

British Blue Percentile Bands for 2012 born calves

Percentile Band	Calv. Ease Direct (%)	Calv. Ease Dtrs (%)	Gest. Len. (days)	Birth Wt. (kg)	200 Day Wt. (kg)	400 Day Wt. (kg)	600 Day Wt. (kg)	Milk (kg)	Scrotal Size (cm)	Carcase Wt. (kg)	Eye Muscle Area (sq.cm)	Rib Fat (mm)	Retail Beef Yield (%)	IMF %	BBB Carcase Profit Index (GBP)	BBB Pedigree Breeding Index GBP
Top Value	+6.0	+3.5	-2.0	-2.6	+25	+49	+64	+9	+1.4	+36	+4.4	-1.0	+2.1	+0.8	+30	+30
Top 1%	+2.7	+1.8	-1.4	-0.6	+22	+38	+55	+8	+0.9	+30	+2.9	-0.5	+1.2	+0.3	+23	+20
Top 5%	+1.5	+1.1	-0.5	+0.3	+19	+33	+46	+7	+0.7	+25	+2.3	-0.3	+0.9	+0.2	+19	+16
Top 10%	+0.9	+0.7	-0.1	+0.7	+17	+30	+43	+6	+0.6	+23	+2.1	-0.2	+0.8	+0.1	+17	+13
Top 15%	+0.5	+0.5	+0.1	+1.0	+16	+28	+40	+6	+0.5	+21	+2.0	-0.2	+0.7	+0.1	+16	+12
Top 20%	+0.2	+0.3	+0.2	+1.2	+15	+26	+37	+5	+0.4	+20	+1.9	-0.1	+0.6	+0.1	+15	+11
Top 25%	0.0	+0.1	+0.3	+1.4	+14	+24	+35	+5	+0.3	+19	+1.8	-0.1	+0.5	+0.1	+14	+10
Top 30%	-0.2	-0.1	+0.4	+1.6	+14	+23	+33	+5	+0.3	+18	+1.7	0.0	+0.5	+0.1	+13	+9
Top 35%	-0.4	-0.2	+0.5	+1.7	+13	+22	+32	+4	+0.2	+17	+1.6	0.0	+0.4	0.0	+13	+8
Top 40%	-0.5	-0.3	+0.6	+1.8	+12	+21	+30	+4	+0.2	+17	+1.5	0.0	+0.4	0.0	+12	+7
Top 45%	-0.6	-0.4	+0.7	+2.0	+12	+20	+29	+4	+0.2	+16	+1.4	+0.1	+0.3	0.0	+11	+6
Top 50%	-0.8	-0.5	+0.7	+2.1	+11	+19	+27	+4	+0.1	+15	+1.4	+0.1	+0.3	0.0	+11	+5
Top 55%	-0.9	-0.6	+0.8	+2.3	+11	+18	+26	+4	+0.1	+15	+1.3	+0.1	+0.2	0.0	+10	+5
Top 60%	-1.1	-0.7	+0.9	+2.4	+10	+17	+25	+3	+0.1	+14	+1.2	+0.1	+0.2	0.0	+10	+4
Top 65%	-1.2	-0.8	+1.0	+2.6	+10	+16	+23	+3	0.0	+13	+1.2	+0.2	+0.1	0.0	+9	+3
Top 70%	-1.3	-0.9	+1.1	+2.7	+9	+15	+22	+3	0.0	+12	+1.1	+0.2	+0.1	-0.1	+8	+2
Top 75%	-1.4	-1.0	+1.2	+2.9	+8	+14	+20	+3	0.0	+11	+1.0	+0.2	0.0	-0.1	+7	+1
Top 80%	-1.6	-1.1	+1.2	+3.1	+7	+12	+18	+3	-0.1	+10	+0.9	+0.3	0.0	-0.1	+6	0
Top 85%	-1.7	-1.2	+1.4	+3.3	+7	+11	+16	+2	-0.1	+9	+0.8	+0.3	-0.1	-0.1	+6	-1
Top 90%	-1.9	-1.3	+1.5	+3.6	+5	+8	+14	+2	-0.2	+7	+0.6	+0.4	-0.1	-0.1	+4	-2
Top 95%	-2.2	-1.5	+1.7	+4.0	+4	+5	+10	+2	-0.4	+5	+0.3	+0.5	-0.2	-0.2	+2	-5
Top 99%	-2.5	-1.9	+2.2	+4.7	0	-1	+1	+1	-0.6	+1	-0.1	+0.7	-0.5	-0.3	-1	-9
Low Value	-3.1	-2.6	+3.0	+6.3	-9	-13	-10	-1	-0.9	-4	-2.6	+1.4	-1.7	-0.7	-7	-16

To qualify for the scheme bulls must achieve the following EBV's and Index: -

Retail Beef Yield (RBY) - Top 30%

400 Day Wt - Top 30%

Eye Muscle Area (EMA) - Top 50%

Carcase Profitability Index (CPI) - Top 50%

The British Blue Cattle Society



SUPERIOR CARCASE SIRE SCHEME

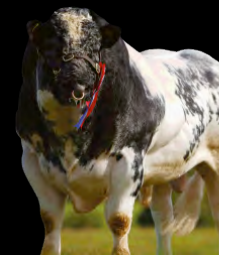


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The British Blue Superior Carcase Sire Listing Scheme

The Society is proud to announce a financial incentive to users of certified 'Superior Carcase Sires'. These are bulls which have been identified, from their 'Breedplan' records, following the June and October 'BLUP' runs, as having potential to produce improved carcase quality in their progeny; each 6 monthly listing being crosschecked with the respective owners, prior to publication.

Purchasers of a 'Superior Carcase Sire' will be eligible to claim £5.00 per calf on the progeny of the bull – confined to a maximum of 50 calves, sired by natural service, during a claim period of up to 4 years (3 crops of calves) from the purchase date of the bull.

Claims can only be made within 6 months of the calf's birth and is confined to the original purchaser. Claims to be submitted by the owner of the bull and must be supported by an official list obtained by the owner from BCMS (GB) or from APHIS (NI), confirming the calf's sire identity officially, along with official confirmation that the bull was present, on the farm, at the time of conception of the calves.

Calves will be subject to random DNA testing for sire verification.

The eligibility of a bull to qualify for 'Superior' status is as follows:

1. **Must be fully registered**
2. **Must come from a herd that is 'Breedplan' recorded**
3. **Must be under 36 months of age at the point of sale**
4. **Must be DNA tested**
5. **Must be officially transferred to the new owner**
6. **Must achieve the following 'Breedplan' EBVs:**
 - Retail Beef Yield (RBY) – Top 30%**
 - 400 Day Wt – Top 30%**
 - Eye Muscle Area (EMA) – Top 50%**
 - Carcase Profitability Index (CPI) – Top 50%**

This incentive provides a potential **bonus of £250 to the purchaser** but the real value of using superior genetics should be obvious in the quality and performance of the progeny.

The Society will also award the **vendor** of the highest priced Superior Sire, in a calendar year, a prize of **£100** plus a commemorative plaque.

EBLEX suggest that 'selecting a sire with the right genetics could increase the profitability of a 50 cow suckler herd by £1,500 to £2,000 a year' or **£7,500 to £10,000 or more, over the life of a bull.**

EBLEX is pleased to encourage and support the British Blue Cattle Society's new 'Superior Carcase Sire' initiative and is very happy to encourage the flow of quality genetics into the beef chain; the resulting improved efficiency, for both producer and retailer, whilst also contributing to a reduction in the industry's 'carbon footprint', a very positive and innovative step in the right direction.

Chris Lloyd (EBLEX Industry Development Manager)

The Aim of the Scheme

The aim of the scheme is to identify young sires, of high genetic merit, that will provide meaningful financial benefit to commercial purchasers when used in the commercial herds, along with providing a small financial incentive to seek out and purchase such bulls.

The scheme also provides a major incentive for Pedigree Breeders to record the herd and to make available eligible bulls for sale, the interest for such, hopefully being reflected in enhanced demand.

Meat Buyers Seek High EBV Sires

The Scheme also gives meat buyers a 'Point of Reference' when sourcing quality British Blue X commercial cattle. Increasingly buying and being associated with animals of high genetic merit, is becoming more important. This is definitely the case with meat procurement officers sourcing commercial cattle for the major supermarket groups, the genetics within such animals result in higher retail meat yields and higher profit. This has recently been borne out by meetings that the Society has had with those responsible for buying cattle for the major supermarket groups, hence the introduction of this 'Superior Sire Listing Scheme.'

For a list of qualifying sires, please visit: -

www.britishbluecattle.org/superiorcarcasesirescheme

or contact the Society's Penrith Office

Tel: 01768 88775 Email: info@britishbluecattle.org

BBCS reserves the right to make changes to the terms and conditions of this scheme at its sole discretion