



Selecting for Maximum Benefit What are your herd goals? How fast do you want to reach them? What traits do you focus on?







Trait	BW	WW	Milk	YW	SC
As calves*	4.4	36	19	63	.76
Trait	BW	\M/\M/	Milk	VW	22
Trait	BW	ww	Milk	YW	SC
Trait TC Rancher	BW	WW 20	Milk 14	YW 42	SC .23
Trait TC Rancher	BW 4 .99	WW 20 .99	Milk 14 .99	YW 42 .99	SC .23 .99
Trait TC Rancher TC Stockman	BW 4 .99 8.6	WW 20 .99 42	Milk 14 .99 9	YW 42 .99 82	SC .23 .99 .93













Molecular Value Predictions (MVP) 🕮 Proor Antonia Branch

- Based on a panel of 56 DNA markers that predict feed efficiency, tenderness and marbling in beef cattle
- Incorporate sum total of marker effects on each trait to predict molecular breeding value in units of the trait























Changing the Game with 50K MVP There Animal Hould And Learning

- · Expanded suite of traits
- Building upon Molecular Value Predictions (MVPs)
- · Initially Angus, followed by other taurus breeds
- · High level of reliability and preciseness
- Validated in industry-relevant proven AI sires
- Demonstrated in industry leading herds
- · Return on investment described in commercial industry •
- One-time DNA submission for ongoing access to future unique traits and technology



















