

## **Displaying BREEDPLAN Information in Sale Catalogues / Advertisements**

It is important when BREEDPLAN information is displayed that it is presented in a clear and consistent manner. The following document provides a guide to the display of BREEDPLAN information in brochures, sale catalogues and advertisements.

### **Presentation of BREEDPLAN Information**

When displayed, BREEDPLAN information should be presented in such a manner so that:

- ❑ The information is clearly identified as being GROUP BREEDPLAN EBVs
- ❑ The name and date of the BREEDPLAN analysis in which the EBVs were calculated is clearly identified. For example, “2008 Summer Hereford GROUP BREEDPLAN EBVs” or “Interim Hereford GROUP BREEDPLAN EBVs – 01/09/2007”. This is particularly important at multi-vendor or multi-breed sales.
- ❑ The BREEDPLAN logo for the relevant breed is clearly displayed. An electronic copy of the BREEDPLAN logo for each particular breed can be accessed by contacting staff at BREEDPLAN.
- ❑ All available EBVs for a particular animal are displayed, not just a selection of EBVs
- ❑ The accuracy value for each EBV is displayed either next to or below the EBV
- ❑ All EBVs are shown with a clear positive or negative sign to clearly differentiate the two.
- ❑ If Selection Indexes are presented, the name of the Selection Index should be clearly identified and the Selection Index should be reported for all animals that have that Index available.
- ❑ Where other information is also displayed (eg. raw performance data, structural score information, gene marker results), it is clearly differentiated and identified as not being GROUP BREEDPLAN EBVs.

The following table provides an example format for the presentation of BREEDPLAN EBVs.

2007 WINTER GROUP BREEDPLAN EBVS																	
	Calv. Ease Direct (%)	Calv. Ease Dtrs (%)	Gest. Len. (days)	Birth Wt. (kg)	200 Day Wt. (kg)	400 Day Wt. (kg)	600 Day Wt. (kg)	Mat. Cow Wt. (kg)	Milk (kg)	Scrotal Size (cm)	Days to Calv.	Carcase Wt. (kg)	Eye Muscle Area (sq.cm)	Rib Fat (mm)	Rump Fat (mm)	Retail Beef Yield (%)	IMF %
EBV	-1.2	+3.2	-1.8	+5.1	+33	+41	+65	+66	+12	+0.6	-1.1	+34	+0.9	-0.1	-0.3	+0.5	+0.2
Acc	51%	46%	62%	81%	90%	89%	89%	76%	64%	74%	38%	76%	59%	67%	67%	64%	60%

**Traits Observed:** BW, 200WT(x2), 400WT, SS, FAT, EMA, IMF



## Additional Information in Sale Catalogues

In addition to the correct presentation of BREEDPLAN information, it is important that several other pieces of information are also included in sale catalogues.

- ❑ The current breed average EBVs should be included. The breed average EBVs will be available in either your latest GROUP BREEDPLAN report, from the EBV enquiry facility on the internet or by contacting staff at BREEDPLAN.
- ❑ In addition to the breed average EBVs, it is also recommended that the current EBV percentile table is included in sale catalogues. Providing this information will allow bull buyers to clearly identify where each animal ranks within the breed for each particular trait. The percentile table is also available from either your latest GROUP BREEDPLAN report, from the EBV enquiry facility on the internet or by contacting staff at BREEDPLAN.
- ❑ Appropriate explanatory notes should be included that clearly explain the BREEDPLAN information that has been presented in the sale catalogue. Example sets of explanatory notes are available in your latest GROUP BREEDPLAN report or by contacting staff at BREEDPLAN.
- ❑ A disclaimer should be included in the explanatory notes. The disclaimer may read something similar to:

*The GROUP BREEDPLAN Estimated Breeding Values (EBVs) contained within this sale catalogue were compiled by the Agricultural Business Research Institute (ABRI) from the data supplied by breeders. Neither the <insert Breed Society name> nor ABRI oversee or audit the collection of this data.*

## Optional Information in Sale Catalogues

Other information that members may wish to consider including in any sale catalogues includes:

- ❑ The “Traits Recorded” for each animal indicating the performance information that has been analysed by BREEDPLAN for each animal.
- ❑ The “EBV Graph” for each animal. This is simply a visual representation of the EBVs. A copy of an animal’s EBV graph can be accessed electronically from the EBV enquiry facility on Internet Solutions.

While BREEDPLAN would strongly encourage that members adhere to the above guidelines, ultimately the presentation of any BREEDPLAN information is up to the discretion of the individual producer. Having said this, some Breed Societies/Associations do have a BREEDPLAN Code of Practice that outlines specific regulations regarding the display of BREEDPLAN information. For further information, please contact your Breed Society/Association.

*For more information regarding the display of BREEDPLAN information in advertisements, sale catalogues or brochures, please contact staff at BREEDPLAN.*

