LIVESTOCK BREEDING AND GENETICS CONFERENCE

LAMBPRO
LINKING GENES AND MARKETS

Disruptive?

The Market Drives Change

- Demographic is always changing (so is the market)

- Rams sold five months of age (management)

- Younger = higher performing

- Auction is invite only

- 1st producer to conduct branded Aplus sales in 2003

- Specification = Price

- Results

Competition for Land Use

- Biggest competition is relative profitability of other enterprises not other studs.

- The south it's a competing battle for land use (cropping, cattle, lamb, wool, lifestyle)

- Beef v lamb/wool is heating up

- Young generation will chase $$ not tradition

Key to Design is Common Language

- Lamb breeding values (ASBVs) are described across breeds

- We can assess genes from dozens of breeds in a single language

- This has driven new genetic product development by LAMBPRO and others

Performance focus not breed
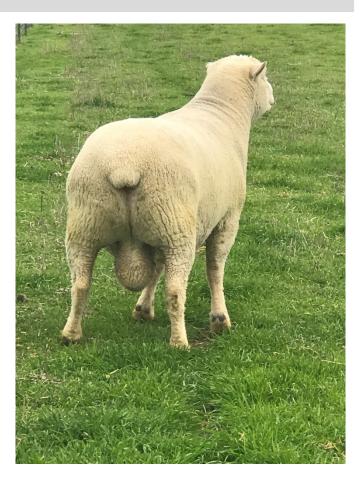
Lambpro 163577 (Primeline Maternal)

Breed	%
White Suffolk	28%
Coopworth	21%
Texel	15%
Romney	9%
East Friesan	12%
Finn	7%
Border Leicester	1%

Market Focus not breed

Lambpro 150513 (Tradie)

Breed	%
Poll Dorset	75%
Southdown	25%

Why Lamb Is Different to Beef?

- LAMBPLAN is controlled by MLA not breed societies

- It's extremely cheap compared to Breedplan (cost recovery model)

- Sheep are white fluffy animals (coat colour handbrake removed)

Commercial Impact

- Switched on breed societies have opened the book to allow infusions (White Suffolk had massive PD infusion)
- Transparency has driven purchasing decision
- Less breed focus
- 100% of the Top 100 2017 rams for Maternal Dollar Index are Composite rams
- Composite Breeding becomes an exact science, not just using generic benefits of different breeds

Language Barrier in Beef

- The fact you can't easily compare mainstream breeds in 2018 is astounding
- Hard for producers to make breed decisions (more likely not to change as there isn't concrete evidence to base decision)
- Common language will drive genetic gain (competition based on performance as it has in lamb)
- No stimulus to improve genetic products by combining breeds by stud breeders

Catalyst for Change?

- Producer demand will drive change

- Breed societies need to be on board (what have they got to hide)

- R&D will be required for linkage with good linkage design to enable accuracy in reproduction traits

Messages

- The design of seedstock is paramount for enterprise advancement in every agricultural enterprise

- Using multiple breeds/genes in a breeding program will accelerate genetic gains

- Common language is the backbone to accelerated gains.