

BeefAdvantage™

Maximising dairy herd profits

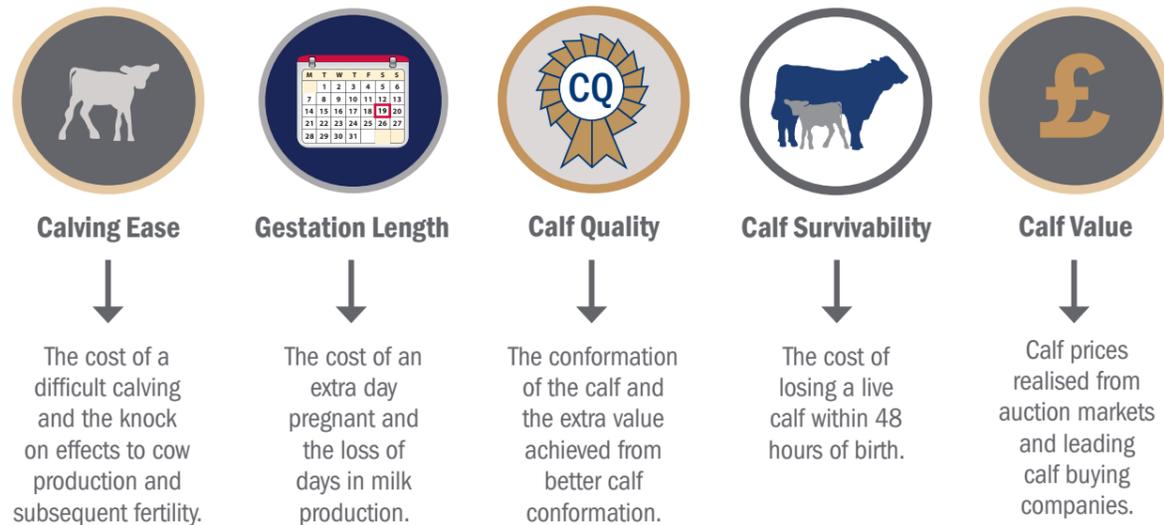
Independent research from both AHDB and Genus ABS shows that using beef bulls in the dairy herd can increase profitability by over 2p per litre.

This extra profit is of paramount importance, and that is why Genus ABS want to provide our customers with a tool to identify the most profitable beef sires for them to use, this is called BeefAdvantage™.

BeefAdvantage™ is the additional financial benefit a proven Genus ABS beef sire can offer per calving*.

How does BeefAdvantage™ work?

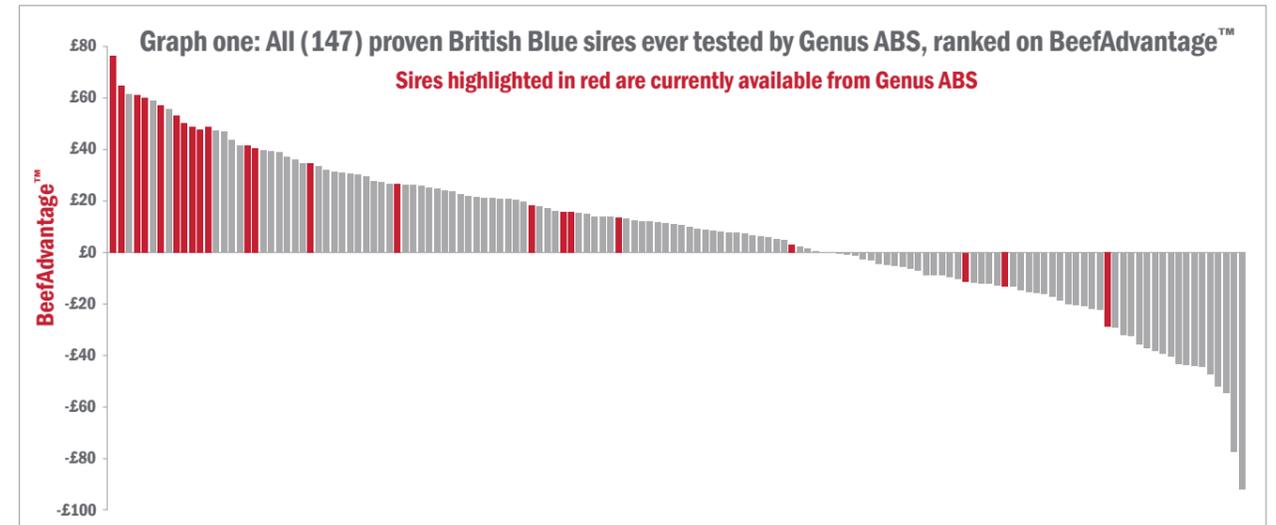
The unique Genus ABS Calving Survey provides the foundations for BeefAdvantage. To produce BeefAdvantage we have gathered industry values that are associated with our beef sires proven performance, shown below. BeefAdvantage links these costs and calf values with proven sire performance, enabling us to provide a total financial benefit for each of our proven beef sires.



BeefAdvantage is presented on all of our proven Angus, British Blue, Hereford, Limousin and Simmental sires in this directory.

Looking at the British Blue breed as an example, we have tested over 147 bulls over 20 years, and we have found more than £150 of value difference, per calving, between the very best and worst bulls that we have ever tested (as shown in graph one on the next page).

*Compared to an average Genus ABS beef sire of the same breed.



In this year's directory, our most profitable British Blue sire, Newpole Heartthrob, boasts a **BeefAdvantage £76.50** - this is a huge financial benefit over an average sire.



Producing 10 calves sired by Newpole Heartthrob provides a £760.50 advantage over an average sire.

Genus ABS sired calves also achieve higher prices...

As we have built calf value into BeefAdvantage, we have looked closely at the values achieved by Genus ABS sired progeny compared to our leading competitor, and we have found a significant difference. Looking at British Blue sired calves, Genus ABS sires provide bull calves that achieve **£44 more per calf**, and heifer calves that achieve **£33 more per calf**, than our leading competitor.

