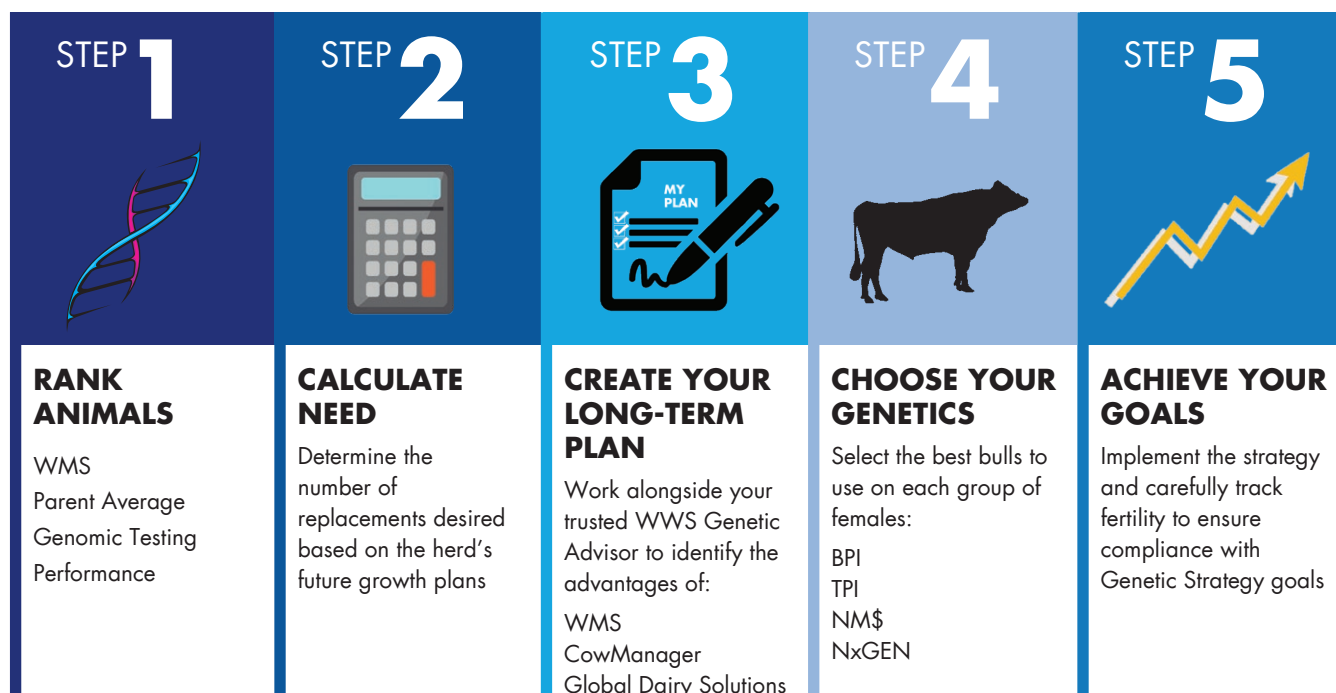


# ARE YOU STRUGGLING TO DEFINE A GENETIC STRATEGY? WORLD WIDE SIRES CAN HELP!

## DEVELOP A GENETIC STRATEGY:



**ALL HERDS HAVE A RANGE OF GENETICS AND PERFORMANCE WITHIN A HERD.**  
Your top end cows are making you money and carrying the poor performers at the bottom.

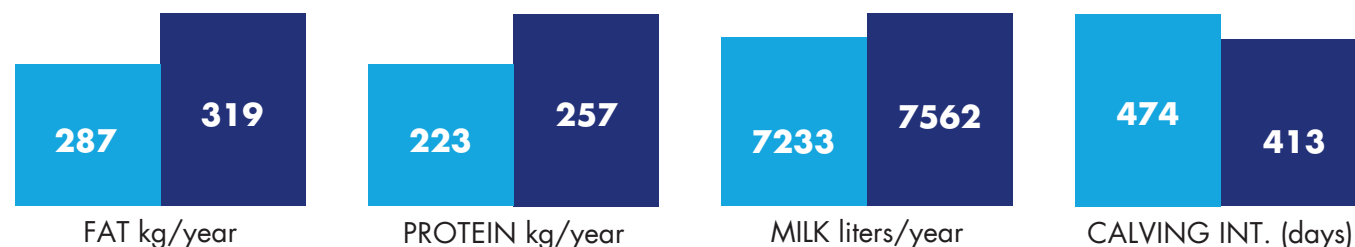
This example from Ellinbank Research Centre identified these opportunities:

### Ellinbank Top 25% BPI cows achieved:

- +32 kg Fat per year
- +34 kg Protein per year
- +329 liters milk per year
- Became pregnant 61 days earlier

**\$396 MORE INCOME**  
on \$6 kg/ms per cow

### THIS IS THE PERFORMANCE OF THE TOP AND BOTTOM BPI COWS IN YOUR HERD:



 = Bottom 25%     = Top 25%



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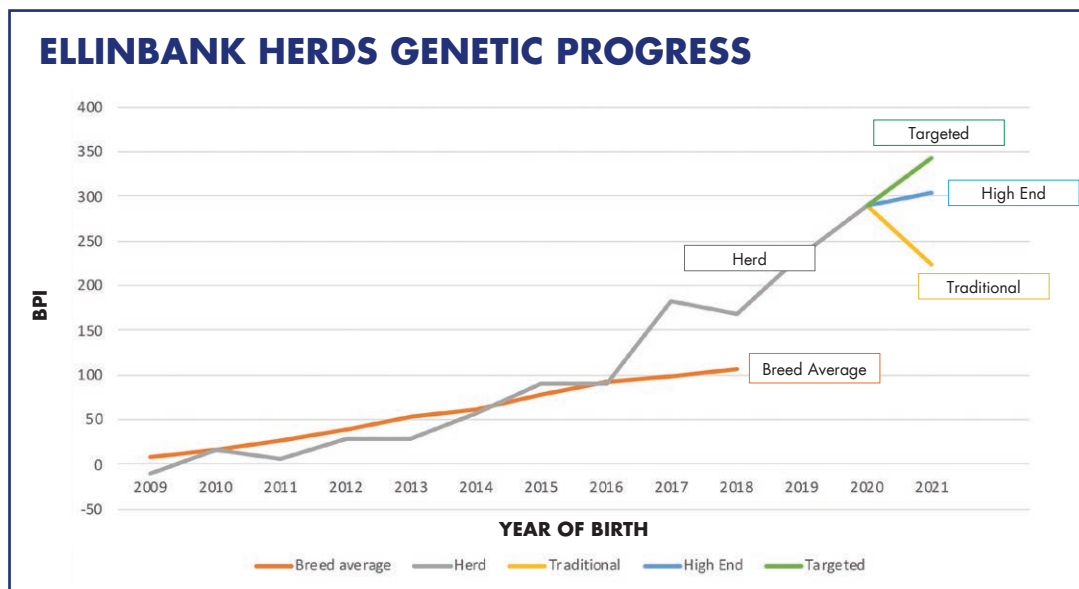


**WWS**  
**50**  
YEARS



## Current Ellinbank milking herd average 101 BPI

- Top 25% of cows are 248 BPI
- Bottom 25% of cows are -33 BPI



Calves due in 2021 have the ability to continue the herd's genetic progress

**Only IF the genetic progress strategy is followed**

### 2009 TO 2016 ELLINBANK HERD

A conventional or traditional approach to breeding. Keeping up with Breed average genetic gain at 12.5 BPI/yr.

### 2016 TO 2020 ELLINBANK HERD

A strategic approach was made towards genetic progress. Industry leading genetic gain of 39.8 BPI/yr.

### We propose 3 likely strategies that are happening on many Australian herds:

- 1 TRADITIONAL APPROACH** – Breed all cows to conventional semen, to the general bull on the market (347 BPI average of all bulls in GBG December lists) and breed heifers to Jersey or Beef bulls.  
**Resulting Heifers average 224 BPI or a 22 BPI gain/yr since 2016.**
- 2 HIGH END BULL SELECTION** – Breed cows and heifers in same manner as Traditional, using WWS High End Profit Bulls 507 BPI.  
**Resulting Heifers average 304 BPI or a 35 BPI gain/yr since 2016.**
- 3 TARGETED BREEDING STRATEGY** – Identify your elite cows and heifers breeding to a combination of sexed and conventional WWS High End Profit Bulls 507 BPI.  
**Resulting Heifers average 344 BPI or a 42 BPI gain/yr since 2016.**

## WWS HIGH END PROFIT BULLS FOR YOUR TARGETED BREEDING STRATEGY:

### GENETIC PROGRESS OFFER

Bull ID	Bull Name	BPI	Price
7HO15532	BIG ORBITZ	544	\$75
7HO13981	FREEBORN	538	\$28
7HO12671	BANDARES	510	\$32
250HO15305	SHOOTER	503	\$34
250HO15323	RODZTER	494	\$34
7HO15052	ROCKET	481	\$34
	AVERAGE	512	\$40

Equal amounts of:

- 2 bulls \$28**
- 3 bulls \$26**
- 4 bulls \$24**
- 5 bulls \$22**

Min 36 units per bull, equal units

