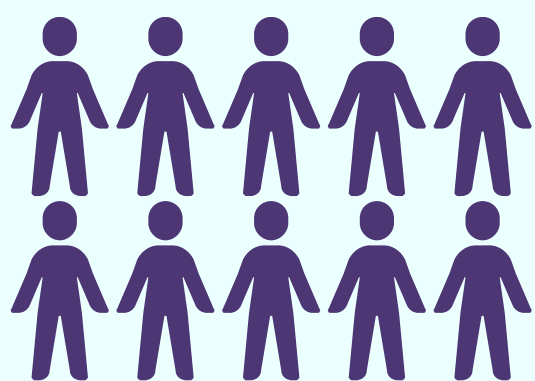


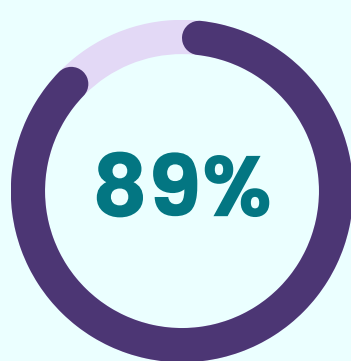
What traits are important to NZ beef farmers?

Results from the Informing New Zealand Beef Trait Prioritisation Survey.

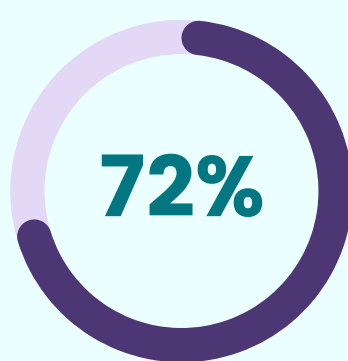


729 RESPONSES

More than 700 farmers and rural professionals took part in the cattle trait preference survey.



Believe **EBVs are a faster way of improving the herd** compared to other methods



Agree that New Zealand farm systems require **specialist indexes**.



Top 10 traits ranked

1. Female fertility
2. Cow functionality
3. Calving ease
4. Feed efficiency
5. Post-weaning growth
6. Growth to weaning
7. Carcase weight
8. Carcase dressing %
9. First cycle calving
10. Body condition score

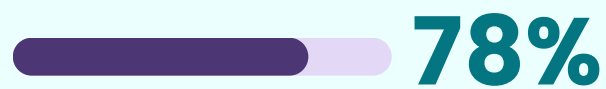
Support the use of selection indexes.



Want functional traits in indexes.



Consider structural soundness very important.



Learn how these results will help direct the future of New Zealand's beef industry.

blnzgenetics.com/informing-nz-beef

