



The role of the Dairy GEN€ IRELAND Breeding programme

Tuesday 11th May 2021



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Bia agus Mara
Department of Agriculture,
Food and the Marine



AgTech - it's in our DNA

What is GENE IRELAND?



National Breeding Programme

To provide new genetics for farmers through a co-ordinated progeny programme.



Genetic Evaluations

To provide accurate genetic evaluations for Irish Dairy bulls



Data Collection

To capture good quality phenotypic data in progeny test herds.



Genetic Gain

To Increase the rate of genetic gain in EBI of the national herd



National Dairy Breeding Programme

160,000 dairy bull calves appear on the weekly bull files

100 dairy bulls purchased by the various AI companies

01

02

03

04

05

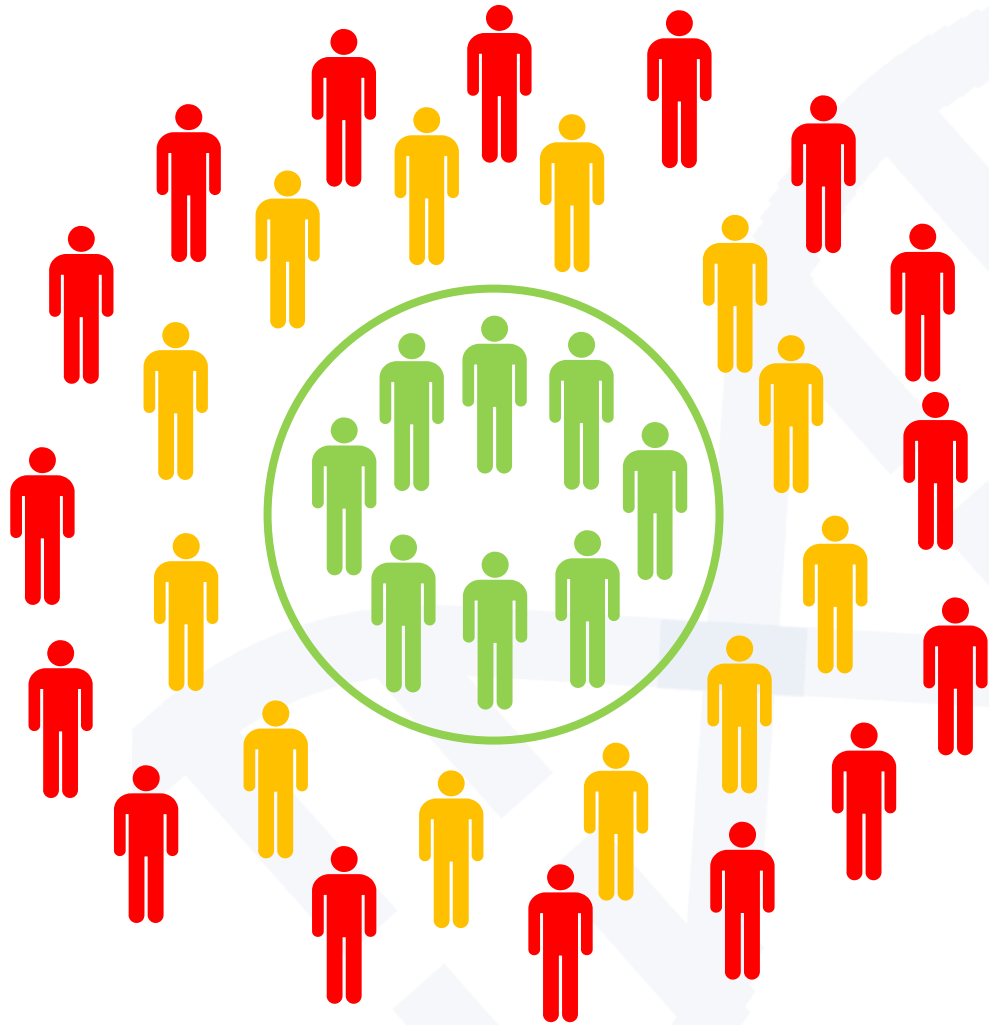
Over **1 Million** dairy births in Ireland

10,000 High EBI bull calves requested to be genotyped

Enter GENE IRELAND, with the very best returned for widespread use. Over **30** New AI bulls on the Active Bull list each year


GENE IRELAND®
Breeding future Profits

Herd Recruitment & Allocations



Letter sent to 5,500 Farmers

- Farmer chooses breed and pack size
- Ho/Fr, Pure Friesian & Multi breed
- Pack Sizes: 25, 35,50,70,100
- Farmers can sign up via online, returning the sign up the form or calling the HerdPlus Team

Calling Dairy Herds

- Mary Murphy
- Sheena Murphy
- Pdraic Mulconroy
- Mary McCarthy
- Bryan Kingston

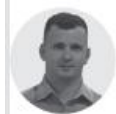
Allocations of Breed Packs

- Availability, Index, Pedigree and AI start Date

Promotion on the Breeding Programme



Dairy Gene Ireland programme explained



Bryan Kingston, ICBF, explains the role of the national breeding programme in the Irish dairy industry

Dairy Gene Ireland is the national dairy breeding programme in Ireland and forms an extremely important part of the dairy industry. The aim of Dairy Gene Ireland is to provide dairy farmers with the best genetics through a coordinated progeny testing programme. Now in its 16th year it has delivered over €200m to Irish dairy farmers through increased genetic gain.

A national breeding programme is essential to ensure there is a supply of top genetic bulls from a wide range of high-EBI sires. This will allow farmers to increase profitability from breeding over time. The success of the programme is built on the national cattle breeding database, which stores information on many traits for millions of animals. The programme collects data efficiently, having a direct link between the farm and the national database.

Since the formation of the programme...



Gene Ireland Programme: Breed packs for 2021



Brian McDonnell
March 7, 2021 2:00 pm



Get priority access to the next generation of genetics



Emma Gilsean
March 16, 2019 2:00 pm



GENE IRELAND PROGRAMME

Dairy Gene Ireland programme: How successful has it been?



Dairy Gene Ireland Programme 2021 - Final Call

This year's Spring Dairy Gene Ireland programme has now over 800 herds signed up to receive straws and is fast approaching its capacity. We would encourage you if interested



Sign up for Gene Ireland AI Straws on ICBF

The Future of Dairy Genetics

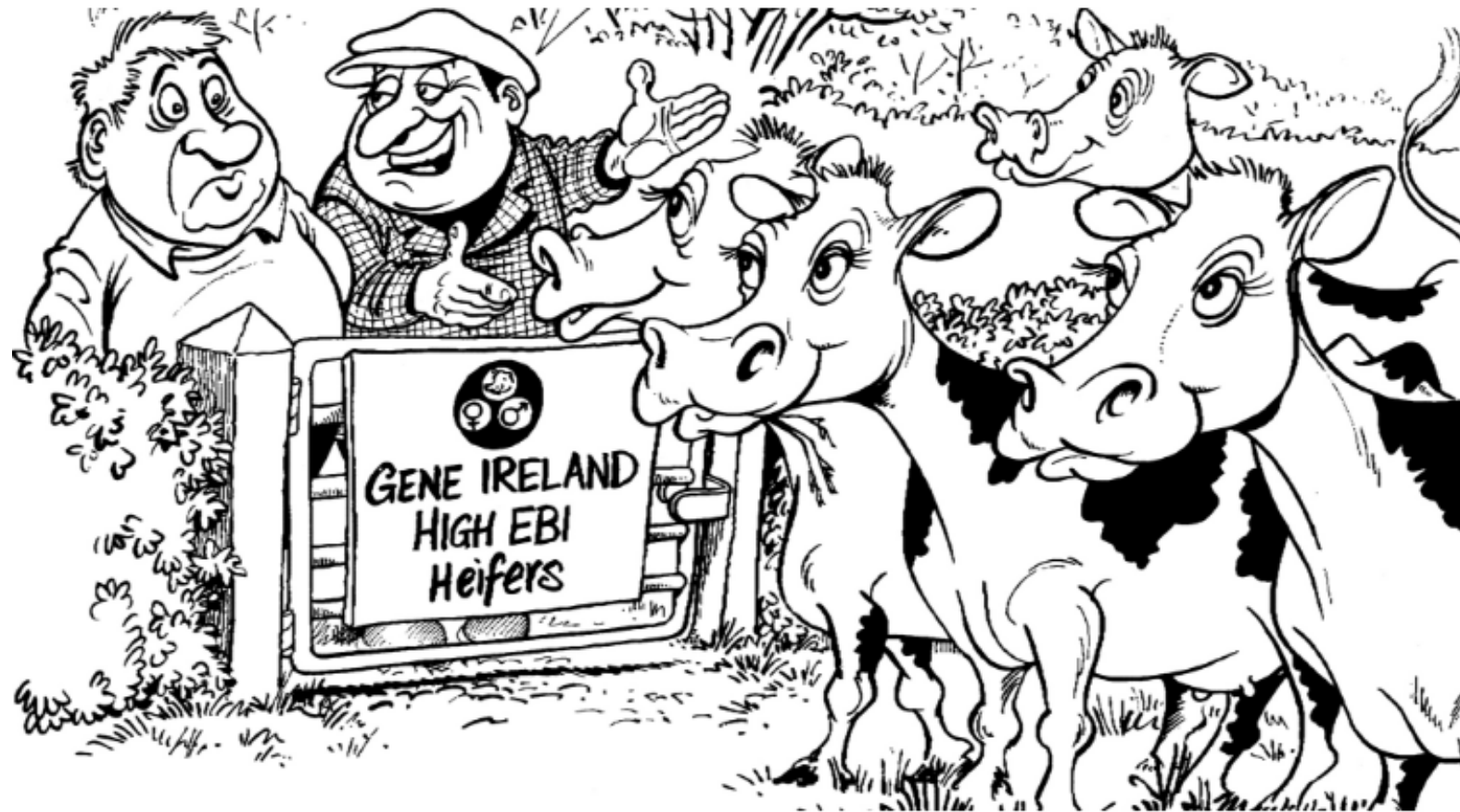
DAIRY GENE IRELAND PROGRAMME



ICBF @HerdPlus · Feb 22

Building a pack of these bulls into your breeding programme will help to accelerate your herd's genetic gain but will also ensure that high EBI bulls are progeny tested.

Benefits for farmers



Only €12/Straw



Access to the Latest Genetics



Increased Genetic Gain



Great Source of Genetics



Discounted Genotyping Offer



Free Linear Scoring

Recording the Information



HerdPlus Membership



Milk Recording



Inseminations



Sire Details

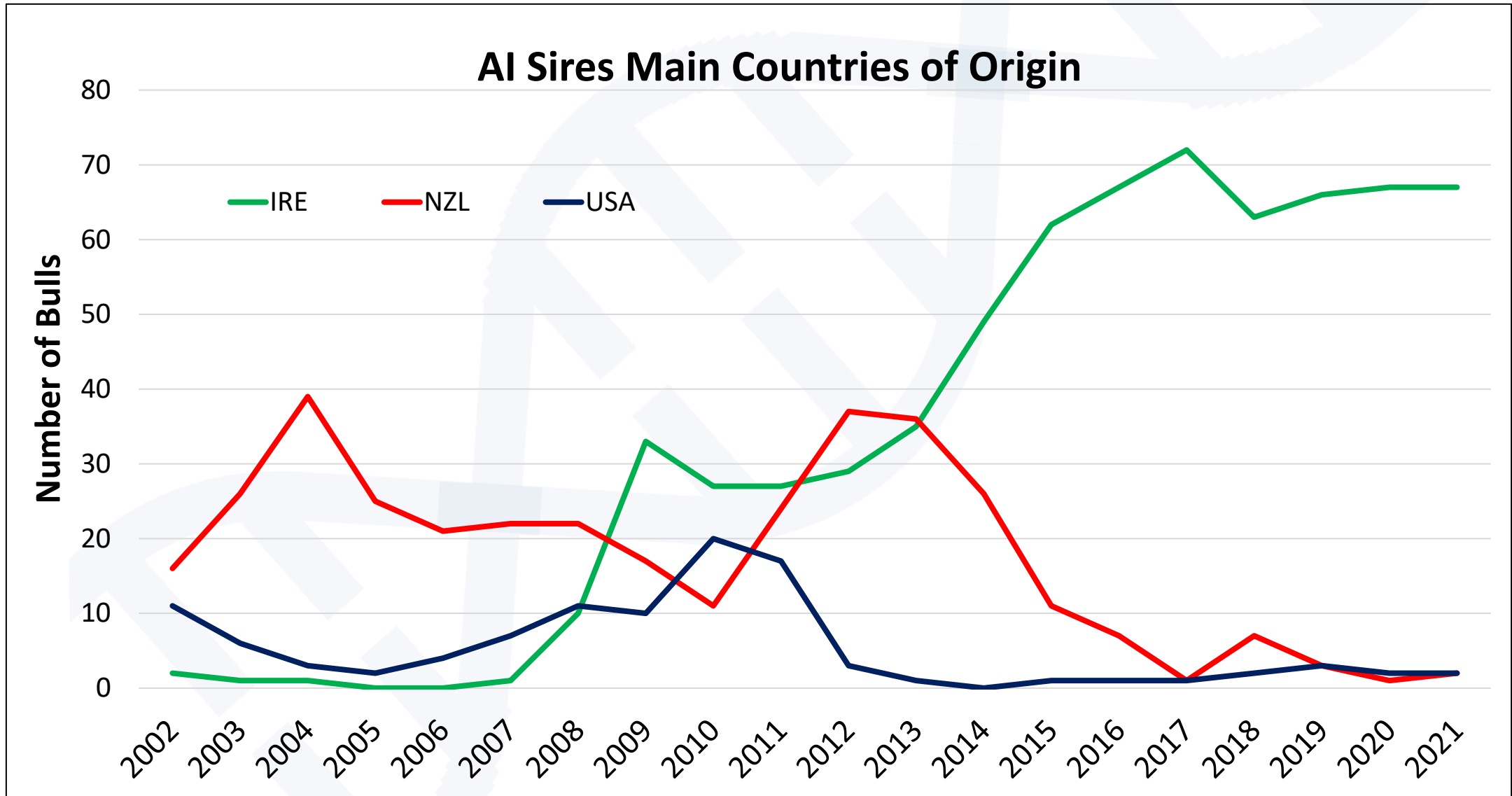


Calving Ease Scores

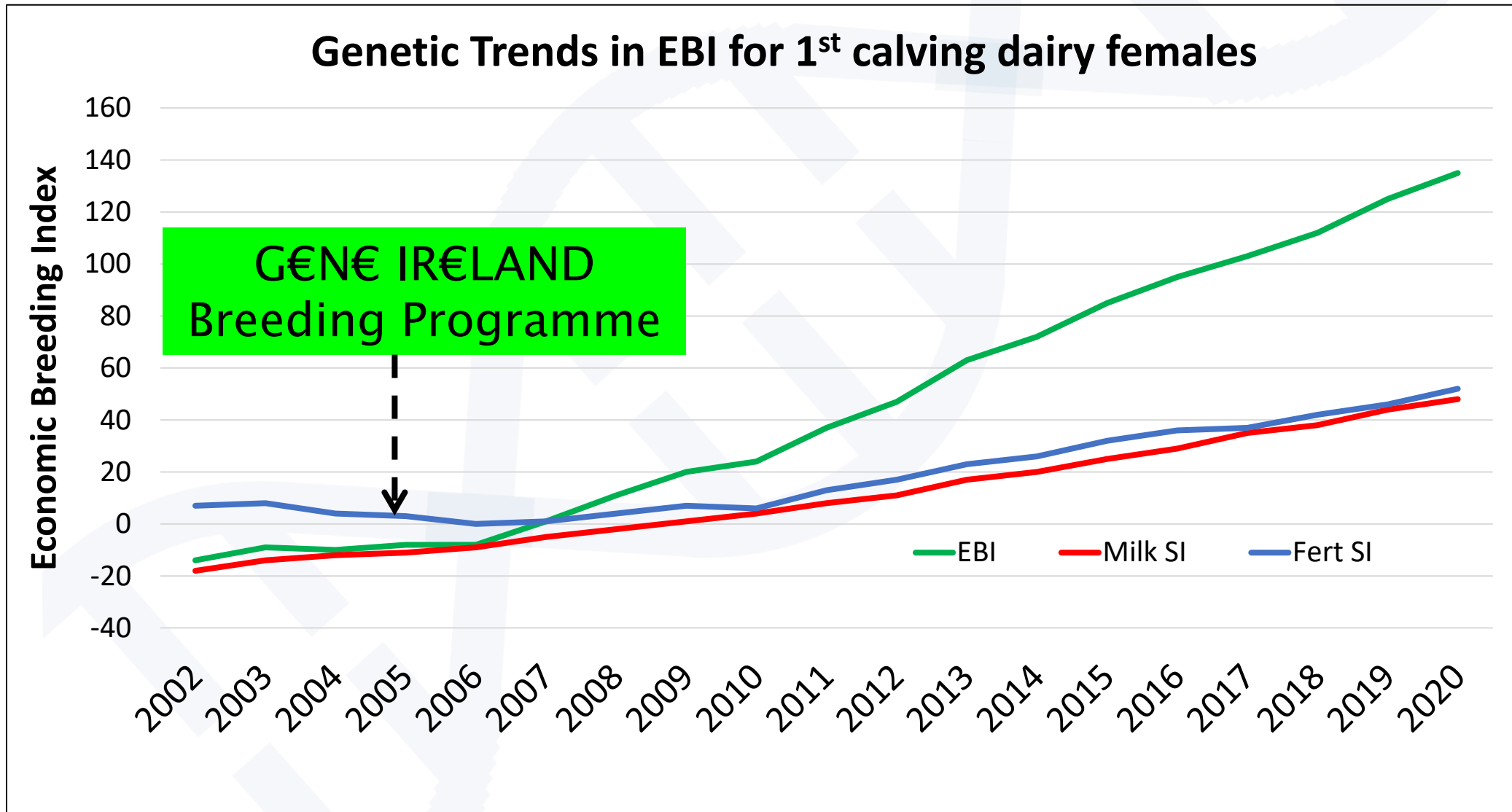


Health

Contribution of GENE IRELAND on the Active Bull List



Impact of GENE IRELAND on Genetic Gain



DAIRY GEN€ IRELAND 2021 in Numbers

Herds Signed-Up

A massive number of herds participating in the programme

998

Straws Dispatched

The total Number of Straws dispatch to herds

50,493

Bulls Tested

Bulls that had straws dispatched

86

Average Pack Size

The av. number of straws ordered

43



Dairy Gene Ireland

The future of Dairy Genetics

