

Results Summary

Additive genetic variance similar between Angus and Hereford

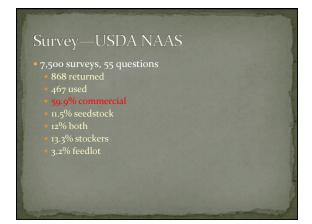
Lower heritability might reflect feeding locations and systems

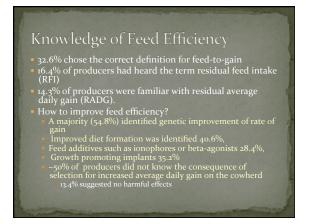
Largest effect QTL appear to differ between Angus and Hereford







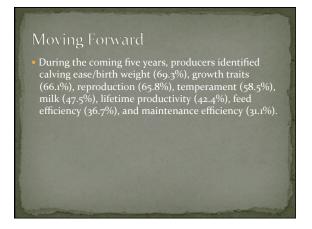




Willing to Pay? Producers were asked how much more they would be willing to pay for a bull if a reliable method of evaluation were available to document its genetic merit for feed efficiency. 23% producers indicated that they would not pay any more for a bull 13.6% indicated they would increase their purchase price by more than US\$500 11.8% indicated an increase of US\$201-\$300 10.5% would increase their bid by US\$101-\$200.

Knowledge of Genomics 62% responded that they did not know what class of traits should benefit the most from marker assisted selection. 13.1% responded correctly that this class includes traits which are difficult and/or expensive to measure and that have significant costs or returns associated with them. More than two-thirds of producers could not identify what was the primary benefit of adding molecular breeding value data to EPD calculations. Only 20.8% cited increase in EPD accuracy as the correct answer.





Grants are a platform Continued collection of phenotypes is critical Training Re-training Phenotypes needed to improved accuracy past PA+MBV Who we collect phenotypes on is also important

