

Open new doors with better management

Knowing the parentage of each animal in your herd is necessary to make informed management decisions. By utilizing SireTRACE® you can identify individual sires within a multisire herd, make educated breeding decisions and continually select genetically superior bulls based on progeny performance.

SireTRACE uses DNA information to:

- Evaluate offspring fingerprints against potential sires to determine a definite sire
- Determined pedigree by validating the sire and a dam
- Track an animal across multiple venues

Tracking this information allows data to be analyzed on animals that perform on both the high and low end of a performance scale. Future performance and economic benefits can be maximized if these specific sires for high- and low-performing offspring are identified.

Benefits of SireTRACE

There are multiple benefits to implementing SireTRACE into both commercial and seedstock operations, including:

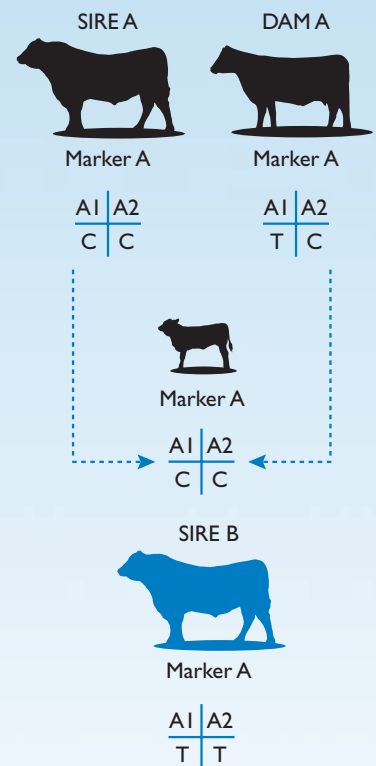
- Reducing the number of herds while increasing their size
- Utilizing pasture and water resources more efficiently through rotational grazing
- Reducing labor needs for feeding and watering cattle
- Improving pregnancy rates and the cow-to-bull ratio, which can potentially shorten the calving season
- Removing low performing or genetically inferior bulls

Putting SireTRACE into practice

With SireTRACE results in hand, decisions which impact the future of your operation can be made more carefully. SireTRACE will allow you to:

- Identify sires of superior calves, increasing the speed of genetic progress
- Make educated breeding decisions, allowing each animal to be mated for its optimal genetic potential
- Select future herd sires based on genetic potential and performance

Using SireTRACE For Parental Validation



Both SIRE A and DAMA qualify.
SIRE B does not qualify.