

“In a competitive market, above-average candidates would be those that improve consumer satisfaction, influencing immediate eating quality, purchase cost, long-term health implications of consumption, care of the environment in the production and processing of the beef; and welfare of the animals.”

Garrick (2011)

Consumer Preferences

- Provide tools to address production efficiencies
- Innovative use of technologies

Information Content

Data

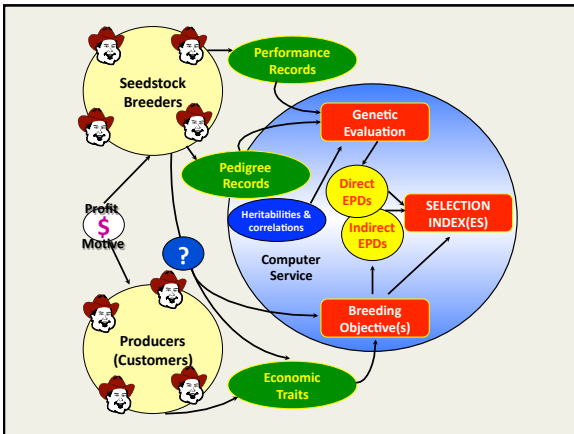
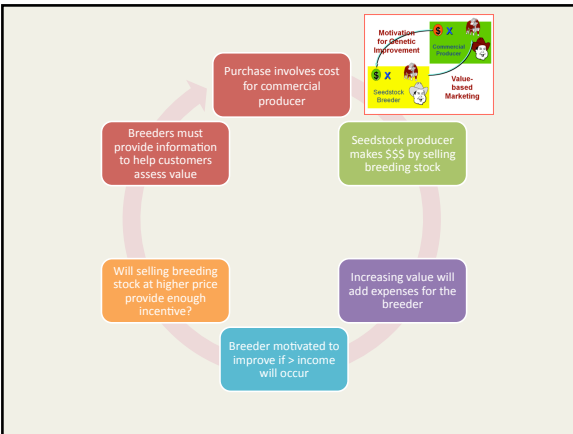
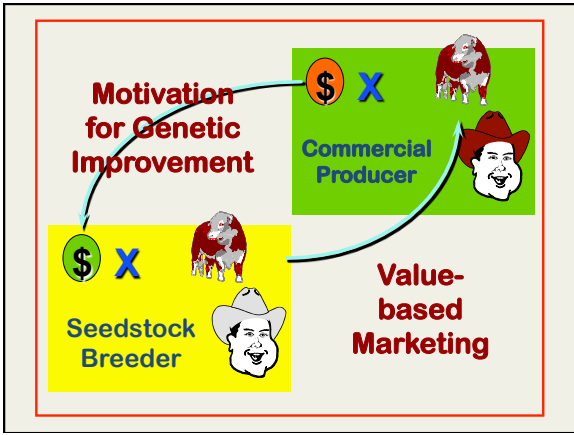
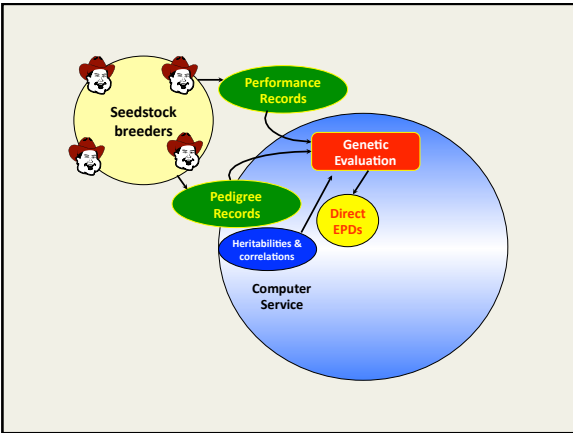
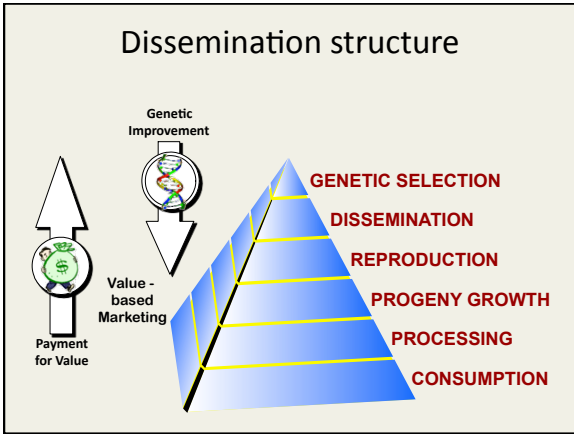
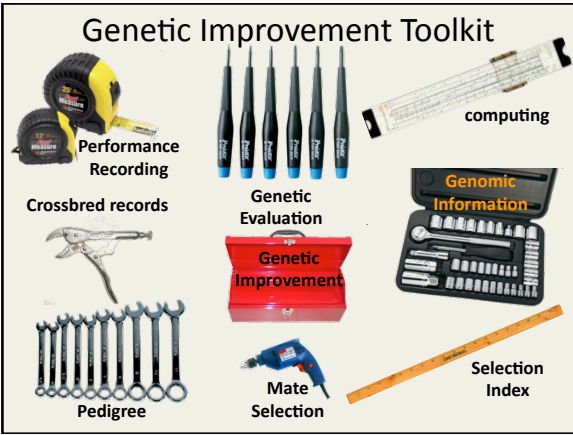
Returns

Where we are?

How will we get there?

Where we want to go?

Harris, Stewart and Arboleda (1984) Animal breeding programs: Systematic approach to their design



“The wise are mightier than the strong, and those with knowledge grow stronger and stronger”

Proverbs of Solomon [24:5]

