

Accelerate genetic improvement in your herd

mateplus is the fast, simple and cost-effective way to accelerate genetic improvement in your herd by removing the guesswork normally associated with corrective mating.

Developed by Holstein Australia specifically for use in the Australian dairy industry, **mateplus** is ideal for all dairy herds and all dairy breeds. The only requirement is the desire to breed high production, trouble-free and long-lasting cows!

Our expert staff discuss your breeding objectives and the best balance of production, conformation and workability for your operation. They can also assess the conformation of your cows via **traitplus** or classification.

mateplus automatically matches each cow with the best sire based on production records, conformation assessment, Australian genetic evaluation data and your budget.



mateplus can help you to breed a better business

- 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



Holstein
A U S T R A L I A

www.holstein.com.au

24–36 Camberwell Road
HAWTHORN EAST VIC 3122
Phone 03 9835 7600
Fax 03 9835 7699

mateplus™ is a trademark of Holstein Australia

Australia's independent
mating program.

mateplus™
by Holstein Australia



IMC 2151B

Four big advantages

Independent

mateplus puts you in charge of selecting your bull team. You can select sires from any breeding organisation. The only condition is that they must have an Australian proof or converted Australian proof.

Objective

mateplus utilises ADHIS' Selectabull to help you build your breeding objective and then select your bull team. It then combines your herd recording data, management records, pedigree information and conformation scores with the latest ABVs to determine the best mating for each cow.

Flexible

mateplus allows you to utilise different breeding objectives, nominated sires or desired blend price for different groups of cows. For example, you can elect to use elite sires in genetically superior heifers and progeny test sires in older cows.

Immediate

In many cases, our classifiers can discuss your breeding objectives, upload your herd data, assess your cows, enter the nominated sires and generate a written report – all in the same day.

Using **mateplus** is easy!

- Contact Holstein Australia and arrange a farm visit
- Discuss your breeding objectives with our experts
- Upload available information from herd records, conformation assessment (if available) and nominated sires
- **mateplus** automatically matches cows to nominated sires and generates a written and electronic report

