



HerdPlus

Profit through Science



BEEF



**€URO-STAR
REPORT**

**PERSONALISED
POCKET NOTEBOOK**



**SLAUGHTER
REPORT**



**LINEAR &
WEIGHT
RECORDING**



**SUCKLER
COW
REPORT**



**CALVING
REPORT**

Annual Fee

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



**ON-LINE
HERD
RECORDING**



**DIRECT
HELPLINE TO
ICBF STAFF**



**PRIORITY
ACCESS TO
GENE IRL &
TULLY**

**Herd Management Tools For
Increasing Profit**

Euro-Star Report Explained

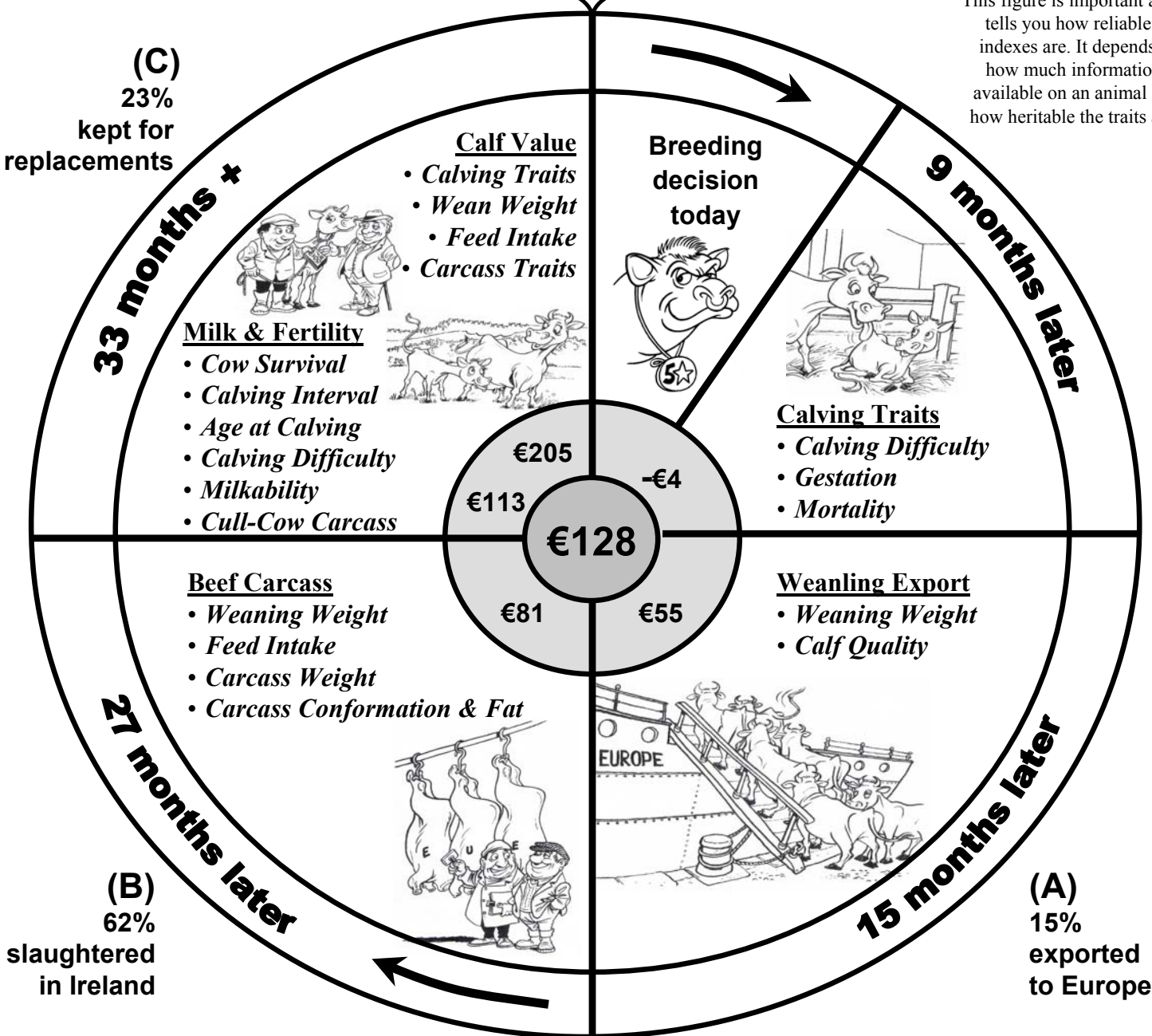
		Suckler Beef Value (Reliability %)					
		Beef Value			↓ Within Across	Replacement Value	
Group	No.	Calving Traits (Rel %)	Weanling Export (Rel %)	Beef Carcass (Rel %)		Milk & Fert (Rel %)	Calf Value (Rel %)
		Within Breed Across Breed	Within Across	Within Across	Within Across	Within Across	
New Bull	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.

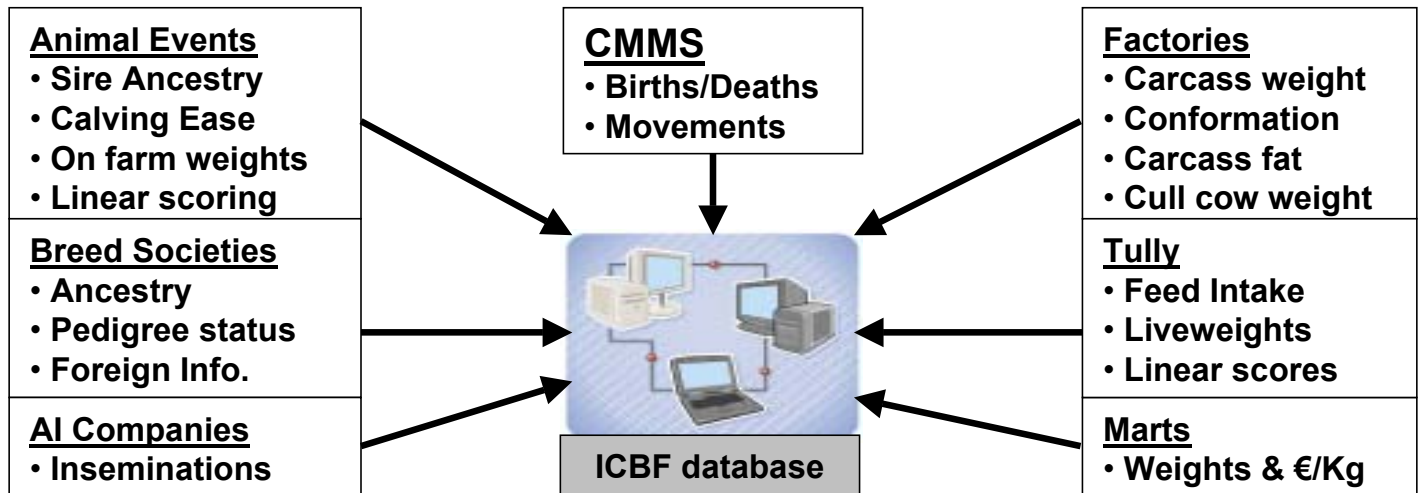
SBV = overall profit measure, per calf born to a bull.



Suckler Beef Value (SBV) = ((A+B) * Calving Traits) + (A * Weanling Export) + (B * Beef Carcass) + (C * (Milk & Fertility + 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>

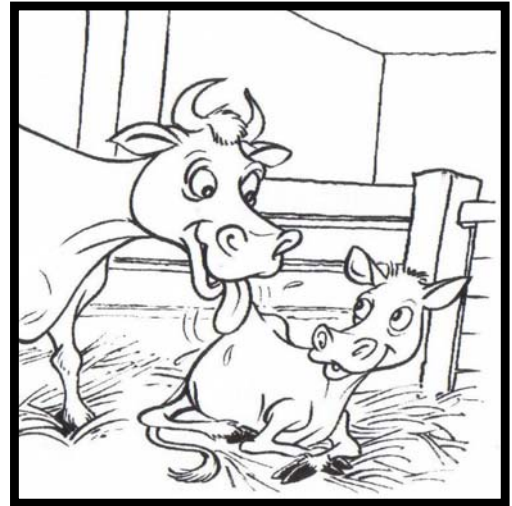


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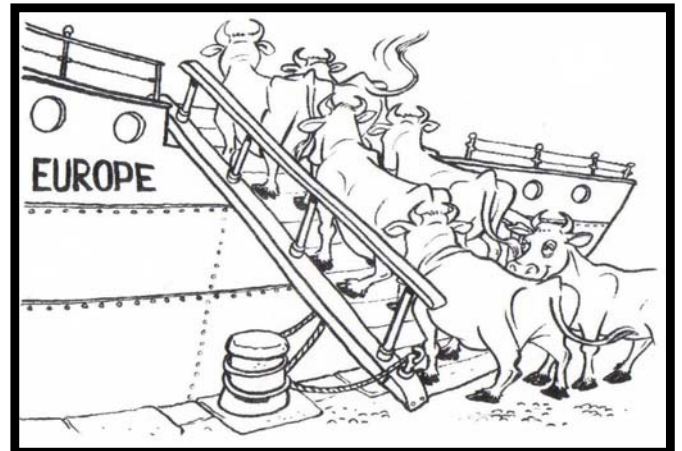


€uro-Stars: For all your Suckler needs

✓ **Replacements**



✓ **Live Export**



✓ **Slaughter**



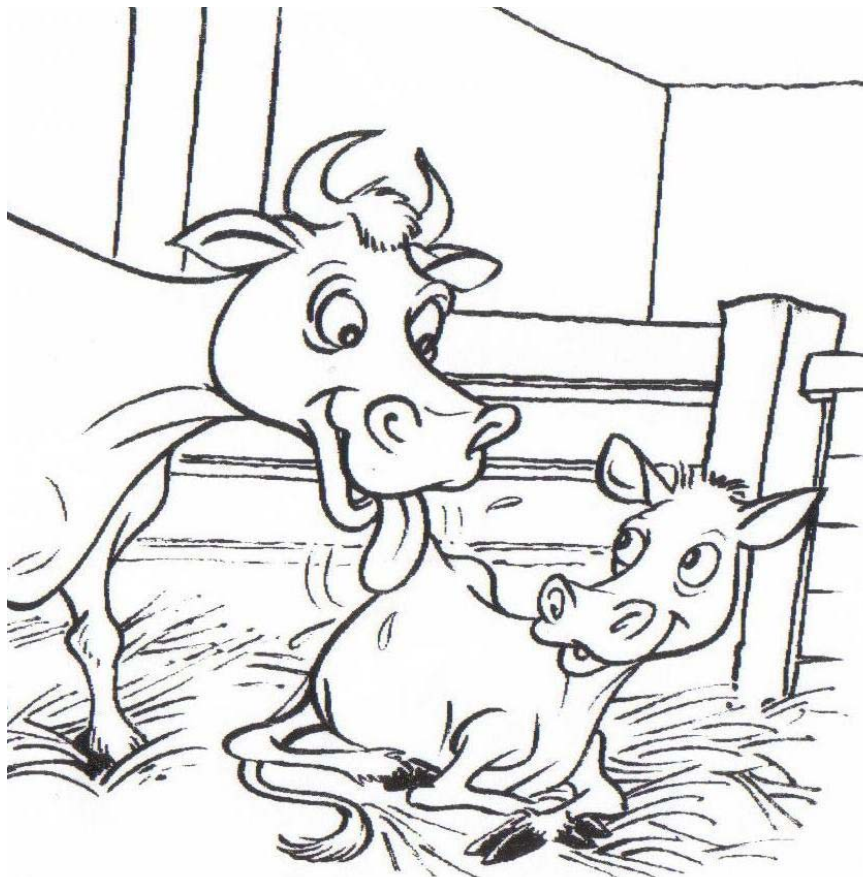


GENE IRELAND®



BEEF PROGENY TEST PROGRAMME

- **Focused on Maternal traits.**
- **Ideal for Suckler herds breeding their own Replacements.**
- **Excellent Financial benefits (~€725 per 25 straws).**
- **Range of breeds available**





GENE IRELAND®



BEEF PROGENY TEST PROGRAMME

BENEFITS TO THE FARMER:

- **High Euro-Star Bulls.**
- **€10 per recorded insemination**
- **€5 per recorded calving**
- **€5 per recorded weaning weight record**
- **Free linear scoring**
- **€75 per test heifer calving in the herd.**

