



**CAN YOU REALLY
SEE THE
DIFFERENCE?**

**REVEAL WHAT'S
HAPPENING
IN YOUR HERD.**

Q·link 

How many cows is each bull servicing? Are the genetic traits you want truly being transferred on? Q-link DNA tests reveal real and accurate results without you ever needing to guess again. Q-link results then allow you to apply that knowledge to your advantage for incredible gains that really work.

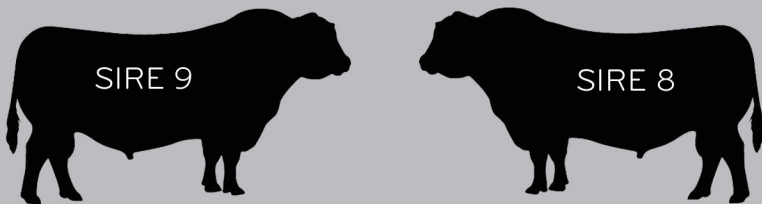
① TEST WHEN BORN OR AT BRANDING

Submit tail hairs from potential sires and ear tissue from calves.
(QGI Tags and Tagger available for ear tissue collection)

Receive list of calves with matching sires and graph of breeding capacity by sire.

- ADVANTAGES**
- Improve record keeping
 - More informative cull/replace decisions
 - Measure and improve cost of production

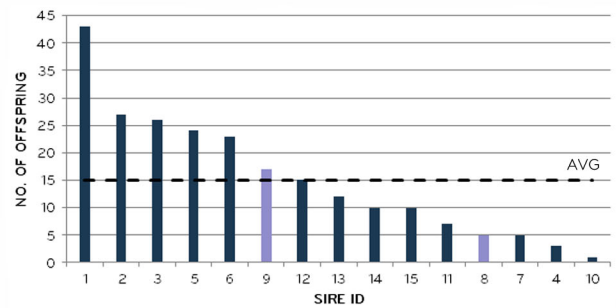
IDENTIFY OPPORTUNITIES FOR IMPROVEMENT



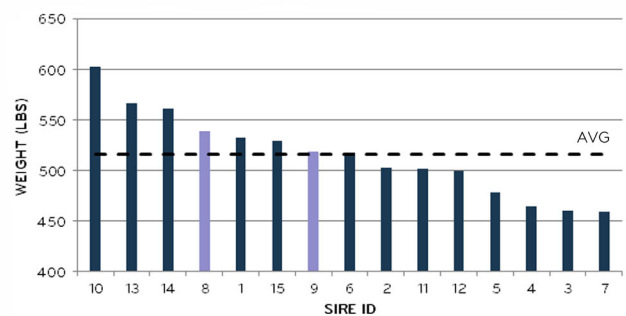
| | | |
|-----------|--------------------|-----------|
| 17 | BREEDING CAPACITY | 5 |
| 519 | AVG 205d WEIGHT | 539 |
| \$1.56/lb | COST OF PRODUCTION | \$1.77/lb |
| \$487.96 | CALF PROFIT MARGIN | \$393.06 |

Cost of production is based on an annualized cost per sire of \$1026 (WBDC Fact Sheet #2010-004) and an annualized cost per cow of \$750. $COP = (\$cow + (\$sire / \#calves)) / \text{avg } 205d \text{ wt.}$ Calf Profit Margin is the value of sold calf minus the cost of production and was based on a sell price of \$2.50/lb.

BREEDING CAPACITY BY SIRE



205d WEANING WEIGHT BY SIRE



② TEST AT FALL WEANING

Submit tail hairs from potential sires and ear tissue or tail hair from calves.

(QGI Tags and Tagger available for ear tissue collection)

Receive list of calves with matching sires and graph of breeding capacity by sire.

Provide additional measurements (ex. weaning wt, carcass data) and receive a summary by sire.

- ADVANTAGES**
- Improve record keeping
 - More informative cull/replace decisions
 - Measure and improve cost of production
 - More informative replacement selection
 - More informative mating pair decisions