

Selection Pressure



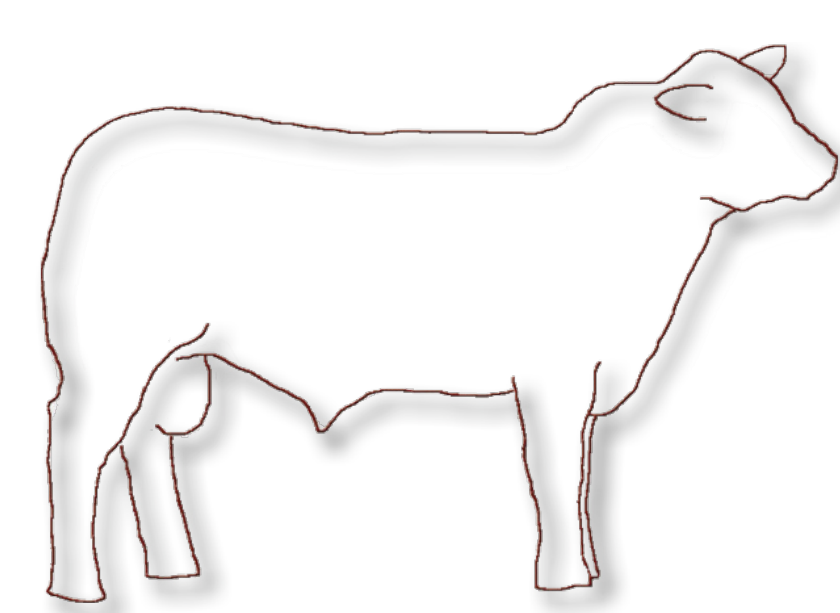
Selection Pressure is at the absolute core of our breeding philosophy. As stud breeders we believe that our selection pressure must be harder than our clients, to help ensure that our bulls provide genetic gain for their new owners. When immense selection pressure is combined with the pursuit of elite genetics, it becomes the mechanism by which the value of a herd is ultimately determined. It is only those that remain after a heavy selection pressure that we want to breed from; the cream rises to the top.

Being a British Bred herd on the tropic of Capricorn results in **environmental selection pressure** that is arguably second to none. Our aim is to have a tropically adapted Shorthorn herd in the ticks. We want our herd to survive and thrive in an environment that is similar to our client's herds. We use environmental selection pressure to make our cattle even more industry relevant.

But our selection pressure doesn't stop with environmental selection pressure, **Fertility is at the core of our selection pressure**. Heifers are only joined for 2 cycles and we demand that our cows calve each year, and rebreed whilst lactating, ensure a calving interval that is close to or less than 365 days. Females that don't meet our high standards are culled, to ensure that inferior and uneconomical traits are not spread into our client's herds. We are selecting for females that have 2 copies of the highly profitable and essential '**AF Genes**'; Always Fat & Always Fertile. This is in addition to all other performance traits and meat quality.

Pictured is **Marellan Molly 3195**, a 5yr old donor cow that certainly has 2 copies of the AF genes. The type of female that validates the notion that 'the moderated framed functional females are the ones that ultimately come out on top'. She is a female with an outstanding constitution and rumen capacity, she maintains her body condition throughout lactation and along the roller-coaster that is Central Queensland seasons. 22 embryos collected already, and she will continue to remain in our ET program while ever she keeps responding.



 **marellan**
shorthorns
Any Age. Any Market. Every Tastebud!