



## For The Commercial Producer

### Increased Breeding Precision with SireTRACE®

Knowing the parentage of each animal in your herd is necessary to make informed management decisions. By utilizing SireTRACE you can identify the individual sire and dam of a calf, make educated breeding decisions and select genetically superior bulls based on progeny performance.

### From Results to Decision Making

Beyond identifying a calf's parents, SireTRACE offers additional opportunities for your operation. With SireTRACE results in hand, decisions which impact the future of your operation can be made with confidence. SireTRACE will help you:

- **Produce more calves for less:** Single-sire mating groups are risky; if there is any issue with the performance of that bull, it will have a devastating effect on the next calf crop, an impact you will not identify until it's too late. Multi sire mating programs are also easier to run and more economical due to the decreased fencing, watering points and labour required to manage fewer joining groups. SireTRACE allows you to run multi sire mating programs in a stud operation with confidence.
- **Precisely Assign Parentage:** SireTRACE allows you to more efficiently identify which bulls are the sires of which calves, allowing replacement heifers to be sorted into breeding groups and joined to unrelated sires to minimise inbreeding and maximise genetic gain.
- **Identify superior bulls:** SireTRACE can track outstanding calves or carcasses back to their sire and dam, helping you identify superior genetics within your herd. Conversely, bulls that are creating problems, such as calving difficulty or lightweight calves, can be identified and culled.
- **Increase reproductive performance:** By using SireTRACE to change to a multi sire program you can move to fewer, larger joining groups. This should result in a better bull to cow ratio, increase pregnancy rates, provide an insurance against bull breakdown, allow immediate backing up of AI programs and increase the proportion of calves born early in the season.

### No More Guess Work

Accurate parentage information is essential for making dependable selection and mating decisions. When using multiple-sire groups, it's virtually impossible to accurately match individual sires with the resulting calves without DNA parentage verification. SireTRACE can precisely determine the sire and dam of a calf, helping you to increase the rate of genetic gain.



## How Does SireTRACE Work?

The SireTRACE analysis is based on the comparison of DNA profiles which are created using microsatellite markers. The analysis compares the DNA profiles of all progeny tested against tested potential sires and dams in your herd. By eliminating those sires and dams that don't match, a calf's parentage can be determined.