

# Sheep Genetics Marketing Tips

To make the most of your investment in LAMBPLAN or MERINOSELECT and correctly publish your ASBVs, there are a few simple steps to follow:

## **1. Publish accuracy values**

It is vital that all LAMBPLAN and MERINOSELECT ASBVs are published with their accuracy percentage, as provided in your reports or on the web. The accuracy percentage reflects the quality and amount of information available on your sheep. When looking at figures which display no accuracy percentage, the correspondence going to industry is to recognise these figures as within flock breeding values (FBVs) only (which are unlinked, and un-comparable to other flocks). An ASBV is the combination of the breeding value and the accuracy percentage. Make the most of your investment and let your clients know that your data is of a good enough standard to receive ASBVs by always publishing accuracies.

## **2. Publish analysis dates**

Sheep Genetics analyses operate twice each month for both LAMBPLAN and MERINOSELECT. As new information on your sheep enters the database (e.g. more progeny, information on relatives, more measurements etc), each animals ASBV will be updated to reflect the new information. It is therefore important to publish an analysis date with your ASBVs to avoid confusion.

## **3. Publish breed or flock averages, or provide a percentile report**

It is important to provide your clients with a benchmark for comparing sale animals. This can be at a flock, breed or analysis level, at your discretion. Displaying the average ASBVs for your flock, i.e. you may choose to publish the average ASBVs for 2006 drop rams, will allow clients to compare ASBVs on the rams for purchase, with the rest of their drop. To broaden this, you could publish a breed average as a benchmark, i.e. 2006 drop Border Leicester average, or whole analysis, i.e. 2006 drop Terminal analysis. Publishing averages has two main purposes with a) being to provide a

benchmark and b) to demonstrate your flocks position in comparison to industry.



# SHEEP GENETICS INFORMATION



Genetic Improvement for a sustainable and profitable Australian sheep industry facilitated by the world's best sheep genetic evaluation system

Lot no.	Tag	Traits and <span style="border: 1px solid red; border-radius: 50%; padding: 2px;">Accuracies</span>					Index

Analysis Date: \_\_\_\_\_



Sheep Genetics ASBVs are calculated from raw data collected by breeders and accredited Sheep Genetics Operators.  
Sheep Genetics (a joint program of Meat & Livestock Australia & Australian Wool Innovation) does not oversee or audit the collection of this data and therefore does not accept any responsibility for the accuracy of the information in this document.