



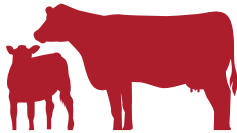
Maternal

Produce a herd with
STRONG MATERNAL TRAITS
wean consistently heavier calves

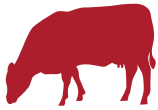


REDUCED
FEED
EFFICIENCY

INCREASED MILK
PRODUCTION



GREATER
MOTHERING ABILITY



IMPROVED STAYABILITY
& LONGEVITY



MORE EFFICIENT



CORRECT UDDER
STRUCTURE



HIGHER
FERTILITY



LOWER MATURE WEIGHT

HERD IMPROVEMENTS

STAYABILITY

Cow remains in herd 9+ years,
producing a calf yearly

CALVING EASE

Calf = 7% of mature dams body weight
(5% of heifers)

COW ENERGY VALUE

Top 10% of \$EN sires = over \$20 saved per cow
+\$20 savings per cow with top 10% of \$EN sires

WEANING

+30 lbs at weaning
with greater milk production

Oklahoma State; South Dakota State University, 2013

SOUND UDDER & TEAT CONFIRMATION

Earlier initiation of first suckle = greater calf performance and health

Poor udder structure &
health can result in a

5-12%

reduction in calf weaning weight



Waller et al., 2014; Paputungan and Makarechian, 2000

