

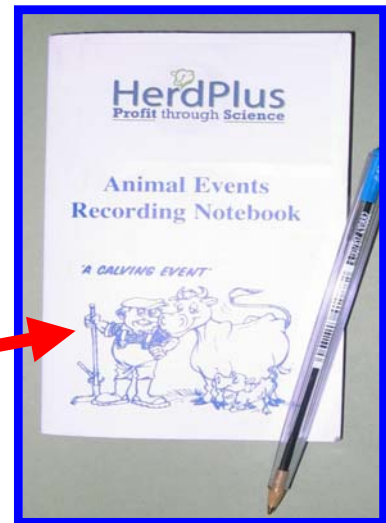


What is HerdPlus?

- ICBF's service for all your breeding and farm management needs (On-Line or Postal).
- Telephone & web support from ICBF staff.

What do I get when I join?

- EBI Reports
- Calving & Fertility Reports
- Sire Advice & Inbreeding
- Breeding Chart
- Pocket Notebook
- On-Line Herd Profiles



EBI Herd Profile

[Download File](#)

Total Number of animals: 259

FB Jumbo	Animal Number	DOB	Sex	EBI €	Milk €	Fert €	Calv €	Beef €	Health €	Milk Kgs	Fat Kgs	Prot Kgs	Fat %	Prot %	Calv Int Days	Surv %
8	IESNYH0008G	01-FEB-96	F	86	63.2	25.1	-6.3	4.5	0	108	22	.1	16	9	-1.53	1.31
67	IESNYH0067P	14-SEP-96	F	60	19.3	33.9	5.2	-.4	1.7	7	.11	.04	6	2	-2.46	1.51
136	IESNYH0136W	07-FEB-97	F	86	51.9	25.7	7.9	5.4	-4.4	248	0	.05	9.5	11	-1.22	1.57
148	IESNYH0148P	21-FEB-97	F	91	60.5	19.3	5.6	7.5	-2.2	230	.01	.09	9	12.5	-.36	1.55
167	IESNYH0167K	22-MAR-97	F	44	23	8.6	5.1	11	-3.3	127	-.04	.03	3	5.5	.05	.83
200	IESNYH0200Q	21-OCT-97	F	51	31	13.7	1.3	1.7	3.3	91	.02	.06	4.5	6	-1.38	.35
205	IESNYH0205E	24-OCT-97	F	58	72.7	-10	-2.7	-2.4	0	301	.13	.06	19	13	0	-.93
208	IESNYH0208X	27-OCT-97	F	25	41	-8.8	-6	-.4	-.4	258	.03	0	11.5	8.5	1.32	.06



HerdPlus

Profit through Science



Dairy Herdplus Statistics?

- 2,600 Herds have joined already
- 73% On-Line, 27% Postal
- 92% join by Direct Debit
- Avg. Herds size - 71 cows
- Avg. Herd EBI - €46
- 66% using G€N€ Ireland



Me next! I want to register my calf On-Line



New for 2008!

On-Line Calf Registration

Visit
www.icbf.com



HerdPlus

Profit through Science

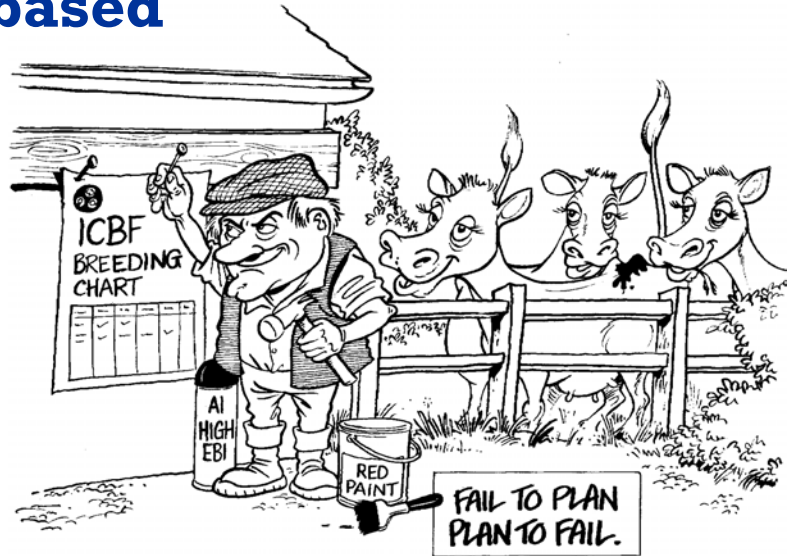


HerdPlus Reports give you an independent, scientific and profit based assessment of your herd.

Prepare now for introduction of the (A + B - C) milk payments system.

Use your EBI report

to identify the cows to breed and cull from so as to maximise the value of your milk.



Annual Dairy Fee

Cheque

Reports On-Line €60 (VAT Incl.)

Reports by Post €120 (VAT Incl.)

Direct Debit Offer (1st Year)

Reports On-Line €50 (VAT Incl.)

Reports by Post €110 (VAT Incl.)

**Direct Debit
Special Offer!
€10 off 1st year's
membership**

Sign up to HerdPlus
Lo-Call 1850 600 900 or visit
www.icbf.com



Key HerdPlus Breeding Tips

- Use **EBI & Sub-Index** as main criterion.
- Identify herd weaknesses
e.g. Fertility, milk solids,...
- Select a team of bulls using Sire Advice -
Team of Proven or G€N€ IR€LAND bulls.
Avoid using unreliable stock bulls.

Even the cows know the difference



- Breed from higher EBI cows (if possible).
- Cull lower EBI cows (if possible).

