

Breed your type of cow!

traitplus is Australia's first independent conformation evaluation service for commercial dairy producers.

It adds consistency and objectivity to your breeding program by providing an expert and impartial assessment of the strengths and weaknesses of your cows.

You can use this information to make better breeding decisions and improve those traits associated with production, fertility, management ease and longevity.

It is ideal for use in Holstein Australia's **mateplus** mating program.



traitplus can help you to breed a better business

- Receive expert evaluation of your cows
- Define your breeding objectives
- Make better informed breeding decisions
- Accelerate your genetic improvement
- Review the progress of your breeding program
- Get the most from your investment in genetics
- Improve the value of surplus cows and heifers
- Add significant long-term value to your herd



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A U S T R A L I A

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Conformation evaluation service
for commercial dairy producers.

traitplus™
by Holstein Australia



IMC 2151A

Improving your profitability

traitplus conformation evaluation service can improve your profitability by helping you to breed high production, trouble-free and long-lasting cows.

Cows with sufficient capacity to take in large amounts of roughage and convert it into quality milk . . . a well-attached udder that will produce for many lactations . . . an ideal rump for easier calving . . . the dairy strength to sustain high levels of production and fertility, year after year . . . good feet and legs to walk between the dairy and grazing paddocks.

We call it
functional
conformation.

You call it
common sense.

Functional conformation

Professional classifiers from Holstein Australia will visit your herd and carefully assess 11 different traits using internationally-recognised standards:

- Rump Angle
- Udder Texture
- Udder Depth
- Median Suspensory
- Rear Attachment Height
- Rear Teat Placement
- Teat Length
- Foot Angle
- Bone Quality
- Rear Leg-Rear View
- Chest Width

Classifiers can then identify up to four key problem traits or areas for improvement.

Using **traitplus** is easy!

1. Contact Holstein Australia and arrange a farm visit
2. Professional classifiers will assess your cows during milking or as they enter or leave the dairy.
3. Supplied information can then be uploaded into **traitplus** or other mating programs using industry standard software.

