

*Muster them in for the...*



# MOOVE PROGRAM

*With the introduction of the IGS BOLT evaluation, now is the time to muster the necessary genotypes and phenotypes to improve genetic predictions in your herd!*

*Maternal Performance is the number one Profit Driver for the Australian Beef industry.*

*No other combination of traits will effect your customers profitability more.*

*The MOOVE Program is a collaborative project between ShorGene and Neogen Australasia. The aim is to increase both phenotypic and genotypic data collection of Shorthorn and Shorthorn cross females in Australia.*

*A limited number of research genotypes (GPP – 50K), will be made available to members at discounted rates.*

## HOW IT WORKS

- Eligible members must first enrol by signing a MOU regarding outgoing trait collection on Enrolled females for the lifetime of the project.
- Samples must be submitted as TSU's with the approved MOOVE program forms.
- Eligible members will receive a research price of \$27.50 inc. GST for genotypes only.
- Eligible members may add parentage for an additional \$4.40 inc. GST.
- Limited genotypes will also be available for mature cows at the research price providing the contemporary group had a minimum level of traits collected.

## PROGRAM RULES

- Minimum heifer contemporary group size is 20 head.
- Members must agree to genotype 90 percent of registered heifers in eligible contemporaries.
- Members agree to record all necessary phenotypes on females whilst in the breeder's herd.
- Yearling and mature females may be eligible depending on contemporary group trait records. Members will need to apply prior to testing.
- Payment for DNA testing must be made in full at the time of submitting samples.



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