

BEEF **INFOCUS**™



Making Every Pregnancy Count, A Better Joining Plan

Adopting the **Winning Game Plan** can simplify your farm's joining season.

An optimal breeding program aims to make the most of every pregnancy on farm. The '**Winning Game Plan**' is all about creating a personalised strategy for your joining season and making it easy to implement.

In the most basic form, you aim to generate additional heifers from your best cows with Sexcel semen and a value-added beef animal from the tail end of your herd using Beef InFocus.

**BEEF
INFOCUS™**

Sexcel™
Sexed Genetics

Fast Forward your Genetic Progress™



NUERA GENETICS



Genetics With The End In Mind

Efficiency. Sustainability. Profitability. NuEra™ is the genetic engine behind Beef InFocus™.

ABS produces hundreds of NuEra bulls each year, but only the top 4% qualify for Beef InFocus, which means the best of the best beef sires are available to maximize profitability for dairies.

Our BeefAdvantage® Index calculates our beef sires' performance on dairy to assist you in choosing beef sires who won't compromise reproduction in your dairy.

Benefits For Dairy Farmers



CONCEPTION RATE

The profit **GAINED** per 1% point increase in fertility rate.



EASY CALVING

The profit **GAINED** per 1% point decreased in calving difficulty.



STILLBIRTH

The profit **GAINED** per 1% point decrease in stillbirth.



GESTATION LENGTH

The profit **GAINED** per reduced day in gestation length.



This year's program has just been sexed semen and ABS InFocus, we haven't used any conventional semen,"

Josh & Lilli Philp
Gavoc, Western Australia

Using specialist dairy-beef semen in a three-way-cross herd has eliminated bobby calves and opened a lucrative new income stream for one southwest Victorian dairy farm.

And there are expectations this move could deliver a windfall of up to \$100,000 a year, without any extra work. Garvoc dairy farmers Josh and Lilli Philp have joined more than half their 800-head herd to



ABS Beef InFocus™ this year – after successfully trialling the dairy-beef semen last year.

"This year's program has just been sexed semen and ABS Beef InFocus, we haven't used any conventional semen," Josh said. "It means we don't have bobby calves, and yes, that's one of the plans, but the other plan is to value-add our crossbred herd."

Milking Red, Jersey and Holstein-cross cows the Philp family hasn't had the option of selling "black and white" heifers to the live export market to diversify their income, like many other dairy farmers.

ABS Beef InFocus has enabled them to boost the value of their calves while also providing a market for male and female offspring.



Flatter milk production, a shorter spring joining and a 'second opportunity' for quality cows, are just some of the benefits one Gippsland family has obtained from using a specified dairy-beef insemination program. The fact they also get valuable ABS Beef InFocus animals delivering a "cash cow" later in the season is just a bonus.

The Boyd family, Ranleigh Farms, at Foster and Yanakie have 37 ABS Beef InFocus Jersey and Friesian-

cross calves that were born in December. Grazing in the paddock at their dairy farm, Estelle Boyd said "You couldn't tell half of them were out of Jerseys and half were out of Friesians".

Earmarked to be sent to the family's out block, until market or seasonal conditions dictate a sale date, Estelle and her son Brett have used ABS Beef InFocus as a 'tool' to manage milk and cashflow.



It gives our good cows another chance to get back into the herd but breeding them to ABS Beef InFocus means they are also producing a beef calf that has value."

Estelle and Brett Boyd
Foster, Gippsland

"Because we shortened our spring joining, we created more empty (cows)," Brett explained. "But instead of being culled, we gave them another joining chance in February, to calve in December, and if they are any good, we move them into our autumn calving group. It gives our good cows another chance to get back into the herd but breeding them to ABS Beef InFocus means they are also producing a beef calf that has value."



We have bred our Jerseys that way, to spit out whatever we join them too. Plus Beef InFocus is sold as calving ease, so it was a no-brainer for us.”

James Couch
Nullawarre, Western Victoria

Improving his dairy herd was the impetus for James Couch to use dairy-beef semen. For the Nullawarre dairy farmer, it was a simple equation.

Joining the bulk of his herd to ABS Beef InFocus™ – semen that includes proven high fertility beef bulls – delivered in-calf cows, but more importantly, it helped cut costs. It’s not only cheaper semen compared, to what he’d normally



use, but it provides a valuable and saleable animal.

James knew exactly where to spend the savings. *“It meant we could spend an extra \$4 to \$5 a straw on our Sexcel® to get the exact bulls that we absolutely wanted,” he said.*

“I’m pretty confident they are going to come out black and with beef characteristics,” James said. “I have no issues with them coming out

of a Jersey because we have bred our Jerseys that way, to spit out whatever we join them too. Plus, Beef InFocus is sold as calving ease, so it was a no-brainer for us.”

Beef InFocus sires have been proven in more than 300 herds globally and are the only beef-dairy cross product with validated dairy calving ease data.



Australian dairy farmers are embracing specialist dairy-beef genetics to reduce bobby calves and diversify farm businesses. Nearly 14 per cent of all ABS semen sold to dairy farmers last year was ABS Beef InFocus™ – a genetic product designed to breed a quality and consistent beef animal from a dairy cow.

Increasing demand for a genetic solution to improve the profitability of bobby calves and animal welfare

in the dairy industry comes as leading New Zealand milk processor Fonterra has ordered its dairy farmer suppliers to stop killing bobby calves. Fonterra New Zealand suppliers must now raise bobby calves for beef, slaughter them for calf veal or the pet food market.

ABS Australia technical and genetic services manager Matt Aikenhead said more dairy farmers than ever are looking for a sustainable solution to phase out bobby calves.



Dairy-beef offers a solution to the dairy bobby calf challenge and the beef industry issue of supply consistency in the face of global warming.”

Matt Aikenhead
Technical and Genetic Services
Manager, ABS Australia

“Globally, specialist dairy-beef semen, such as Beef InFocus, has been available for more than a decade,” he said.

“In Australia, it’s grown in popularity recently as dairy farmers have teamed it with sexed genetics. They breed replacement dairy heifers from their best genetic merit animals and use Beef InFocus to join the rest of their herd and create a valuable protein product for the beef market.”

INFOCUS BLACK

Platinum INFOCUS (Industry Preferred)



BEEFADVANTAGE™

GENUS BEEF CALVING SURVEY ON DAIRY COWS ONLY

Calvings
337

Herds
92

Reliability
★★★★★

	70 BSI	100 BSI	130 BSI	GENUS ABS BREED AV.	PROVEN STATISTIC
Calving Ease (heifers)			130	4.9%	2.8%
Calving Ease (cows)			128	1.5%	0.4%
Gestation Length			130	282 days	278 days
Calf Quality			128	52%	59%
Calf Survivability			130	3.6%	2.0%

INFOCUS COLOUR

Blue InFocus (Colour)



BEEFADVANTAGE™

GENUS BEEF CALVING SURVEY ON DAIRY COWS ONLY

Calvings
254

Herds
72

Reliability
★★★★★

	70 BSI	100 BSI	130 BSI	GENUS ABS BREED AV.	PROVEN STATISTIC
Calving Ease (cows)			130	3.0%	1.0%
Gestation Length			130	283 days	279 days
Calf Quality			128	53%	62%
Calf Survivability			130	4.3%	2.0%



BEEFADVANTAGE™

GENUS BEEF CALVING SURVEY ON DAIRY COWS ONLY

Calvings
34

Herds
11

Reliability

	70 BSI	100 BSI	130 BSI	GENUS ABS BREED AV.	PROVEN STATISTIC
Calving Ease (cows)			127	1.3%	0.3%
Gestation Length	92			282 days	283 days
Calf Quality			130	NA	65%
Calf Survivability			130	3.2%	1%

INFOCUS WAGYU



BEEFADVANTAGE™

GENUS BEEF CALVING SURVEY ON DAIRY COWS ONLY

Calvings
57

Herds
5

Reliability

	70 BSI	100 BSI	130 BSI	GENUS ABS BREED AV.	PROVEN STATISTIC
Calving Ease (cows)			121	1.2%	3.1%
Gestation Length			130	282 days	285 days
Calf Quality			112	54%	65%
Calf Survivability			104	3.4%	2.5%



Profit From Genetic Progress

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