PRECISION ANIMAL BREEDING

Farming profitability whilst protecting our world

GENTORE

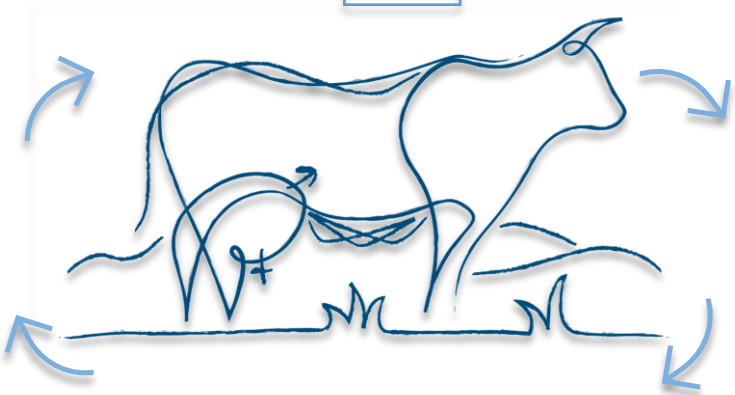
GENomic management Tools to Optimize Resilience and Efficiency

BACKGROUND

Cattle farming is becoming increasingly challenging given **climate change** and **ever-increasing demands** for meat and milk.

With 9 billion people by 2050, we need to **optimize food production** whilst **protecting our environment**.

Farmers need to breed their **best animals** to **optimize profits** whilst **protecting our environment**.



PROBLEM

How can farmers **rapidly and readily** identify which animals to **keep and breed** as the best adapted to their **farming conditions, prevailing climate and economics?**

BENEFITS

Positive selection and ranking across beef, dairy, conventional or organic systems offer an opportunity to keep **fewer but more efficient** animals, **reducing breeding costs and stress and enhancing** the use of cross-breeding whilst **improving profitability** and **mitigating environmental impact** at the farm level.

In other words, the cattle **'most adapted'** to their farm whilst accounting for **production, economic and climatic constraints.**

Farmers will be able to **identify** which cattle produce more while lasting longer, are able to **recover quickly** from challenges and have **higher 'ability to re-calf'.**

SOLUTION

GenTORE will provide farmers **with decision support tools** enabled for **tablet and mobiles** incorporating genetic and performance data of the herd (including sensor-based data), which will aid **breeding and culling** decisions by ranking cattle on **resilience and efficiency** across a full range of systems.

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