

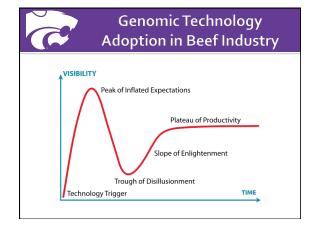


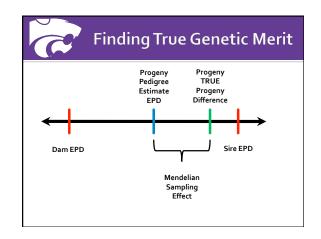
- Make the best possible selection decisions for our operation
  - Optimize selection gains
- Reduce risk of making a 'bad' decision
- If you are a seedstock producer you'll want to provide the best information possible to your customers
  - Selling a Cadillac or a Chevy?

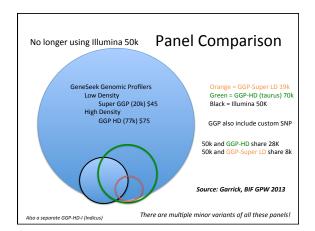


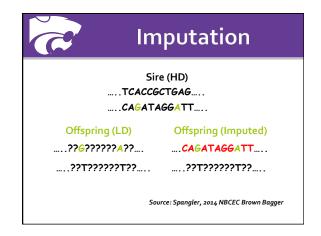


- Selection of yearling/two-year old bulls with genomically enhanced EPD
- Replacement females-under the right circumstances
- Objectives-ROI
- Parentage may get you far enough
- Replacement selection strategy: attributes for success as cow (environmental) then genetics
- Seedstock: bull and replacement heifer candidates
  - Marker Assisted Marketing vs. Marker Assisted Selection

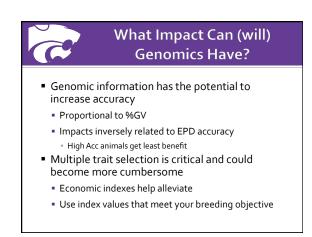


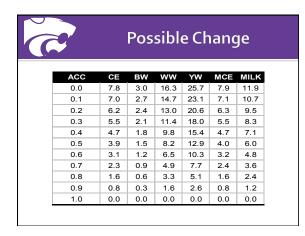


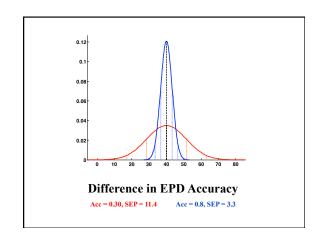




Lower	Dens	ity Pane	els
Trait Birth Weight	Actual 0.67	Imputed 0.65	
Calving Ease Direct	0.68	0.67	Actual = 50
Calving Ease Maternal	0.51	0.50	Imputed = 10
Fat Thickness	0.47	0.46	(from GGP-LD
Marbling	0.42	0.42	
Mature cow weight	0.64	0.62	
Rib Eye Muscle Area	0.49	0.46	
Scrotal Circumference	0.43	0.42	
Weaning Weight Direct	0.53	0.50	
Weaning Weight Maternal	0.37	0.35	
Yearling Weight	0.61	0.59	
Mean	0.53	0.51	
			Source: Garrick, BIF GPW 2013









- Mitigation of risk
- Faster genetic progress

$$\Delta_{BV}/t = \frac{r_{BV,EBV} \, i \sigma_{BV}}{L}$$

- Increased accuracy does not mean higher or lower EPDs!
  - Increased information can make EPDs go up or down

