

2024
Herefords Australia Breed Forum
Productivity Driven Sustainability

Tuesday 14th May 2024 Wodonga



Sustainability, Productivity, Quality



Linking genetics to consumer outcomes

Genetics



- Genotypes and performance recorded
- 'Hard to measure' traits
 - Sensory testing
- 'Late in life' traits
- Single Step
- Multibreed

Production











- **Bred Well**
- Fed Well
- Healthy
- Reproductive
- Welfare
- Profitable
- Sustainable

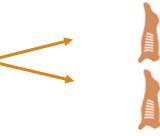
Finishing





- Performance
- Efficiency
- Targeted
- Compliance
 - Carcase quantity
 - Carcase quality

Processing



- Slaughter feedback
- Objective carcase measurement
- MSA grading

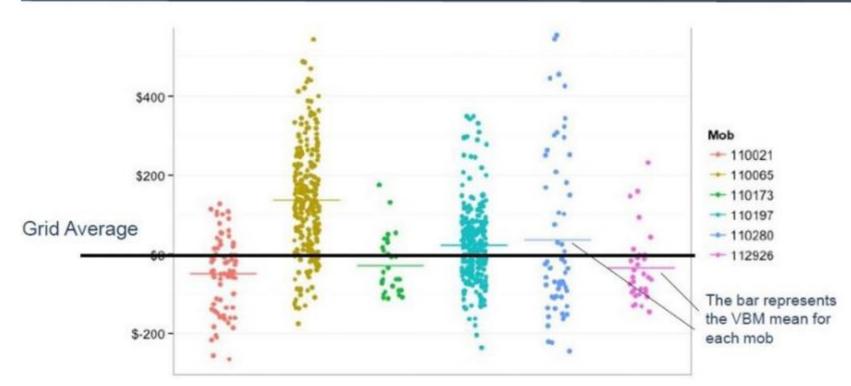




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Individual animal & mob differences exposed (\$/head difference VBM v grid)





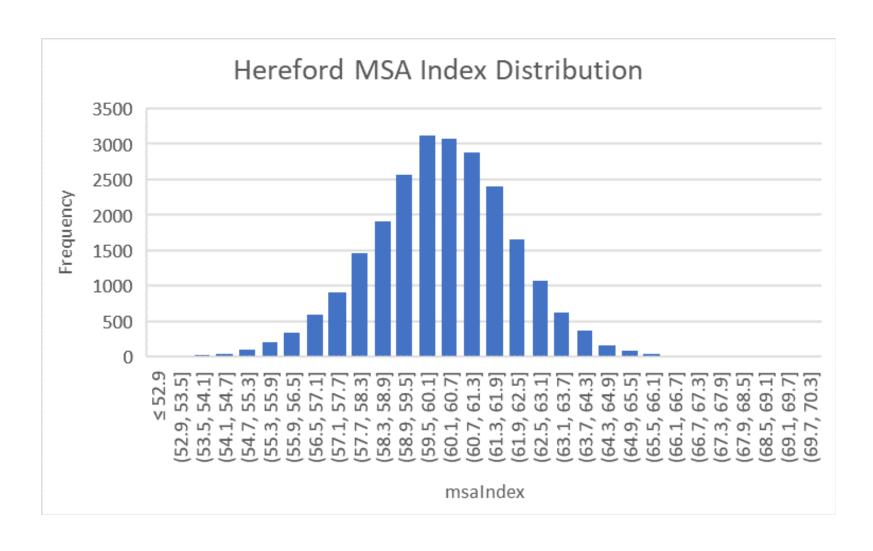


R&D in action

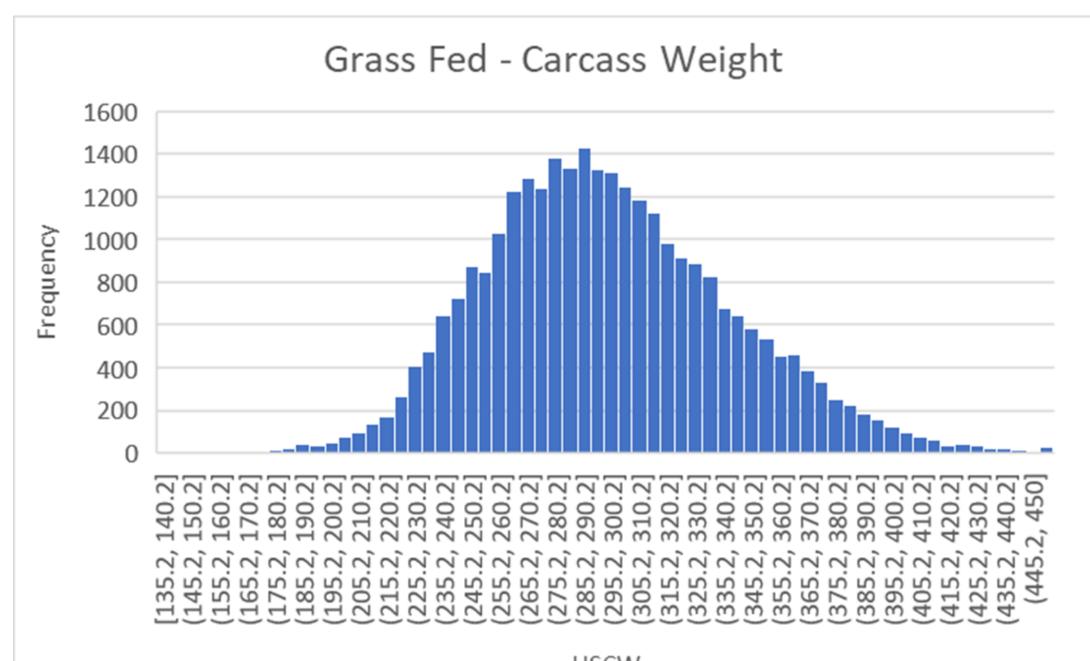


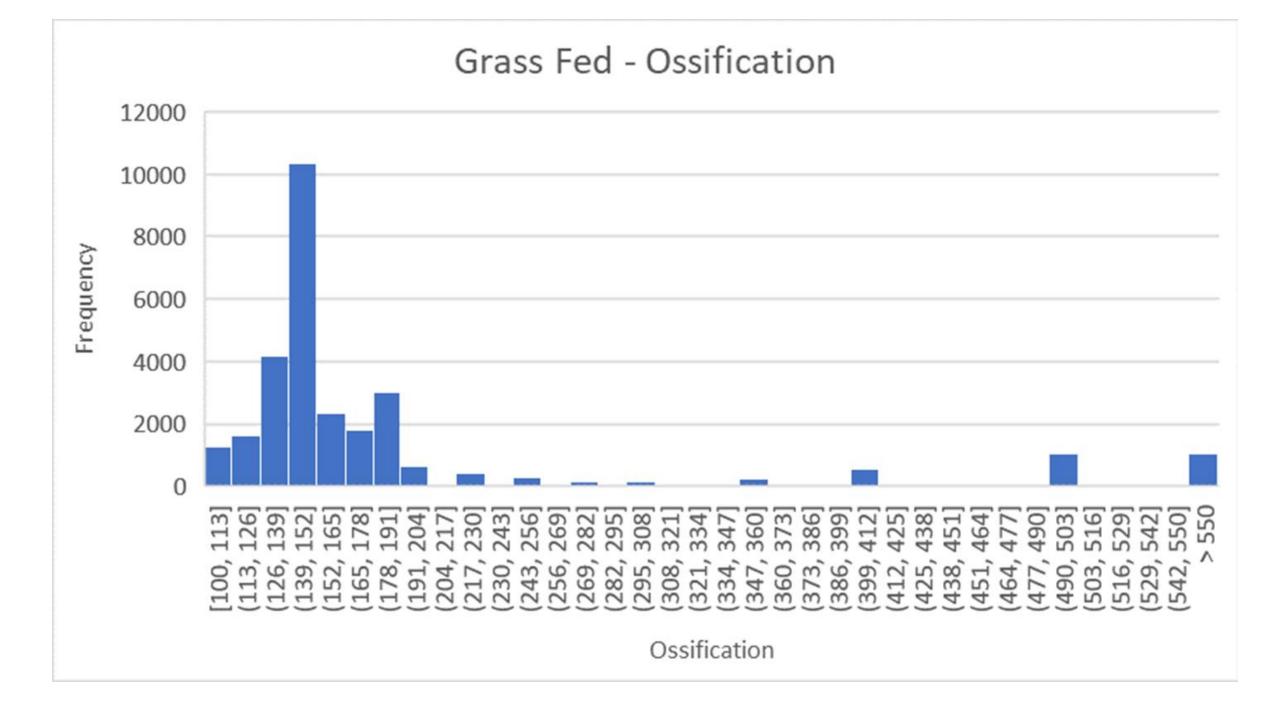


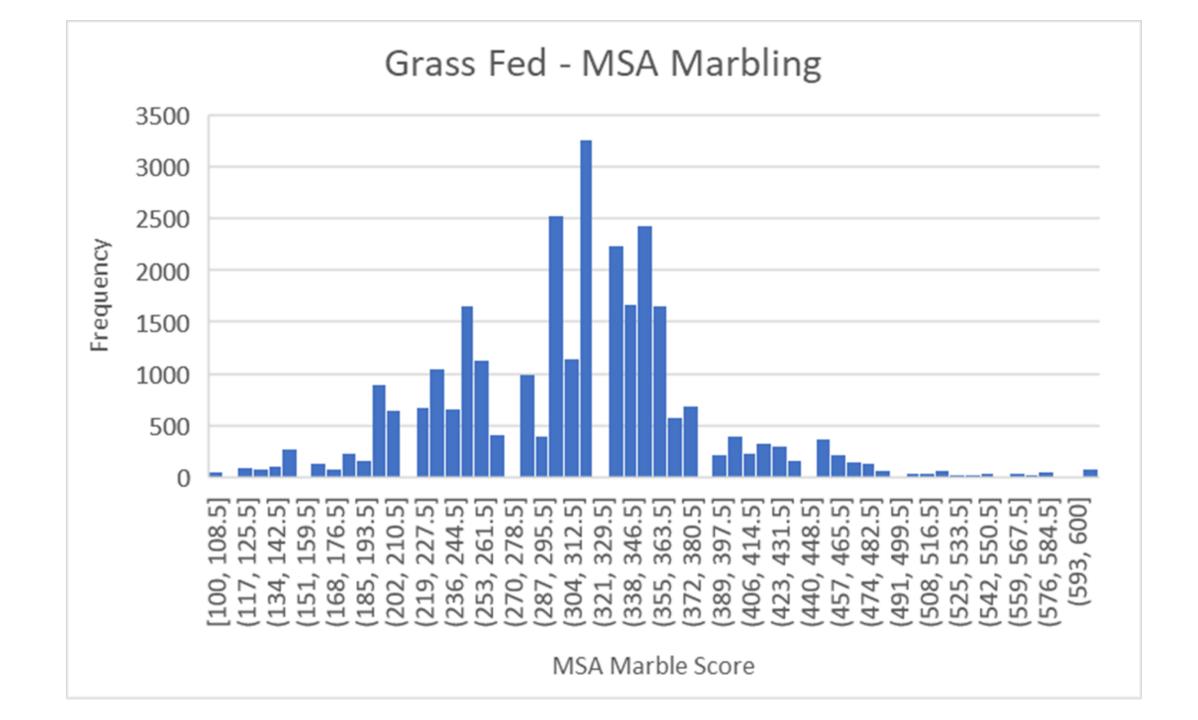
Carcase outcomes











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THIS IS THE FUTURE

