



1. Important Dates

- Beef Breeding Consultation Meeting Thursday 1st October, 10:30 14:00. Abbeyleix Manor Hotel. (*Please note change of date from Monday 28th September to Thursday 1st October*).
- **4** G€N€IR€LAND[®] Tully Open Day Saturday 10th October, Tully, Co. Kildare.
- **G**€N€IR€LAND[®] Dairy Conference Thursday 29th October, Corrin Mart, Rathcormac, Co. Cork.
- ICBF & Sheep Ireland Board Meetings Thursday 22nd October, Portlaoise.

2. EBI Trends hit €20/cow/year.

Latest EBI trends have indicated a €20 increase in 2009 dairy female births compared to 2008 (Table 1). This is a remarkable increase and reflects a number of factors;

- A concerted by effort by all industry stakeholders to support and promote the benefits of using high EBI AI sires.
- A real acceptance by Irish dairy farmers that EBI is one of the key drivers of profit on dairy farms.
- Indeed the level of increase for 2008-2009, is close to the optimum per year gain identified by Meuwissen & Veerkamp in 2001 (€23/cow/year), based on a fully integrated breeding program testing 100 bulls each year.
- The real challenge for ICBF and the industry is to maintain this level of increase over the coming years (for example the 5-year average 2005-2009 is still only €10/year).
- This will require much greater focus on all aspects of the breeding program, most notably the contract mating of bull dams selected on the basis of genomic EBI value.
- One other point of note from table 1 is the significant increase in the number of dairy females born in each year with EBI values.
- Initial estimates for 2009 would suggest that we will achieve some 200k dairy females with EBI values by year end (we expect another 30k dairy females to be born in Autumn 2009), which is almost double the figure from 10 years ago.

Animal Events and the cattle breeding database,

↓ This huge increase reflects the benefits of

| | Table 1. Trends in EBI, milk and fertility sub-index(1990-2009). | | | | | | | | | | |
|----------|--|-------------|--------------|------|------------------------|--|--|--|--|--|--|
| Year | Female Births | EBI | Milk | Fert | EBI Annual Gain* | | | | | | |
| 1990 | 58,115 | €22 | -€29 | €50 | | | | | | | |
| 1991 | 65,405 | €27 | -€ 21 | €47 | €10 | | | | | | |
| 1992 | 67,593 | €29 | -€ 18 | €47 | €4 | | | | | | |
| 1993 | 77,436 | €32 | -€ 12 | €44 | €5 | | | | | | |
| 1994 | 87,257 | €32 | -€6 | €41 | €1 | | | | | | |
| 1995 | 93,903 | € 31 | -€1 | €35 | -€2 | | | | | | |
| 1996 | 117,056 | €34 | €5 | €30 | €5 | | | | | | |
| 1997 | 121,631 | €37 | €10 | €25 | €6 | | | | | | |
| 1998 | 111,811 | €39 | €15 | €22 | €4 | | | | | | |
| 1999 | 109,016 | €44 | €19 | €21 | €9 | | | | | | |
| 2000 | 112,405 | €46 | €22 | €20 | €4 | | | | | | |
| 2001 | 119,090 | €47 | €26 | €17 | €1 | | | | | | |
| 2002 | 138,220 | €44 | €26 | €16 | -€5 | | | | | | |
| 2003 | 148,405 | €47 | €26 | €19 | €6 | | | | | | |
| 2004 | 152,171 | €48 | €27 | €18 | €1 | | | | | | |
| 2005 | 150,660 | €54 | €29 | €21 | €14 | | | | | | |
| 2006 | 151,788 | €59 | €30 | €23 | €8 | | | | | | |
| 2007 | 167,123 | €63 | €32 | €25 | €9 | | | | | | |
| 2008 | 182,430 | €67 | €34 | €26 | €9 | | | | | | |
| 2009* | 170,549 [‡] | €78 | €36 | €34 | €20 | | | | | | |
| Multiply | * EBI Annual Gain = ((current year-previous year) * 2). Multiply by factor of two to reflect both sets of genes. * Year to date. | | | | | | | | | | |

which have both resulted in major efficiencies in data recording at farm and industry level.

3. Beef Breeding Consultation Meeting – 10:30 to 14:00 Abbeyleix Manor Hotel – Thursday 1st October

The meeting originally scheduled for Monday 28^{th} September has been moved to Thursday 1^{st} of October (see above for details). The reason for this deferral is to give the industry time to review recent test runs (*as*







distributed on 4th Sept for linear traits and due on Monday 28th Sept for docility) and to provide feedback to the team developing the new and updated beef evaluations.

We have reached the stage where a decision is required on whether to implement a series of important enhancements to our beef genetic evaluation systems. The enhancements are the result of on-going research and the availability of a large amount of extra data from the Suckler Cow Welfare Scheme (SCWS).

The key changes under consideration for implementation are:

- New across breed linear proofs. The proposed new system will replace the current within breed BLUP evaluations. It will:
 - provide evaluations for 13 linear traits expressed relative to a fixed base of zero on the scale used for linear scoring and, two composite traits with a base of 100 expressed on a standard-deviation-times-10 scale (*current system is limited to two or three composite traits depending on breed, is not comparable across breeds, has a separate base of 100 for each breed and is expressed in standard-deviation-times-10 scale*)
 - provide evaluations comparable within and across breeds for all breeds with linear scoring data (*current system is only comparable within breeds and is limited to four breeds*)
 - will be run four times per year (current system is weekly), and
 - utilise data collected through the SCWS.
- Publication of across breed docility proofs for all animals. These evaluations, which use docility data collected through the SCWS in combination with linear scoring docility data are currently only available for AI bulls on the ICBF bull search. The proposal is to make these evaluations available for inclusion in sale catalogues (for males & females) and for all bulls on the ICBF bull search.
- New Guro-Star templates for sales catalogues. The proposal is to introduce a standard sale catalogue template, for use by all breeds, which incorporates ICBF's latest genetic evaluations. On the basis of feedback at the last consultation meeting it is intended that Breed Assns will have a choice of including or not-including genetic indexes in catalogues for animals that have not been linear scored through the GROW[®] service. Example draft templates are attached.

These developments represent a substantial amount of progress in Irish beef cattle breeding.

This is an important consultation meeting and we are looking for a good attendance. If you have views on these proposals and are unable to attend the meeting please make contact with us in advance of the meeting.

4. Genomics

This week we have intensified our efforts to increase the size of the training population for our genetic evaluation service which uses genomic data. Key developments include:

An addition to our website (refer to the Genomic Selection page of <u>www.icbf.com</u>) highlighting our interest in collaboration with other countries that are also seeking to enhance their genomic selection capability.



Mary McCarthy preparing blood samples from dairy cows and dairy stock bulls for sending to genotyping laboratory.







- The issue of a request for proposal (RFP) for the provision of genotyping services based on the Illumina 50K SNP chip. Any organisation that is interested in making a proposal that has not received this RFP should email Andrew Cromie (acromie@icbf.com).
- Blood samples collected by dairy farmers from stock bulls and cows with several daughters are flowing in. We have set up a small lab to collate and store the samples (picture previous page).

5. Sheep Ireland - LambPlus

СРТ

- Several parts of the CPT operation are actively being progressed:
 - Bio -Security
 - Ram Sourcing
 - AI Training & Collection
 - Ewe Synchronisation
 - Contract Completion

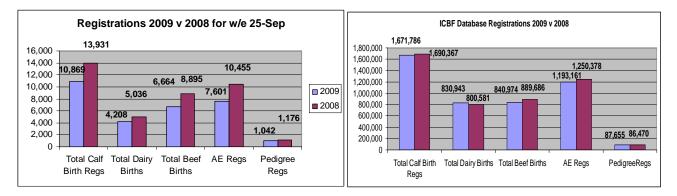
MALP

- Flockowners have been actively buying indexed Rams of late.
- The presence of the CPT will further help increase the number of 'well connected' rams that are going into the MALP Flocks.
- This is an area that has to be pursued very closely as it is a key link in strengthening the depth of data being used in the evaluations.

Lambplus

- IT Development Resources to start work on the improvements to the Lambplus Web Screens has now been secured.
- 4 It is expected to have the first view of the screen improvements available by mid October.

6. Database



All suckler scheme herds with a calving in 2009 have now received their first pre-weaning form. The number of 2009 born calves with meal introduced is 282,000.

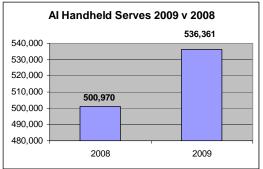




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- The new Milk Recording system went live this week in both PG and Connaught Gold, with PG being the first users (picture on right). The system will go live on a phased basis.
- The final developments which will allow the Herdbook users to fully migrate to a web-based solution are being completed.
- The graph shows inseminations recorded on AI Handhelds in 2009 compared with 2008. There are more technicians using the handhelds in 2009 than there were in 2008.





Jackie Cleary (PG) and Brian Enright (ICBF) at PG this week.

7. Tully

Performance Test

The performance test of all bulls at Tully finished this week, with the final live-weight being obtained on Monday, 21st September. All feed intake data along with live-weights (5 in total) has being inputted into the ICBF database. Bulls will be ultrasonically scanned for muscle and fat depth and have scrotal circumference (key indicator of fertility) measurements taken on the 1st October. This means that the final test results i.e. feed efficiency, scanned measurements, will be available in time for the Open Day.

| Table 1. Performance data of bulls averaged by breed | | | | | | | | | |
|--|----------|---------|---------|---------|--------|---------|---------|---------|---------|
| | AA | BB | СН | LM | PT | SA | SI | SH | HE |
| Breed | (n = 14) | (n = 3) | (n = 8) | (n = 7) | (n =1) | (n = 1) | (n = 5) | (n = 1) | (n = 2) |
| Average Live-weight (Kg) | 621 | 544 | 668 | 652 | 527 | 500 | 694 | 635 | 610 |
| Overall Average Daily Gain (Kg) | 2.41 | 1.86 | 2.46 | 2.41 | 2.01 | 2.07 | 2.57 | 2.55 | 2.41 |

- Bull owners and breed societies have received the final live-weights and average daily gain of all bulls.
- ↓ Detailed articles on the Tully G€N€IR€LAND program were contained in the Charolais and Belgium Blue society annual newsletter, which were launched at the ploughing championships, this week.

Tully G€N€IR€LAND Open Day - Saturday, 10th October

- 4 Invitations have being sent out to Bull owners, Breed societies, Teagasc and numerous other relevant parties.
- 4 A working draft has also being sent to all those participating at the Open Day.
- Boards displaying information on the day are being prepared at present and will be sent for print early next week.







Open Advertisement:

- A leaflet (copy attached) with details of the Open Day was prepared and distributed at the ploughing, through all the Herd books and AI companies. This leaflet is also being sent out to breeders along with HerdPlus and G€N€IR€LAND information.
- Breed societies are also being encouraged to sent texts and include details of the Open Day with information that is being sent to their members.
- Line launch of the Tully G€N€IR€LAND Open Day was in last weeks Irish Farmers Journal.
- 4 This week, an advert on the Tully G€N€IR€LAND event was in Irish Farmers Journal and this advert will run for the next two weeks. Also, their will be an advert in next weeks Farming Independent that will run prior to the Open Day.
- Details of the Open Day will also be available to Scottish and Northern Ireland farmers, through Northern and Scottish newspapers. The Aberdeen Angus societies have being sent information about the event, which will be available on their website.

Open Day Livestock and facilities:

All bulls at Tully are now halter trained and were washed this week. Bulls will be tied up for the Open Day as part of their presentation. Therefore, bulls are being tied up at present for a few hours at a time, now that the intake is over. This will be very important in allowing the bulls to be familiar with their routine for the Open Day. Sheds and ground are being washed and prepared at present.

Next intake

- 4 A total of 1762 bulls have met the initial criteria to be selected for the next intake (Table 2).
- Key dates for the Autumn Tully & G€N€IR€LAND® program include:
 - 30th September Sending out application forms.
 - 15th October Return applications to Tully.
 - 29th October Complete linear inspections.
 - 13th November Complete "on-farm" testing and send bloods to Tully.
 - 21st November Start pre-entry isolation in Tully.
 - 21thDecember Start Tully performance test.
 - 20th March End Tully performance test.
- Breed societies have received details of bulls that have met the initial criteria. Lists were sent with the progeny from elite dams (identified through indexes) at the top. This was very useful in the previous intake in identifying the superior bulls from those selected, within each breed.
- Breeders that have an eligible bull will be notified by post, early next week. Also, there will be an invitation and details of the event enclosed in each letter.

| Table 2. Eligible bulls for the Autumn 09 Tully G€N€ IR€LAND program | | | | | | | | | | | |
|--|-----|----|----|---|-----|-----|----|------|-----|----|-----|
| Breed AA AU BB BA CH LM PT PISA SI SH HE | | | | | | | | | | | |
| Number of bulls | 121 | 45 | 25 | 8 | 528 | 645 | 14 | 3 26 | 136 | 24 | 187 |







8. Genetic Evaluations

- Work continues on developments for the genetic evaluations of dairy and beef cattle. This includes work on the across breed beef linears, updates to the calving and survival evaluations and genomics. Updates on this work will be given at beef and dairy industry meetings over the next couple of months
- ↓ Work on updating international IDs has been completed and a file of animals is being prepared for Interbull.
- John McCathy has recently started a PhD in conjunction with ICBF, Wageningen University, MTT Finland and Teagasc. The PhD will be undertaken in the context of a broader four year research project entitled: *Multi-breed Genomic Evaluations of Dairy Cattle in Ireland using Test-day models*. The main outcomes from an industry perspective will be new test-day model proofs for milk production traits for all breeds, better accounting of heterosis and recombination and other factors, and integration of genomic information in an optimal way. This will lead to more accurate proofs and ultimately greater genetic gain. As John has worked as a database developer with ICBF for the last 5 years, this experience will allow for improved streamlining between the database and the routine running of genetic evaluations which should help to reduce turnaround time for proofs for the industry. John will be a registered student of Wageningen University and will undertake course work there and will also spend time with the group in MTT in Finland. Updates on the project will be given at routine dairy industry meetings.

9. Milk Recording

| National | National Milk Recording Results by County - 10 day Period 15/09/09 to 25/09/09 | | | | | | | | | | | | |
|---------------|--|----------------------|-------------------------|-----------------------------------|------------------|-------------------------|---------------------|----------------|--|--|--|--|--|
| | No. Herds Recorded | No. Cows Recorded | Average Herd Size | Average 24hr Milk kg/Cow | Average Fat % | Average Protein % | Average F + P kg | Average SCC | | | | | |
| CARLOW | 18 | 1,223 | 68 | 18.0 | 3.88 | 3.51 | 1.33 | 467 | | | | | |
| CAVAN | 33 | 1,887 | 57 | 19.6 | 4.01 | 3.56 | 1.48 | 432 | | | | | |
| CLARE | 17 | 828 | 49 | 17.3 | 3.99 | 3.59 | 1.31 | 292 | | | | | |
| CORK STH | 215 | 14,438 | 67 | 17.3 | 4.21 | 3.70 | 1.37 | 311 | | | | | |
| CORK NTH | 217 | 15,567 | 72 | 17.2 | 4.34 | 3.80 | 1.40 | 319 | | | | | |
| DONEGAL | 8 | 1,013 | 127 | 14.0 | 4.46 | 3.69 | 1.14 | 339 | | | | | |
| DUBLIN | 4 | 153 | 38 | 19.5 | 3.91 | 3.68 | 1.48 | 481 | | | | | |
| GALWAY | 17 | 928 | 55 | 18.6 | 4.13 | 3.47 | 1.41 | 436 | | | | | |
| KERRY | 100 | 6,283 | 63 | 17.8 | 3.97 | 3.58 | 1.34 | 385 | | | | | |
| KILDARE | 26 | 1,721 | 66 | 20.1 | 3.91 | 3.58 | 1.51 | 346 | | | | | |
| KILKENNY | 42 | 3,304 | 79 | 15.7 | 4.32 | 3.80 | 1.27 | 333 | | | | | |
| LAOIS | 37 | 2,439 | 66 | 17.0 | 4.24 | 3.72 | 1.35 | 336 | | | | | |
| LEITRIM | 2 | 55 | 28 | 13.2 | 3.73 | 3.11 | 0.90 | 168 | | | | | |
| LIMERICK | 107 | 7,472 | 70 | 17.3 | 3.98 | 3.66 | 1.32 | 378 | | | | | |
| LONGFORD | 7 | 414 | 59 | 15.9 | 4.33 | 3.64 | 1.27 | 482 | | | | | |
| LOUTH | 14 | 803 | 57 | 19.7 | 3.97 | 3.58 | 1.49 | 357 | | | | | |
| MAYO | 29 | 1,416 | 49 | 21.2 | 3.70 | 3.62 | 1.55 | 353 | | | | | |
| MEATH | 54 | 4,452 | 82 | 18.1 | 3.81 | 3.54 | 1.33 | 409 | | | | | |
| MONAGHAN | 20 | 1,025 | 51 | 19.7 | 3.97 | 3.48 | 1.47 | 364 | | | | | |
| OFFALY | 20 | 1,244 | 62 | 19.2 | 4.11 | 3.54 | 1.47 | 413 | | | | | |
| ROSCOMMON | 1 | 45 | 45 | 19.6 | 3.75 | 3.52 | 1.42 | 428 | | | | | |
| SLIGO | 9 | 294 | 33 | 16.9 | 3.70 | 3.58 | 1.23 | 454 | | | | | |
| TIPPERARY NTH | 48 | 3,669 | 76 | 16.7 | 4.27 | 3.71 | 1.33 | 333 | | | | | |
| TIPPERARY STH | 60 | 4,195 | 70 | 14.9 | 4.24 | 3.73 | 1.19 | 339 | | | | | |
| WATERFORD | 53 | 4,339 | 82 | 15.3 | 4.41 | 3.82 | 1.26 | 274 | | | | | |
| WESTMEATH | 12 | 843 | 70 | 16.3 | 4.22 | 3.69 | 1.29 | 416 | | | | | |
| WEXFORD | 58 | 3,853 | 66 | 16.9 | 4.18 | 3.71 | 1.33 | 334 | | | | | |







| National | National Milk Recording Results by County - 10 day Period 15/09/09 to 25/09/09 | | | | | | | | | | | | |
|-----------|--|----------------------|-------------------------|-----------------------------------|------------------|-------------------------|---------------------|----------------|--|--|--|--|--|
| | No. Herds Recorded | No. Cows Recorded | Average Herd Size | Average 24hr Milk kg/Cow | Average Fat % | Average Protein % | Average F + P kg | Average SCC | | | | | |
| WICKLOW E | 16 | 792 | 50 | 18.0 | 3.72 | 3.62 | 1.32 | 360 | | | | | |
| WICKLOW W | 9 | 641 | 71 | 20.5 | 4.61 | 3.49 | 1.66 | 554 | | | | | |
| | No. Herds Recorded | No. Cows Recorded | Average Herd Size | Average 24hr Milk kg/Cow | Average Fat % | Average Protein % | Average F + P kg | Average SCC | | | | | |
| National | 1,253 | 85,336 | 63 | 17.6 | 4.07 | 3.61 | 1.36 | 376 | | | | | |

| Nat | National Milk Recording Averages by Province - 10 day Period 15/09/09 to 25/09/09 | | | | | | | | | | | | |
|------------|---|----------------------|----------------------|--------------------------------|------------------|-------------------------|---------------------|----------------|--|--|--|--|--|
| Provincial | No. Herds Recorded | No. Cows Recorded | Average Herd Size | Average 24hr Milk kg/Cow | Average Fat % | Average Protein % | Average F + P kg | Average SCC | | | | | |
| Munster | 817 | 56,791 | 70 | 16.7 | 4.18 | 3.70 | 1.32 | 329 | | | | | |
| Leinster | 317 | 21,882 | 69 | 18.1 | 4.09 | 3.62 | 1.39 | 407 | | | | | |
| Connacht | 58 | 2,738 | 47 | 17.9 | 3.80 | 3.46 | 1.30 | 368 | | | | | |
| Ulster | 61 | 3,925 | 64 | 17.8 | 4.15 | 3.58 | 1.37 | 378 | | | | | |

Brian Wickham Ph.D. Chief Executive Irish Cattle Breeding Federation Soc. Ltd, Highfield House, Shinagh, Bandon, Co. Cork, Ireland, Phone office +353 (0)23 882 0222, mobile +353 (0)86 826 9911 Fax office +353 (0)23 882 0229 E-Mail <u>bwickham@icbf.com</u> ICBF Web site <u>www.icbf.com</u>



| Lot 52 Hollyoak Wats | ot 52 Hollyoak Watson | | | | | | |
|--|---|------------------------|---------------------|------------|--|--|--|
| IE211088670230 Owner: | DOB: 01-Oct-20 - Ahenure Callan C | | Male | | | | |
| Sire: | re: Nestor | | | | | | |
| Fallou (FLL) | | | Gaufrette | | | | |
| SBV = €120 (40%) | Tigresse | | Iguskia Leontine | | | | |
| | | | Abricot | | | | |
| Dam: | Whistley-Dollar | | Wharfedale Uber | ta | | | |
| Stonehouse Sabrina | CICU | | Kilboy Frank | u | | | |
| SBV = €80 (40%) | Newcastle Leah | FA | Abbey Triona | | | | |
| | | 20 | | | | | |
| Within breed | Euro-star traits | Ϊ | Across bree | ьd | | | |
| % | | Data | | % | | | |
| Rank Star rating | | Index Rel % | 6 Star rating | Rank | | | |
| 81% **** Suckler | Beef Value (SBV) | €108 37% | ***** | 85% | | | |
| Beef Valu | e <u>(per calf born)</u> | | | | | | |
| 19% ★ 🕴 Calving Tr | aits | -€4 34% | *** | 56% | | | |
| 90% ***** Weanling | | €30 41% | | 36% | | | |
| 88% ★★★★★ Beef Carc | ass | €58 42% | | 48% | | | |
| <u>Replacem</u> | ent Value (over daugi | <u>hters lifetime)</u> | | | | | |
| 50% ★★★ Daughter | - 10 Million - 10 | €140 6% | | 89% | | | |
| 57% ★★★ Daughter | Milk 🚚 | €20 6% | ***/ | 50% | | | |
| Other key | traits (per calf born) | | | | | | |
| 50% ☆☆☆ % Difficult C | | 6% 46% | 25 | 52% | | | |
| 50% 公公公 Docility | SCOD | 104 47% | | 48% | | | |
| | Linear scoring tra | its | | | | | |
| | -1 | | | | | | |
| 50% Poor Muscle com | nposite | 120 47% | Good | 50% | | | |
| | | | _ | | | | |
| 50% Small Skeletal con | nposite | 120 47% | Large | 50% | | | |
| 50% Poor Functional of | omposite | 90 25% | Good | 50% | | | |
| 70 80 | 90 100 | 110 | 120 130 | | | | |
| Comments: Overall breed Spring 2009. Combines mate | - | on the Sire L | | L | | | |
| © Irish Cattle Breeding Federation IC | BF, July 2009. | | | | | | |

| Lot | Lot 52 Hollyoak Watson Bre | | | | | le dAquitaine | |
|-------------|--|----------------|--|-----------------------------|----------|------------------|-------------|
| | IE2110886702 | 30 | DOB: 01-Oct-20 | 005 | | Male | |
| | Owner: | | · Ahenure Callan | Co. Kilke | enny | | |
| Sire | • | | Nester | | | Etain | |
| | | | Nestor | | | Gaufrette | |
| | ou (FLL) | | Tigresse | | | Iguskia | |
| SBA | = €120 (40%) | | rigresse | | | Leontine | |
| Dam | ı- | | Whistley-Dollar | | | Abricot | |
| | nehouse Sat | vrina | | | | Wharfedale Ubert | ta |
| | | лпа | Newcastle Leah | | | Kilboy Frank | |
| 30 V | = €80 (40%) | | | | | Abbey Triona | |
| | | | _ | | | ~ | |
| ۱ | Nithin breed | € | Euro-star traits | | | Across bree | ed |
| _% | | | | | Data | | _% |
| Rank | Star rating | | | Index | Rel % | Star rating | Rank |
| 8 1% | ***** | Suckler | Beef Value (SBV) | €108 | 37% | **** | 85% |
| | | Beef Value | <u>e (per calf born)</u> | | | | |
| 19% | * | Calving Tr | | .€4 | 34% | *** | 56% |
| 90% | **** | Weanling | | €0 | 41% | ** | 36% |
| 88% | ***** | Beef Carca | | €58 | 42% | *** | 48 % |
| | | Danlagam | | Q 1 | | | |
| | | - | <u>ent Value (over daug</u> Fortility | <u>Inters litet</u> €140 | | | 000/ |
| 50% | <u>***</u> | Daughter | · · · · · · · · · · · · · · · · · · · | | 6% | **** | 89% |
| 57% | $\star\star\star$ | Daughter | | €20 | 6% | *** | 50% |
| | | Other key t | traits (per calf born) | * | | | |
| 50% | \therefore \therefore \therefore | % Difficult C | | 6% | 46% | ☆ | 52% |
| 50% | *** | Docility | | 104 | 47% | \$ | 48% |
| | | ts: Hollyoak V | Watson was overall bre | ed champ | ion at ⊺ | ſullamore. | |
| © Irisł | n Cattle Breeding I | ederation ICE | BF, July 2009. | | | | |

Trade Stands.

- All of the major beef cattle breeding companies will be present on the day, including herdbooks, AI companies, Teagasc & ICBF.
- Each will have tailored information to support your breeding and management needs. For example;
 - Information on latest AI bulls within each breed.
 - Information on how to get your bull into Tully & G€N€ IR€LAND, including advice on sires of sons and health testing requirements (for cows and young calves).
- Each of these organisations will be located • in one central area, to facilitate interaction and discussion on the day.

Don't Miss this Important Event.

- This is a critical event for all pedigree breeders and commercial beef farmers. It will provide you with;
 - Cutting edge tools that will help improve the breeding and management of your beef herd.
 - An understanding of the critical role 0 that Tully & G€N€ IR€LAND provide in driving profit within our National beef industry.
- Complimentary tea and sandwiches will be provided on the day, with donations in lieu of COPE foundation. We look forward to seeing you, your friends and family at Tully on Saturday 10th October.

For more information on the open day, please contact Stephen Conroy or Niall Kilrane at 045 521573.

G€N€ IR€LAND® **AUTUMN 2009**

The following are the list of bulls on the current G€N€ IR€LAND Autumn 2009 program.



CWB (SBV €200)



by Cottstown Victor

WOA (SBV €62)





RWV (SBV €183)



by Raceview King



by Buffalo Lake Blockbuster



RHI (SBV €184)

by Nelson KCP (SBV €100)



by Boley House Ulysses



by Musicien



bv Max



bv Roman

G€N€ IR€LAND **Breeding** future **Profits**

Beef Open Day Saturday, 10th October 2009

Tully Bull Performance Test Station, Kildare (beside National Stud) 10.30 AM - 3 PM.



An important day in the calendar for pedigree and commercial breeders that will provide the relevant information, to allow you make the best breeding decisions for you herd, in order to maximise profit.

The day will include;

A series of stands that will help give you the edge in beef breeding including; New Beef €uro-Star Indexes, Herd Health Advice, Tully & G€N€ IR€LAND program, HerdPlus & Grow Services & Genomics.

A display of livestock from the current Tully intake. These young bulls will be available for purchase on the day.

Trade stands from all of the major beef breeding companies, including herdbooks, AI companies, Teagasc & ICBF.









Irish Cattle Breeding Federation (ICBF) and Farmer Business Development (FBD) are delighted to invite you to an Open Day at the Tully Bull Performance Test Centre, Kildare, on Saturday 10th October 2009, from 10.30am – 3pm

The event is a unique opportunity for pedigree breeders and commercial beef farmers to get information on the latest developments in beef cattle breeding.

Key features on the day will include;

€uro-Star indexes.

- An understanding of the €uro-Star index system, including the overall Suckler Beef Value and relevant sub-indexes (calving, weanling, beef carcass and maternal replacements).
- The benefits of selecting on €uro-Stars. Latest results from Grange & on-farm research.
- New developments for 2009, including new linear proofs and new docility proofs for all breeds.

Herd Health.

- Latest information on managing your herd health, including advice on key diseases such as BVD, IBR & Johne's.
- Focused advice of disease and testing requirements for pedigree bulls entering the Tully & G€N€ IR€LAND breeding programs.
- An update on the Animal Health Ireland initiative - a new industry program to help address health and disease at farm and industry level.



An understanding of the critical role that Tully & $G \in \mathbb{N} \in \mathbb{R} \in \mathbb{R} \in \mathbb{R}$ IR $\in \mathbb{L}$ AND provide in driving profit within our National beef herd. If you are in any doubt, just look at some of the recent graduates from the Tully & $G \in \mathbb{N} \in \mathbb{R} \in \mathbb{L}$ AND programs (see Table 1).

Table 1. Summary of recent graduates from the Tully & G€N€ IR€LAND program (pictured below), and onto the ICBF Active Bull List (September 2009).

| AI | Name of Bull | Owner | SBV^1 | SBV | SBV | M&F ² |
|------|--------------------------|-------------|---------|--------|-------|------------------|
| Code | | | €uro | Rank % | Stars | Stars |
| KLU | Kilbline Cupidon (ET) | NCBC | €184 | 99 | **** | *** |
| CVV | Castleview Virulent (ET) | NCBC | €132 | 99 | **** | **** |
| MBV | Milbrook Vic | Eurogene AI | €121 | 96 | **** | ** |
| RBU | Roundhill Botan (ET) | NCBC | €142 | 99 | **** | **** |
| CWI | Castleview Casino (ET) | Dovea AI | €120 | 96 | **** | **** |

¹Suckler Beef Value ²Milk & Fertility

- Information on how to ensure that you have a high value bull for future G€N€ IR€LAND and Tully programs (foundation AI sires, top females and elite young bulls).
- Information on how to get involved in the G€N€ IR€LAND program as a progeny test herd.







ICBF HerdPlus & GROW Services.

- Information on how to use ICBF HerdPlus & GROW services, to maximise profit from your beef herd, including relevant farmer case studies
- New developments for 2009 & 2010 including; stock reports (for REPS purposes), trading summary reports & beef performance reports.
- An update on the ICBF & BETTER farms initiative, to develop new discussion group reports for beef farmers.

Genomics.

- An understanding of how this technology can revolutionise beef cattle breeding.
- Information on how you can assist ICBF & Teagasc in developing this new technology for beef farmers.

Livestock display.

- A display of some 35-40 high index and high health status bulls from the latest Tully intake.
- All of these bulls will have just finished their performance test and will have latest Suckler Beef Value indexes, including performance data, on display,
- All of the bulls will be for sale by private treaty on the day.
- If you are interested in purchasing a high index and high health status bull, then bring your trailer!