

24 January 2007

## **Introducing the TGRM<sup>®</sup> Mate Selection Service**

Breeding livestock is a serious business with considerable financial investment and risk. At X'Prime we take your breeding business seriously. Our breeding tools are designed to assist you in making the most of your breeding investment.

We would like to introduce you to our TGRM<sup>®</sup> Mate Selection Service. The technology behind TGRM<sup>®</sup> was developed at the world-renowned Animal Breeding research and development centre of excellence at the University of New England in Armidale, Australia. The TGRM<sup>®</sup> technology has been chosen by some of the largest and best breeding companies and service providers in Australia, USA, Europe and New Zealand.

Using the TGRM<sup>®</sup> Mate Selection Service, you can improve the decisions you make about selection and mating in order to maximise genetic progress while managing and controlling coancestry, inbreeding, trait outcomes and integration of major genes. As more and more genetic information becomes available, the human capacity to use all the available information in an optimal way declines. TGRM<sup>®</sup> can help you better use all the available information to achieve optimal or near-optimal results.

The TGRM<sup>®</sup> Mate Selection Service is an advisory service where you provide the data (or permissions for access to the data<sup>1</sup>) on your herd and you nominate bulls that you wish to consider for selection and mating. We provide analysis results to help you refine your selection and mating plans. The outcomes of this interactive service are reports summarising your range of options, predictions of genetic levels in the progeny of matings for \$Index, EBV traits, inbreeding and major gene genotypes if this information is available. Sire reports can be used to obtain bulls and/or semen and plan paddock usages, and mating lists assist in sorting of cows into mating groups as well as full predictions<sup>2</sup> for each mating outcome.

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<sup>1</sup> We can obtain data on your behalf directly from the Breedplan web database (currently there is no data extraction charge but your Breed Society may reserve the right to charge you for data access)

<sup>2</sup> Mating predictions are based upon data from Breedplan using standard genetic theory and actual results may deviate from predictions depending upon data accuracy.

The enclosed information contains fact-sheets about the TGRM<sup>®</sup> Mate Selection Service, analysis pricing, the science and breeding aspects that TGRM<sup>®</sup> can assist with, and an order form should you wish to proceed with an analysis. Please take your time to review this material and assess the relevance of using TGRM<sup>®</sup> for your breeding program.

Should you wish to receive a TGRM<sup>®</sup> Mate Selection Service, you will need to provide us with the appropriate permissions for your herd data access by returning the signed Order Form to us in advance of your planned mating dates. Please also provide us with a list of cows and bulls within the herd that you are considering mating, as well as a list of bulls from other breeders that you would be prepared to consider. We must receive payment for your preliminary analysis prior to obtaining data on your behalf. Details on payment options can be found on the order form, and pricing options on the TGRM<sup>®</sup> Mate Selection Service and Pricing sheets.

If you have questions in relation to data access, timing or wish to discuss further how you can benefit from using our TGRM<sup>®</sup> Mate Selection Service, please e-mail us on: [enquiries@xprime.com.au](mailto:enquiries@xprime.com.au) or telephone our NZ mobile 0212 046 966.

Maximise return on your investment in genetics by using the best tools available for the job.

A handwritten signature in black ink, appearing to read 'Susan Meszaros'.

Susan Meszaros, PhD

Managing Director

X'Prime Pty Ltd

