * \text{Beef Carcass}) + (C * (\text{Milk \& Fertility} + \text{Calf Value}))$

New Bull above: $€128 = ((0.15 + 0.62) * -€4) + (0.15 * €55) + (0.62 * €81) + (0.23 * (€113 + €205))$

Sources of Information & Explanation of Euro-Star Report



Suckler Beef Value (SBV)

The SBV is made up of five profit indexes. The first three indexes, Calving Traits, Weanling Export & Beef Carcass, fall under the heading of **Beef Value** while Milk & Fertility and Calf Value make up the **Replacement Value**. SBV is therefore a combination of Beef Value and Replacement Value.

The three indexes under Beef Value should be used by Suckler farmers interested in buying a bull to produce cattle which are destined entirely for meat production (slaughter or export).

Alternatively, a farmer who is interested in keeping some replacements from the bull, should look at the Replacement Value. However the male calves and surplus females will contribute to farm profit before a replacement heifer from the bull comes into the herd. Therefore the SBV which gives an overall profit measure, per calf born to the bull, should also be acknowledged.

Beef Value	<p>Calving Traits Index - An index of interest to all farmers, as it puts a direct cost on losses at calving time. It takes into account calving difficulty, gestation length and mortality. Bulls with a 1-Star for Calving Traits have a much higher likelihood of calving problems and subsequent losses at birth compared to a 5-Star bull.</p> <p>Weanling Export Index - Suckler farmers who focus on selling their weanlings for export should look for bulls which score highly on this index. Emphasis in this index is based on mart calf quality and weaning weight. A bull with a Weanling Export value of €100 should result in progeny leaving €90 more profit/weanling if sold for export compared to progeny of a bull with a Weanling Export value of €10.</p> <p>Beef Carcass Index - This index gives an indication of the potential of a bull to produce progeny with high value carcasses for slaughter in Ireland. Suckler farmers who are finishing cattle should focus strongly on this index. Bulls producing progeny with high carcass weights, good carcass conformation and good lifetime feed efficiency will score high on this index. A bull with a Beef Carcass value of €100 should result in progeny leaving €90 more profit/head at slaughter compared to progeny of a bull with a Beef Carcass value of €10.</p>
Replacement Value	<p>The two indexes below should be used where a suckler farmer is buying a bull with a view to keeping the females as replacements. Ideally a farmer should look for a good balance between these two indexes.</p> <p>Milk & Fertility Index - Combines traits such as Calving Ease, Milk, Calving Interval, Survival & Cull Cow value. Focusing on this index should result in easy-care, long-living cows.</p> <p>Calf Value Index - Traits included are calving, weaning weight, feed intake and carcass characteristics. Focusing on this index should result in more profitable calves from these replacement daughters.</p>

On-Line Herd Management

- Members have direct access to ICBF's database for live herd management.
- On-Line calf registration (New for 2008)
- Action Lists to help plan your week.
- Up to the minute Herd Profiles.

Linear Scoring & Weigh Recording

GROW is the name of the new and improved Linear Scoring & Weight Recording service being offered by ICBF.

- Identify Sire's & Dam's breeding Wild/Quiet cattle in your herd.
- Select weanlings with good Shape & Growth Rates.
- Identify Suckler Cows with good Milk & Fertility.
- Improve the Euro-Star Index of your herd



Specific Linear Scoring Terms & Conditions

If you chose to get your animals linear scored & weighed please note and pay particular attention to the following important Linear Scoring prerequisites;

Facilities: Farmer must present all eligible* animals in Yard for both scoring and weighing. Farmer must also provide an adequate "crush" to accommodate weighing platform.

Animals: * Eligible animals are those that comply with following conditions a) within age 150 – 300 days range, b) have known sire, c) minimum of 5 animals to form a contemporary group. Only animals that comply with these conditions will get genetic evaluations.

Note: Visit & Animal fees for Linear Scoring & Weighing are separately charged in the month following each scoring/weighing visit. Contact 1850 600 900 to obtain current scoring and weighing fees, or visit www.icbf.com

Annual Fee

		Direct Debit Offer
Reports Online	€60 (VAT Incl.)	€20 (VAT Incl.)
Reports by Post	€120 (VAT Incl.)	€60 (VAT Incl.)



SPECIAL OFFER!
FOR DIRECT DEBIT
SIGN UP ONLY
SPONSORED BY FBD TRUST

What the Farmers Say ...

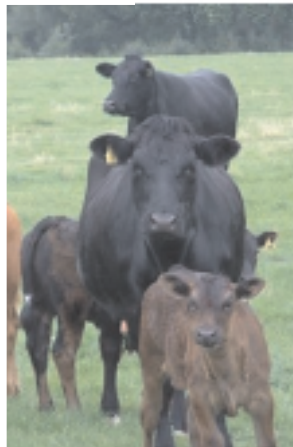


"The Beef HerdPlus is a vital management tool for our suckler herd. The Calving report helps us to monitor important measurements such as reappearance rate and calving interval while the Beef Slaughter report allows us to benchmark the performance of our herd against national performance figures." *Robin Talbot farms at Ballacolla, Co Laois. He runs 240 Limousin sucklers crossed with Belgian Blue bulls. Males are finished as bulls or sold for export and females are finished off grass with the pick sold for export.*

"To me the Euro-Star rating system is like a right-hand man. To be able to look up your cows and make realistic decisions regarding their performance is a huge advantage. Purchasing a new bull or valuing your own bull, will rely greatly on this system. I have always been a huge advocate of breeding to achieve the highest returns and now my job is made a lot easier with the new Euro-Star system".



David Johnson farms at Redcross, Co Wicklow. He runs 100 Limousin Crossbred sucklers with Charolais & Limousin bulls. Males are finished as bullocks, females are finished off grass or are retained in the herd for breeding.



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Highfield House, Shinagh,
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