Displaying BREEDPLAN Information in Sale Catalogues / Advertisements

Over the recent sale season, several comments have been made regarding the varying presentation of BREEDPLAN information. It is important when BREEDPLAN information is displayed that it is presented in a clear and consistent manner. The following article provides Murray Grey Beef Cattle Society members with a guide to the display of BREEDPLAN information in brochures, sale catalogues and advertisements.

Presentation of BREEDPLAN Information

When displayed, BREEDPLAN information should be presented in such a manner so that:

- The information is clearly identified as being GROUP BREEDPLAN EBVs
- The name and date of the BREEDPLAN analysis in which the EBVs were calculated is clearly identified. For example, “2008 Summer Murray Grey GROUP BREEDPLAN EBVs” or “Interim Murray Grey GROUP BREEDPLAN EBVs – 01/09/2007”. This is particularly important at multi-vendor or multi-breed sales.
- The Murray Grey BREEDPLAN logo is clearly displayed. An electronic copy of the BREEDPLAN logo can be accessed from the SBTS website (http://sbts.une.edu.au) or by contacting staff at BREEDPLAN.
- All available EBVs for a particular animal are displayed, not just a selection of EBVs
- The accuracy value for each EBV is displayed either next to or below the EBV
- All EBVs are shown with a clear positive or negative sign to clearly differentiate the two.
- If Selection Indexes are presented, the name of the Selection Index should be clearly identified and the Selection Index should be reported for all animals that have that Index available.
- Where other information is also displayed (e.g. raw performance data, structural score information, gene marker results), it is clearly differentiated and identified as not being GROUP BREEDPLAN EBVs.

The following table provides an example format for the presentation of BREEDPLAN EBVs.

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<table>
<thead>
<tr>
<th>Calv. Ease Direct (%)</th>
<th>Calv. Ease Dtr (%)</th>
<th>Gest. Len. (days)</th>
<th>Birth Wt. (kg)</th>
<th>200 Day Wt. (kg)</th>
<th>400 Day Wt. (kg)</th>
<th>600 Day Wt. (kg)</th>
<th>Mat. Wt. (kg)</th>
<th>Milk (kg)</th>
<th>Scrotal Size (cm)</th>
<th>Days to Calv.</th>
<th>Carcass Wt. (kg)</th>
<th>Carcass Area (g.cm²)</th>
<th>FFat (%)</th>
<th>Rib Fat (mm)</th>
<th>Pump Fat (mm)</th>
<th>Retail Beef Yield (%)</th>
<th>IMF</th>
</tr>
</thead>
<tbody>
<tr>
<td>EBV</td>
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</tbody>
</table>

Traits Observed: BW, 200WT(x2), 400WT, SS, FAT, EMA, IMF
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Additional Information in Sale Catalogues

In addition to the correct presentation of BREEDPLAN information, it is important that several other pieces of information are also included in sale catalogues.

- The current Murray Grey Breed Average EBVs should be included. The Breed Average EBVs will be available in either your latest GROUP BREEDPLAN report, from the EBV enquiry facility on the internet or by contacting staff at BREEDPLAN.

- In addition to the Breed Average EBVs, it is also recommended that the current Murray Grey EBV percentile table is included in sale catalogues. Providing this information will allow bull buyers to clearly identify where each animal ranks within the Murray Grey breed for each particular trait. The percentile table is also available from either your latest GROUP BREEDPLAN report, from the EBV enquiry facility on the internet or by contacting staff at BREEDPLAN.

- Appropriate explanatory notes should be included that clearly explain the BREEDPLAN information that has been presented in the sale catalogue. Example sets of explanatory notes are available in your latest GROUP BREEDPLAN report or by contacting staff at BREEDPLAN.

- A disclaimer should be included in the explanatory notes. The disclaimer may read something similar to:

  The GROUP BREEDPLAN Estimated Breeding Values (EBVs) contained within this sale catalogue were compiled by the Agricultural Business Research Institute (ABRI) from the data supplied by breeders. Neither the Murray Grey Beef Cattle Society nor ABRI oversee or audit the collection of this data.

Optional Information in Sale Catalogues

Other information that members may wish to consider including in any sale catalogues includes:

- The “Traits Recorded” for each animal indicating the performance information that has been analysed by BREEDPLAN for each animal.

- The “EBV Graph” for each animal. This is simply a visual representation of the EBVs. A copy of an animal’s EBV graph can be accessed electronically from the EBV enquiry facility on Internet Solutions.

While BREEDPLAN would strongly encourage that members adhere to the above guidelines, ultimately the presentation of any BREEDPLAN information is up to the discretion of the individual producer. Having said this, the Murray Grey Beef Cattle Society does have a BREEDPLAN Code of Practice that outlines some specific regulations that members must follow regarding the display of BREEDPLAN information. For a copy of the Code of Practice, please contact staff at the Murray Grey Beef Cattle Society.

For further assistance regarding the display of BREEDPLAN information in advertisements, sale catalogues or brochures, please contact Andrew Byrne at SBTS on (02) 6773 3357 or andrew@sbts.une.edu.au.

Article compiled by Andrew Byrne for The MGBCS Annual 2007