



Profit From Genetic Progress

# PROFITABLE Genetics



Using profitable genetics through high Balanced Performance Index (BPI\$) and Net Merit (NM\$) sires within a herd's breeding program will deliver a greater dollar return per cow including improved feed efficiency.

The ABS focus is on profitable traits for production, health and quality conformation to breed profitable cows for the Australian dairy industry.

1800 ABS BULL  
[www.absglobal.com/au](http://www.absglobal.com/au)



# Profitable Genetics

## These programs:

- 1 Help to speed up your **genetic improvement** to allow you to unlock the full potential of your herd.
- 2 Help you to **improve labour efficiency**. This is a growing issue that will be more important in the coming years, as the supply and cost become more challenging. Issues like having a higher cull rate, a full hospital pen, and mastitis are problems that add unneeded expense impacting on your business' bottom line.
- 3 Are focused on long-term value through producing healthy, efficient, profitable cattle. **Sustainability & animal welfare** are ever present messages being fed down the supply chain to producers.
- 4 Can help you better measure your **herd performance** and help you manage where to put your resources to maximise your output and **bottom line profit**.

If you're as excited as we are, our first step is to understand your needs. Contact us today for a no cost, no obligation consultation.



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## ABS introduces Bull Search

Bull Search is a comprehensive, straightforward search tool that enables dairy farmers to view genetic data on dairy sires across the world in a more efficient and accessible way. This tool has a full list of sires being actively marketed in Australia showing pedigree, production, genomics and photo support.

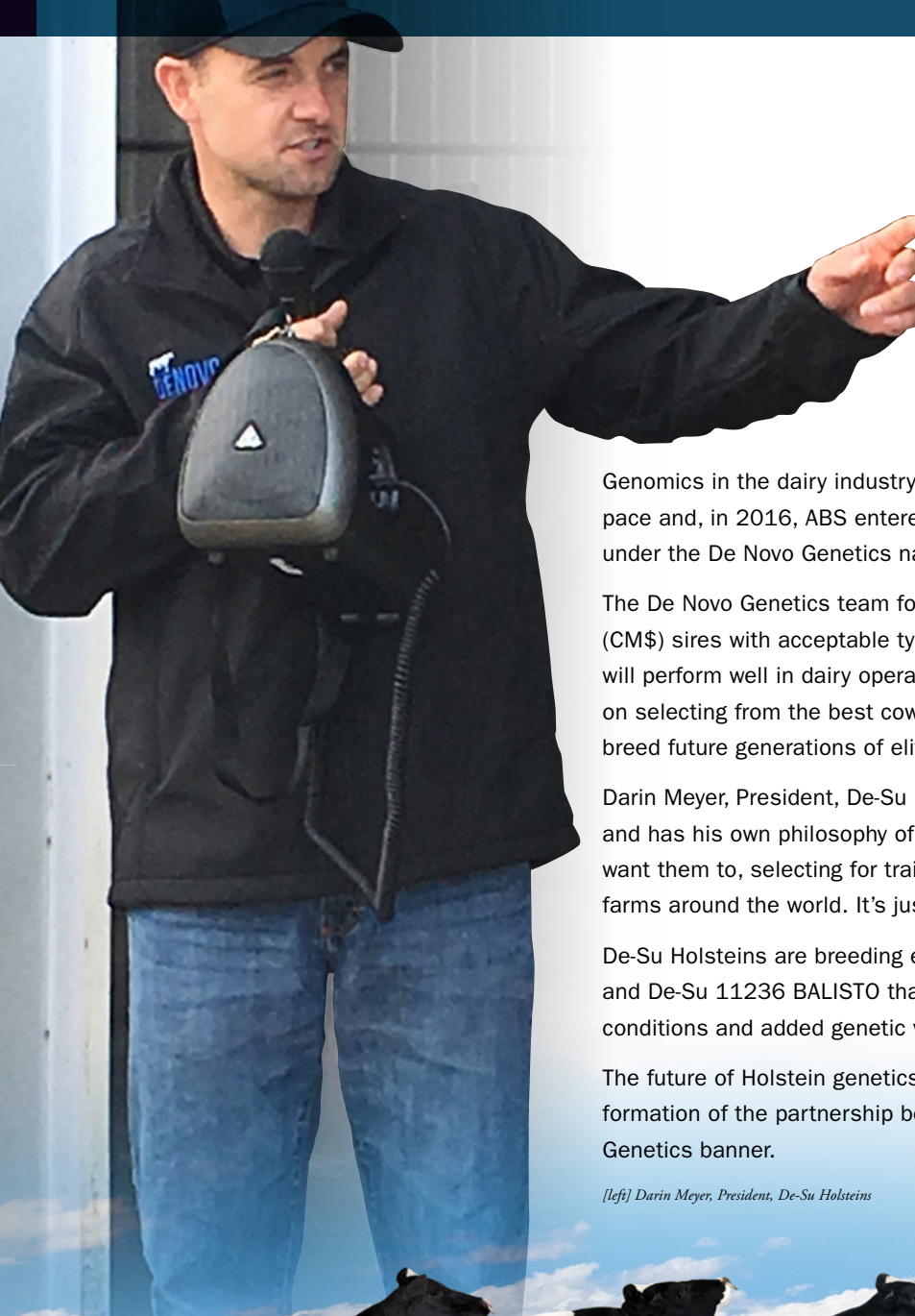
Bull Search allows dairy farmers to search for a bull's proof in Australia, US, Canada and UK. There is also the capacity to tailor the search and compare sires according to the attributes a dairy farmer is looking for.

- Mobile device friendly
- Select a team of bulls exclusively for your requirements
- Register to save bulls to 'my list'
- Email or print reports directly from the tool
- Save different teams for future reference or ordering



**BULLSEARCH.ABSGLOBAL.COM**

# ABS Genetic Partner



Genomics in the dairy industry throughout the world is developing at a rapid pace and, in 2016, ABS entered a joint breeding program with De-Su Holsteins under the De Novo Genetics name.

The De Novo Genetics team focus on high Net Merit (NM\$) and Cheese Merit (CM\$) sires with acceptable type and quality udder traits to produce progeny that will perform well in dairy operations around the world. The breeding philosophy is on selecting from the best cow families and only using high end genomic bulls to breed future generations of elite sires.

Darin Meyer, President, De-Su Holsteins, is nicknamed “the King of Genomics” and has his own philosophy of “looking for animals that perform in the way we want them to, selecting for traits that will deliver maximum profitability for dairy farms around the world. It’s just pure genetics without the frills.”

De-Su Holsteins are breeding elite, profitable bulls like De-Su 11228 TOPSY and De-Su 11236 BALISTO that have performed extremely well under Australian conditions and added genetic value on the Balanced Performance Index (BPI\$).

The future of Holstein genetics looks extremely bright and positive with the formation of the partnership between ABS & De-Su Holsteins under the De Novo Genetics banner.

*[left] Darin Meyer, President, De-Su Holsteins*

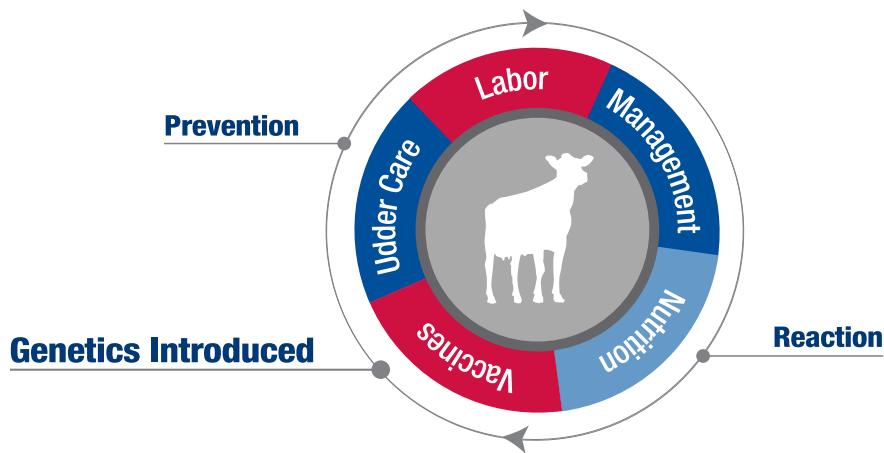


*Some of the sires bred by De-Su: (l-r) SPECTRE, TOPSY, BALISTO, WRIGLEY & TAILOR (photos: Beth Herges)*

# Profitable Genetics

## TransitionRight™

Prevent through genetics...



**Don't let transition health disorders cost you time, money and productivity.**

TransitionRight® uses both daughter proven data and Real World Data® (RWD®) genomic evaluations to reduce the likelihood and severity of post-calving metabolic disorders that can occur during transition. Utilizing reliable, predictive data, TransitionRight allows you to strategically choose ABS sires to enhance the transition health of your Holstein and Jersey herds by making cows more genetically-resistant to mastitis, metritis, and ketosis. ABS's proprietary TransitionRight rating helps you take greater control of your herd than ever before.

### TransitionRight Economics

Star Ranking	Sire Ranking	Expected Economic Impact Per Lactation	
		HOLSTEIN	JERSEY
★★★★★	Top 10%	\$100 savings	\$50 savings
★★★★	20%	\$50 savings	\$25 savings
★★★	Average 40%	\$0	\$0
★★	20%	-\$50 cost	-\$25 cost
★	Bottom 10%	-\$100 cost	-\$50 cost

Disease Trait	% Difference in Expected Incidence Rate vs. 1-star Sire	
	HOLSTEIN	JERSEY
Mastitis	7%	10%
Metritis	6%	3%
Ketosis	4%	--



“...The proof is in our data. Our customers can improve efficiencies and their bottom lines by simply using TransitionRight™ Genetics...”

- Katie Olson, Ph.D., Global Director for Dairy Product Development

# Profitable Genetics

## What is the Profitable Genetics Program?

Genetics and sire selection play a key role in the size of your milk cheque and are vital for profitability with your feed costs. The Profitable Genetics program identifies the genetic selection needs for your operation and dials in on key genetic traits that directly influence your milk cheque and feed efficiency. This allows you to improve the genetic progress of your herd.

## What are the Benefits of the Profitable Genetics Program?

- 1 Use genetic selection to customize your herd to actually get what you say you want in an easy, straightforward, no fuss format.
- 2 **Maximize your milk cheque** by selecting for the specific traits needed for your milk market (fat and protein kgs, milk volume, A2 and somatic cell count).
- 3 Create more moderate-sized cows to fit your facilities better, **requiring less intensive management** through improved reproductive performance and less health events resulting in **lower herd costs**.
- 4 **Healthier, efficient cows for improved labour efficiency** and a better ability to weather market downturns when they come.

## ELITE GENOMIC SIRES

- The newest pedigrees and the most valuable genetics in the world ranked by either Balanced Performance Index (BPI\$) or Net Merit (NM\$)
- They can offer the highest possible genetic improvement in your herd
- These newly released sires do not have actual performance data on Real World Data® (RWD™) semen fertility or calving ease observations

## ELITE GENOMIC SIRES WITH DATA

- These sires offer known Real World Data® (RWD™) semen fertility and/or reliable calving ease data for added confidence and use in your genetic portfolio
- Blends the stability of proven bull performance with the high genetic merit of genomic sires
- Has the advantage of a proven sire and additional family information for increased proof stability

## PROVEN BULLS

- Actual daughter performance provides pillars of genetic stability and accuracy
- Create the opportunity for the most consistent group of cattle in your herd
- Perfect for herds that require consistency and proof stability for steady genetic progress



**PROFITABLE GENETICS**

The concept is easy to understand. We'll analyze your herd, separate all of the all-stars within it, and create a program to mate them with other superior genetics to produce better results for you long term.

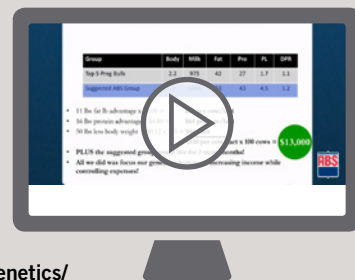
This program sorts through all the data for you.

We'll also have a plan to address strategic improvements for the rest of your herd.

Does having a herd with more top performers sound appealing?

View a short, 8-minute educational video that illustrates how this program can help you get the most out of your herd.

Go to: [www.absglobal.com/us/dairy/net-profit-genetics/](http://www.absglobal.com/us/dairy/net-profit-genetics/)



“The Profitable Genetics program allows you to breed a herd of cows that are more efficient, lower maintenance and sustainable, allowing you to better control expenses, reduce daily challenges, and improve your business’ bottom line.”

- Paul Quinlan, National Sales Manager

# Profitable Genetics

## Sexcel™ Sexed Genetics



### Welcome to a New Dawn...

Using brand new 21st century technology, Sexcel™ Sexed Genetics has been created by ABS Global Inc., the industry's most trusted fertility experts to deliver more high-value pregnancies in your herd. Sexed semen has been available for many years, however the technology used to create the products available has always been the same... until now. ABS Global has invested significantly to develop a unique 21st century technology, which is gentle on the cells and enables us to deliver a product that will contribute to improved performance in your herd.

Contributing to exceptional fertility rates and using the most profitable ABS genetics available, Sexcel is the most advanced sexed genetic product available on the market today.

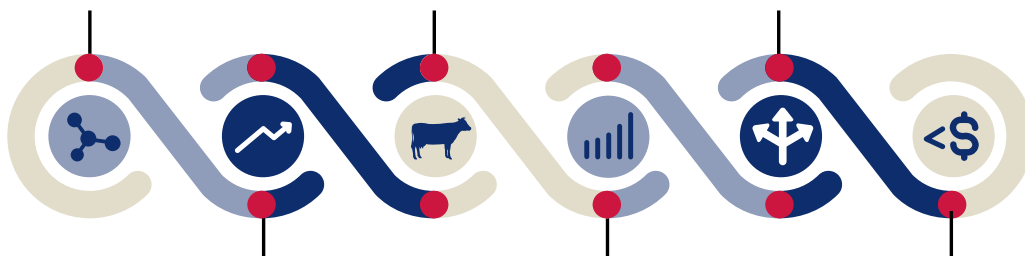
**Bring your genetic value to the next level with Sexcel Sexed Genetics.**

### Fast Forward your Genetic Progress™

**21st century technology**  
Gentle on the cells

**More heifers**  
Breed your own replacements

**More profit sources**  
Heifer sales, beef on dairy



**Better genetics**  
For more profitable cows

**More fluid milk**  
~458L over the first two lactations

**Reduce dystocia**  
Fewer calving problems



“We run a very high genetic merit program. Up to 17% of our revenue each year is from heifer calf sales. Our experience using Sexcel saw a better result than traditional sexed, and an added benefit of high genetic merit bulls, which along with good conception rates, is also very important to us.”

- Anthony Eccles, Purnim, Vic.

# High Genetic Value



Building a high genetic value and profitable herd, by using genomic testing combined with sire ranking data through the Balanced Performance Index (BPI\$) and Net Merit (NM\$), Wes Hurrell, Rockwella Farms, Yankalilla SA, has developed their 420 cow herd (averaging around 10,000 litres), to one of the best in Australia.

The Rockwella herd is ranked number 41 in Australia on BPI\$, #29 TWI and #31 HWI. Wes sees the cost of genomic testing as small, compared to the high value of the results, which are used for corrective mating.

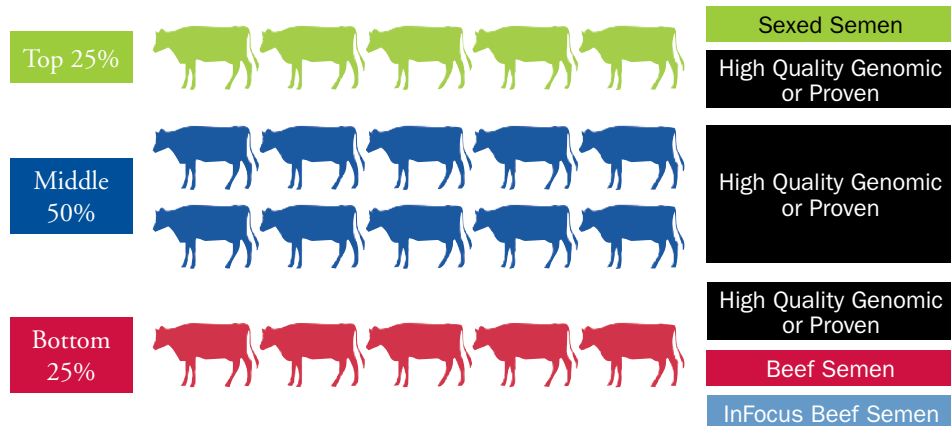
All female and male calves are tested through Zoetis using the ear notch system. Results are analysed and the high genomic heifers and cows are mated to the best BPI\$ and NM\$ bulls available. High genomic bulls are retained for service sires for clients.

The middle group of heifers and cows are mated to sexed semen, opening up options for export heifers and the bottom end, low genomic cattle are mated to InFocus™ high fertility beef bulls.

To build the Rockwella herd for a genetic advantage, high BPI\$ and NM\$ bulls are selected on fertility, workabilities, production and type, using the best bulls from strong maternal lines.

Results from the ImProving Herds project show that, on average, based on Balanced Performance Index (BPI\$), the top 25% of cows in the herd have a \$300/cow/year greater margin over feed and herd costs than the bottom 25%. Each year, ABS runs over 400 young bulls through Australian genomics to find the top BPI\$ bulls that suit Australian conditions.

## Genetic Audit Herd Profile



“High BPI\$ and NM\$ bulls are selected on fertility, workabilities, production and type, using the best bulls from strong maternal lines to build high genetic value into our herd.”

- Wes Hurrell, Yankalilla, SA.

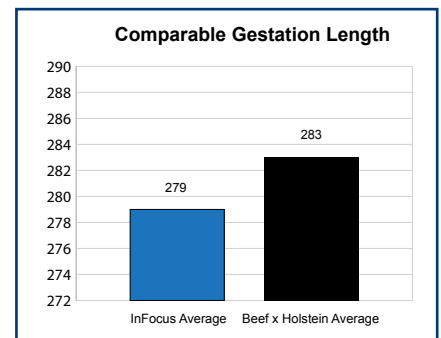
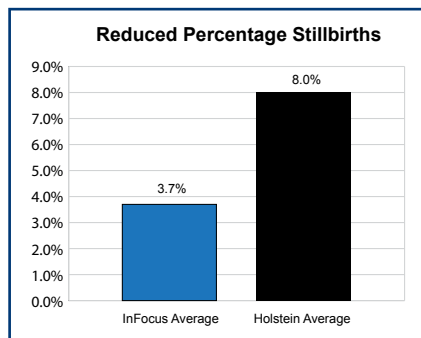
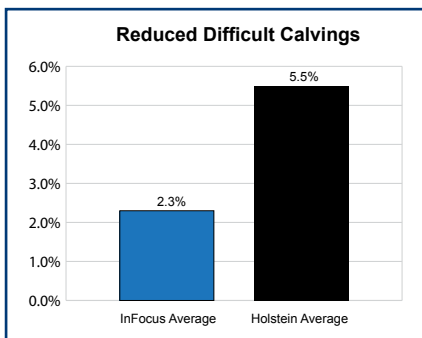
# Profitable Genetics

## Beef InFocus

### A change has arrived ABS InFocus™ Integrated Beef x Dairy Programme

#### A Unique, Premium Beef x Dairy product has arrived in Australia

- ✓ Premium Angus sires selected specifically for performance over Holstein cows.
- ✓ Excels in 3 key areas of supply chain- Dairy Systems, Feedlots & Processors.
- ✓ Elite semen fertility, based on 40 million ABS RWD records.



“The ABS InFocus program allows you to not only identify the bottom ranking portion of your herd but also to deliver a new high-value revenue stream from these cows, while driving accelerated genetic improvement from their higher-ranking herdmates.”

- Fletch Kelly, Beef InFocus Manager, Australia



# World Leading Polled Genetics

ABS has an extensive range of homozygous (PP) and heterozygous (P) sires. More farmers are considering polled as a selection criteria and, in more recent years, the genetic quality of polled sires has improved, offering increased options. We find that when our customers are choosing between two similar sires they will chose the polled. This selection criteria offers customers another option without compromising genetic gain.

**PP** Look for the ABS specialist symbol (homozygous) if you want 100% of progeny with no horns. A single P (heterozygous) sire will deliver approximately 50% polled and 50% horned progeny.

Polled sires include high Balanced Performance Index (BPI\$) and Net Merit (NM\$) sires with quality type and positive health traits.

ABS will continue to source high genetic value polled sires so the polled future is strong with ABS.



*Dam of Jeronimo P & Joppolo PP - ABS 7726 Jazlyn P.*



*Changing their focus to all polled sires for their breeding program was a simple decision for Melanie and Darren Welch, Wellington Dairy, on the River Murray in SA.*

“Dehorning has always been a necessary but time consuming and unpleasant aspect of calf rearing for us. Together with an increasing social awareness and expectation around animal welfare and calf management from consumers, we welcomed the option of polled bulls in our breeding program.

The first of our polled heifers have now calved and we are very happy with their type and quality. This is also evident in our yearlings and now calves, which are also proving to be very robust.

With the quality and diversity of genetics available from ABS, using polled sires is now the first basis of selection when we choose our bulls.”

- Melanie Welch

## Use A2A2 Sires

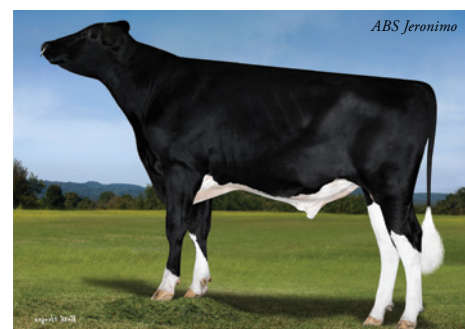
ABS has a large range of A2 sires available in Holstein and Jersey for those dairy farmers who focus their breeding objectives towards producing milk from A2 cows.

**A2** The A2A2 genetic characteristic can be selected by choosing sires with this symbol from the ABS sire catalogue which indicates the sire possesses A2A2 gene for beta casein.



*Melvara daughters (l-r): Kings View Davinia 23, Kings View Taylor 8, Kings View Mavis 13, Kings View Squeazy 14. Owned by Ian Anderson, Victoria.*

When using ABS Bull Search check the A2 search box –



*ABS Jeronimo*

# Profitable Genetics

## GMS 2.0 Genetic Management System



Manage your sire selection with GMS and predict your genetic gain before you even use the sires selected.

### Genetics are improving. So should your mating program.

Now you have more power than ever before to shape the future of your herd.

ABS revolutionized the dairy industry nearly 50 years ago when the first mating program was introduced. Five decades later, the science and technology behind every mating processed through GMS 2.0 continues to lead the industry. Now, the most robust mating program in the industry has become even better with:



An unprecedented 150+ customizable options



New capabilities to allow differentiated matings for up to 4 herd segments



Robot focused option



Utilization of genomic test data

Made to do more than just select a group of sires, you can use GMS 2.0 to segment your cows, design your future herd, and efficiently implement your breeding strategy. With more power to shape the future of your herd than ever before, you can be confident that you are getting the RIGHT genetics for YOU.

View a short, 4-minute educational video that gives you the keys for how a part of this program can help you get the most out of your herd.



Go to: [www.ABSGeneticAudit.com](http://www.ABSGeneticAudit.com)

Call to get your roadmap started and take control of making more progress today.



“The ABS Genetic Management System (GMS) helps you make the best genetic decisions, improving your herd’s future profitability and sustainability one cow at a time.”

- Matt Aikenhead, ABS Technical & Genetic Services



# Where to from here?

**Some of the critical parts of the path to genetically improve your herd are:**

- 1** Maintaining good sire and health records on farm
- 2** Using herd recording and testing services
- 3** Using genomic testing

If you are doing one or all of these, ABS can gain a ‘snap shot’ of where you are today and, in partnership with you, set goals on where you want to be in the future.

Set goals, measure the success of your plans and Profit From Genetic Progress - that’s what our Genetic Management System (GMS) can do for you!



## Profit From Genetic Progress

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