



Wholly Cow Genetics the Why, the What and the How

Why Wholly Cow Genetics? Decades of independent research and evaluation leads to the following statement: **Cow Herd economic functionality is the key to a farmer's profit levels. Correct genetic design and accurate observation and evaluation** are the key ingredients for identifying genetics which will create cows with high economic functionality. Research also validates that the economic functionality of all breeds has decreased dramatically over the last 3 decades. This is having a negative effect on farmers' profitability and sustainability. Commercial farmers require genetics which will function efficiently in environments which they can **economically afford** to provide. Identifying, accurately evaluating and supplying genetics which will function efficiently in commercial environments is the focus of Wholly Cow Genetics.

Why is the industry where it is today? Decades ago the concept of artificial breeding (AB) was developed through collecting and freezing of semen from **superior** bulls to overcome the logistical and other problems that prevented many farmers using the same superior bull for breeding. Under these selection principles, when in fact, the animals are indeed **properly evaluated to be superior**, there is a high chance of supplying real genetic gain to the end users – commercial farmers.

Research validates that, through the incessant supply of incorrectly evaluated genetics, the commercialization of the AB principle has done **unquantifiable damage** to the **economic functionality** of all breeds of cows in every country Worldwide. Whilst the greater part of this document discusses dairy cows, research validates, this situation is the same for beef breeds as well. Do we need proof of the preceding statement?

Up until around 5 years ago - for at least the preceding 3 decades - commercial dairy farmers throughout the world have spent billions of dollars on (supposedly) superior black and white (Holstein) genetics. These (supposed) superior genetics were identified, evaluated, marketed and supplied as being the best available by AB Companies (in the main).

So if the principle referred to in the 2nd paragraph was being adhered to why - in the last 5 years - has there been a massive influx of bulls (of breeds) other than Holstein into AB Catalogues? Why are farmers now using breeds from Brown Swiss to Belted Galloway - any breed rather Holstein? The answer: To 'fix' the results of the decades of genetic investments farmers have relentlessly made in 'blind' faith. Believing (according to those who promoted) them to be virtually fool proof - or at least - undoubtedly the best available and definitely better than what they had previously used. A step backwards was never a consideration when you read the promotional material or asked any questions. So it begs the question again why are so many farmers now turning to **any breed** except Holstein?

Sadly the answer is simple – too much academia and vested interests influencing genetic selection. Too much evaluation using (questionable) computer generated breeding values (CGBVs); irrelevant fashion (show ribbons); unrealistic (non-commercial) production figures; an inability to comprehend or evaluate environmental differences and a complete ignorance of the important requirements of identifying and breeding predictable and pre potent genetics with high **economical functionality**. Too much focus on the AB Company's and promoter's profits rather than the end user's profit.



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And the very serious part of this situation is the fact that the farmer has **had to prove** these supposedly ‘fool proof’ genetics are unsatisfactory and **not working** and ‘teach’ and educate those presenting as experts, espousing to having the most exact and comprehensive evaluation and selection tools in the world!

All of this at the farmers expense! **So the farmer pays twice:** Firstly buying the genetics and secondly when they do not work. This situation is now at a compounding level.

In this progressive genetic supply movement (dominated by AB companies) true cattle breeders have been made redundant and have been ‘overrun’ by the promoters. CGBVs have taken the place of true cattle breeding knowledge, erroneously assuming and promoting cattle with better numbers as better cattle. Paper cattle is what they are when farmers require paddock cattle to be profitable and sustainable. AB company’s staff understand very little about breeding cattle and a lot about what is promotable (and now) are coming up with solutions (other breeds) to ‘fix’ the black and white cow. ***The question begs - who identified and supplied the genetics which turned the black and white cow into this non-functional state requiring this repair? Correct, the same people who are now offering to supply the solutions today.***

What we have today:

1. **Poor Fertility** – continual selection of bulls from high production (sub fertile cows) high profile females which would/could not get back in calf – so they were embryo transplanted to produce promotable progeny to be put into AB. Commercial herds are experiencing incessant dropping of in calf rates whilst doing everything financially and humanely possible to halt this serious and very financially costly decline.
2. **Low milk components** - continual selection for production of litres with no regard to components.
3. **Massive dystocia** - continual assistance at birth with no consideration of the negative ramifications for the commercial farmer.
4. **Inefficiency of production** – focus on production with no consideration of mature size.
5. **Poor predictability and pre potency** – animals bred and selected for promote ability/marketability – not bred adhering to good breeding principles.
6. **Poor adaptability** – no independent and accurate evaluation of fitness performed, resulting in animals which are very sensitive to nutritional and weather fluctuations in the real world (the commercial environment). Farmers having to spend more and more dollars on feed and other supplements to support poor doing cattle.
7. **Poor longevity** – selecting for early high production (e.g. as 2 y.os.) with no consideration if the animal was still around in 2 years time – let alone if they ever got pregnant again. And never breeding out of older proven cows because they are unfashionable. All leads to low retention rates.
8. **Poor phenotype** – AB Company catalogues full of bulls with frail phenotypes – tall, narrow and non-thrifty. How can these frail bulls breed daughters which will look and perform well when under the pressure of the real world – the commercial environment? The result is ill thrift (poor doers) with very poor adaptability.
9. **Confusion of frailty with dairy character** – frailty is a very expensive trait to cater for in any species. Yes a cow must be the correct dairy shape - this **does not mean tall and narrow!** Frailty cost dollars to support.



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10. **Selecting genetics** from non-commercial nutritional environments to be supplied into commercial nutritional environments. Supplying high input genetics into low input operations.
11. **High cost of production** – selecting for production without any thoughts of the actual cost involved. Sold as more profit and productivity when the actual financial outcome is the farmer ‘buying’ production resulting in no more - **and often less** - money in their bank at the end.
12. **Paper cattle** versus paddock cattle which require copious quantities of supplements to survive let alone produce.
13. **Unbalanced cattle** – because of a lack of understanding of the fact nothing happens in isolation.

In summary: Every problem the industry now has - has been selected for!

This is a systematic cancer in the economic function all breeds of cattle caused and continually fuelled by incessant supply of promotable genetics(for the marketer) versus profitable genetics for the end user(the commercial farmer). Farmers ending up with the great expense of attempting to create the nutritional environment to suit the genetics. Profit is about farming genetics which adapt to a cost effective environment.

The summary of the situation: The seed stock industry is supplying the commercial industry with non - commercial genetics. This is at a compounding level. This is a systematic financial cancer.

Question: Are you going to allow the same people who created your problems to supply you the solution again?



The Answer: Wholly Cow Genetics

**Below are the key selection criteria for improving
cow herd economic functionality in your herd**

Wholly Cow Genetics’ independent evaluation and key selection criteria for identifying genetics for transmitting high economic functionality into the commercial farming world:

- ✓ Operations are 100% commercially run - evolving from nutritional environments **commercial farmers can economically afford to create**
- ✓ 2nd generation of breeding
- ✓ **No** intensive grain feeding – 100% grazing
- ✓ **No** feet trimming
- ✓ Farmed at **high stocking rates** - pressure



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- ✓ Longevity, adaptability and fertility are key requirements
- ✓ Genetic selection and evaluation NEVER DONE using CGBVS
- ✓ Accurate and independent analysis reveals good production levels produced in commercial environments
- ✓ Pedigree analysis reveals bred for economic function, predictability, pre potency, adaptability and high repeatability
- ✓ Excellent body conformation – strength, fitness and thrift
- ✓ All evaluation done in view of having a major positive outcome for the end user - the commercial farmer

How these key selection criteria will manifest in your herd providing the rock solid assurance of improving your cow herd economic functionality:

- ✓ Reducing Mature Size
- ✓ Raising Conception and Fertility levels
- ✓ Increasing Milk Components
- ✓ Increasing Efficiency of Production
- ✓ Reducing Cost of Production
- ✓ Sound Udder, Teat, Feet and Leg Structure
- ✓ Increasing Female Longevity, Adaptability and Survivability
- ✓ Increasing Retention Rates
- ✓ Creating more Surplus Sound Females being Available for Sale
- ✓ Improving Economic Functionality
- ✓ Increasing Your Profit Levels



Sustainable and Profitable Genetics identified for
breeding cows which work for you - not the reverse!
Putting the Profits in Your Pockets not everyone else's.

Contact us at: contact@naturesblueprintcow.com with your questions and requirements