

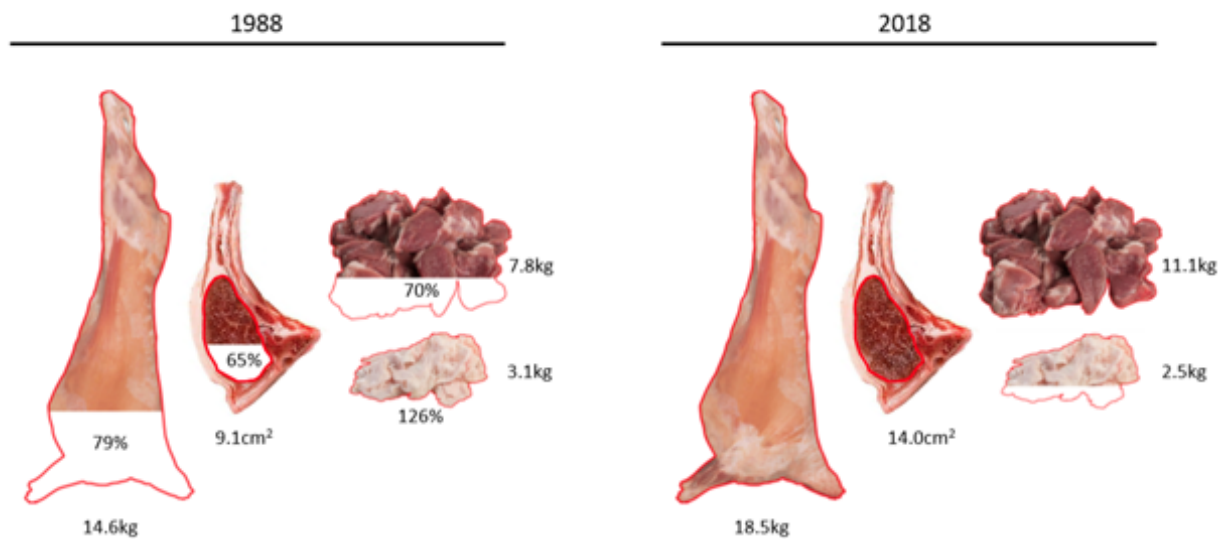
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**SHEEP**



## **Revised SIL Meat Module goes live**

SIL's revised Meat Module goes live on 28 September in conjunction with Single Step. NZTW – reported weekly through Single Step – will use the new module.

Why the need to revise the module? Carcasses are now heavier, with proportionally more lean tissue and less fat than in 1988 - the carcass information that was used to develop the first module in 1995. This revised module is more accurate and will result in changes in meat yield traits. It is based on updated genetic parameters (heritability and correlations), ultrasound work, viascan, CT and cutting work at current processing weights (18.6kg) and reflects today's most relevant breeds. Carcass weight will now be predicted from typical meat measures rather than growth alone, and as it remains reported through growth most flocks will observe a rise in growth values with a decrease in Meat Yield values since they are

corrected for carcase weight. The relative economic values remain the same.

We realise the timing of this new module coincides with ram selling and to mitigate the disruption these changes may cause to breeders, B+LNZ Genetics has opted to provide the previous Meat Module reported through Multi-Step on monthly basis up to 20 December. In this way, you can:

- Continue to sell rams in the Oct-Dec 2018 period, based on the values rams have already been selected on.
- Select rams to retain in the Oct-Dec 2018 period, based on the improved Single Step and revised Meat Module values.

Note:

- 2018-born lambs will only be reported on through the Single Step and revised Meat Module.

From 20 December, you'll only be able to select and sell rams based on Single Step and the revised Meat Module.

**Neville Jopson (AbacusBio) talks through the detail behind the updated Meat Module. Annie O'Connell (B+LNZ Genetics) then asks some questions of Neville, on behalf of breeders, to clarify key messages.**

[View video now](#)

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[More information](#)

[Ram Breeders: Read full explanation of changes in Meat Module and Single step](#)

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**beef+lamb**  
new zealand

**GENETICS**

# **SHEEP BREEDERS' ROADSHOW 2018**

Mon 15 October	<b>Hamilton</b> (Airport, Airbus Room)
Tue 16 October	<b>Waipawa</b> (CHB Municipal Theatre)
Wed 17 October	<b>Masterton</b> (Cophorne Solway Park)
Wed 24 October	<b>Gore</b> (Gore Town and Country Club)

**Duration:**  
3:30 – 5:30pm (afternoon tea from 3pm)

## **Sheep Breeders' Roadshow**

Join the B+LNZ Genetics team on this roadshow and catch up on innovations, changes and technologies coming your way.

There will be updates on key topics covered during the Sheep Breeder Forum: Single Step, Meat Module, Wool Module, nProve, Genotyping and Progeny Tests.

Chairman Chris Kelly and other board members will be on the road and look forward to hearing from you.

The roadshow is a great opportunity to ask any questions you have.

**Duration: 3.30-5.30pm, with afternoon tea from 3pm**

If you are unable to attend but would like to view via **a live broadcast on Wednesday 24 October** please email [carolyn.bennett@blnzgenetics.com](mailto:carolyn.bennett@blnzgenetics.com) for more details.

[Register now](#)

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## Sheep Forum: more presentation highlights

Here are another couple of popular presentations from July's B+LNZ Genetics Sheep Breeder Forum.

### Where does phenotype fit in a genomic world?

Dr Peter Amer (AbacusBio) talks about the future for phenotypes. Is there a new model out there for using phenotypes alongside genomics? Peter discusses breeding scheme designs, in the era of genomic technology.

[Watch presentation](#)

### Uncomfortable family trees

Statistician Dr Ken Dodds (AgResearch) discusses inbreeding and relatedness. How inbred are your animals? What are the implications?

[Watch presentation](#)

### Need a thick skin?

Professor Hugh Blair (Massey University) presented a workshop on the trait of skin thickness and its relationship to lamb survival.

[Watch presentation](#)

All Sheep Forum presentations are online

[View now](#)

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## LambEx: Charlie Arnot insights

LambEx 2018 was held in Perth early last month. The three-day conference, which focuses on Australia's sheep and lamb industries, included keynote speaker Charlie Arnot from the US Center for Food Integrity. It was titled "Have we moved the needle on consumer trust?"

Charlie Arnot is an international authority on how to build consumer trust. But how much of a threat is a lack of trust to the way we currently do business? And is the percentage of consumers who really care about how food is produced enough to rock the boat? Charlie looked inside the Australian sheep industry when he spoke at LambEx in 2012. LambEx asked him to check in – six years on – drawing on his experiences in building consumer trust and looking at the road ahead.





The presentation covered four topics. Here are some of the key points.

### **1) What happened to trust?**

- How did we get here, where consumers are more sceptical and concerned?
- Frequent and visible violations of public trust have been consistent enough to breed public scepticism.
- There has been consolidation, integration and industrialisation – so the public thinks of food as an institution. “Big” used to be respected, but now it’s bad.
- Consumers are crowd sourcing knowledge in a tribal network communication model. E.g. The mom tribe consumer panel. Example: GMOs are unsafe. How did they come to this conclusion? You don’t need doctors or scientists, when you have 100s of moms.

### **2) Why should we care?**

- You could lose your social licence, access to tech/process, assets, sales, confidence, reputation. There could be future litigation.
- Social licence is based on trust.
- Confidence (shared values and ethics), is 3-5 times more important than competence (science).
- Agriculture should be better at answering the “should” question, not the “can” question. We are good at the “can” question.
- Lead with shared values to build trust. If people don’t trust you, the science doesn’t matter.

### **3) Have we moved the needle?**

- There is no silver bullet – a simple fix doesn’t exist.
- It is easy to focus on the lunatic fringe, but attacking attackers doesn’t work. The extremes only talk to each other. Talking about economic impact also doesn’t work.
- Is the needle moving? Coalition for responsible gene editing. Centre for Food Integrity is seen as the hub. Engage with key consumer influences. We are seeing some change.

### **4) What should we do now?**

- Stop trying to persuade people. Stop correcting. Stop educating. We can engage... make information available (listen for shared values, ask questions, share knowledge (if needed))
- Commit to great transparency: Motivations, disclosure, accuracy, credibility, stakeholder participation, clarity, relevance.
- Transparency isn’t optional. It’s a basic consumer expectation.
- Embrace consumer scepticism – its not personal.
- Public wants info from academics, but not academic info.
- Begin any public engagement using shared values.
- Commit to engaging early, often and consistently
- 65% of the public wants to know more about farming.
- Commit to build trust. Not a short-term campaign.

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## Save the dates

**B+LNZ Genetics First to Market Field Day**  
**Tuesday 21 November**  
**Horizon Farming's Maraetotara Farm**  
**1262 Maraetotara Road, Havelock North**

10.30am - 12pm: Breeder meeting  
1pm - 4.30pm: Commercial farmer field day

With support from our partners at Progressive Meats Ltd, Horizon Farming and FMG, we are hosting a field day for the Terminal Sire Progeny Test at Maraetotara Farm.

Lambs born on the Hawke's Bay property this spring have sires from 17 different breeding operations. Progeny are monitored for growth rate, before being processed through Progressive Meats' grading system and measured for eating quality and yield.

Head along to see progeny first hand and hear the latest results.

**B+LNZ Genetics 2019 Sheep Breeder Forum**  
**2 - 4 July 2019**  
**Napier**  
More details to come.

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## BEEF

### Beef Progeny Test's first co-hort results out

The first crop of calves from Beef + Lamb New Zealand (B+LNZ) Genetics' Beef Progeny Test have been processed and the results are out.

B+LNZ Genetics National Beef Manager Max Tweedie said the resounding conclusion is that EBVs work.

"Averaged across all of the traits we measured, bulls' EBVs delivered 73% of the performance they predicted.

"Put simply, that means using bulls with better EBVs gives you reliably better calves – that is, on average, calves perform in line with what their sires' figures predicted. And, the consequence of that is better returns."

The test's first mating was in 2014 and has involved about 2200 cows and heifers on five large commercial properties each year since. A mix of both internationally-sourced and New Zealand semen has been used, covering a wide range of breeds. Some sires had highly accurate EBVs, while others were low accuracy. Regardless, the sire's EBVs predictions lined up with actual calf performance.

"If we drill down into specific traits, you see that some are strongly reliable. For instance, the growth EBVs – 200, 400 and 600 Day Weight – are very strong, with calves delivering close to what their sires' EBVs predicted.

Other traits that perform reliably close to their EBV predictions were fertility – "Days to calving" EBV – and Rib Fat.

When it came to carcase performance, there was a "satisfactory" – i.e. actual calf performance was less than half that predicted by the EBV – for Intra Muscular Fat (IMF) and Carcase Weight EBVs.

"So, yes, some EBVs are predicting calf performance better than others. While this project isn't all about EBVs, the early and clear message is that EBVs do a good job of producing the progeny they predict they will.

“The principal stands: EBVs work.”

[View full results](#)

A graphic for the Beef Breeder Forum 2018 recap. It features a background image of a herd of cattle in a field, overlaid with a teal geometric pattern of lines and dots. In the top left corner is the 'beef+lamb new zealand GENETICS' logo, which includes a stylized DNA double helix. The main text 'Missed our Beef Breeder Forum?' is written in large, bold, white letters. At the bottom, a teal banner contains the text 'No problem. The presentations are now up on YouTube. No registration required – just visit **whatsfordinner2028.co.nz**' in white.

**Missed our Beef Breeder Forum?**

**No problem.** The presentations are now up on YouTube.  
No registration required – just visit **whatsfordinner2028.co.nz**

### **Beef Breeder Forum 2018: recap**

B+LNZ Genetics hosted its first ever “virtual” Beef Breeder Forum on 29 and 30 August 2018. The event was a resounding success, with about 130 people tuning in over the two nights.

The free forum involved people logging in from their home computers and watching speakers via pre-recorded video, followed by a live Q&A session. There were five feature speakers over the two nights and another 12 on-demand presentations that attendees could watch anytime.

The two most popular sessions were:

**Crossbred bulls: Are they the future?** – Bill Cornell and Matthew Cleveland, ABS Global  
[Watch now](#)

**Genomics is here: Get with the programme?** – Bull breeders Bryan Bendall & Jono Reed  
[Watch now](#)

You can watch these presentations – and another 15 – on our YouTube Channel  
[View now](#)

S.I.L.

### **SIL Reminders**

With docking in the North Island and tailing in the South, it's time to think about appropriate mob recording.

- DNA parentage best practice – [download video from Sheep Breeder Forum](#)
- Ensure all possible sires used at mating, and all possible dams in the mob at lambing have DNA samples and are included in the parentage assignment groups. It is wise to EID scan ewes in the mob at docking and take a DNA sample from any rogue ewes that weren't expected.
- If you have loaded pregnancy scan data, your NLB breeding values will be updated with this already.
- If you now load new lambing records this will be used in preference to scanning data.

It is important to have an accurate measure of all lambs born – alive or dead – so that Survival values can be accurately calculated at weaning time.

[View Best Practice Guide](#)

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## SIL fees to increase

B+LNZ Genetics is increasing SIL Fees on 1 October 2018.

[More details](#)

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The team (from left): General Manager Graham Alder, IT Programme Manager David Campbell, Lead Scientist Dr Michael Lee, Science Manager Eleanor Linscott, Genetic Evaluation Technical Manager Sharon McIntyre, Sheep Genetics Manager Dr Annie O'Connell, Beef Genetics Manager Max Tweedie, Genetic Systems Analyst Jacqui Edwards and Office Administrator Pam Schofield.

[More information about team](#)

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The future's in the genes



For more information visit  
[www.blznzgenetics.com](http://www.blznzgenetics.com)

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