

Alliance Mission Statement

The mission is to provide cow/calf producers with genetic technologies and key industry partnerships to link sires to individual progeny performance data for the betterment of quality and efficiency in beef production.

What is the Alliance

The Alliance is a partnership involving Quantum Genetix, Cactus Feeders, and cow/calf producers. This key alliance facilitates parentage testing (Q-link), alignment with a quality feedyard and collection of individual animal and carcass data. Individual performance and carcass merit can be linked to the sire through Q-link, which allows real performance data to be associated with each sire. Identification of superior sires will be accomplished through data capture and analysis over several calf crops. Once sire ranking is achieved selection for both heifer and bull retention will be improved, along with increased accuracy of blood line performance.

Deliverables

As a participant of the Alliance, you will receive the following information:

1. Determination of sire through parentage exclusion (Q-link)
2. Individual feedlot measures:
 - Feedlot arrival weight (weaning weight)
 - Days on feed
 - Carcass adjusted ADG
3. Individual carcass measures:
 - Hot carcass weight
 - Quality Grade
 - Yield Grade
 - Fat Thickness
 - REA
4. Progeny summaries for each sire

Utility

The information received by participating in the Alliance will provide producers with critical information that can drive future herd improvement decisions. Q-link results will link progeny performance to the sire which will allow producers to rank bulls and make



more informed breeding and culling decisions. The Q-link results can also determine the percentage of cows bred by each bull in a multi-sire situation.

Producers will be able to benchmark their herds and sires for the performance parameters that the Alliance will measure. Benchmarking determines current performance so that future improvement can be measured. This is a basic tenant of quality systems in all industries. Producers can also be benchmarked against other Alliance participants which will identify areas the herd performs well in and which areas could be improved the most.

Producers can utilize data obtained from the Alliance to make more informed decisions regarding which heifers to keep and which to sell in order to make overall herd improvements. Bull ranking will lead to more informed keep and cull decisions.

The Alliance provides the tools to measure, improve, and compare animal performance. Herd improvement can be targeted and observed in fewer generations leading to more profitable herds and better quality beef.