

Revealing the GenCheck™ Fertility Advantage

Each year, Genex Breeding Program Specialists collect data on over 1.5 million breedings. Each month, the latest breedings are analyzed using the best statistical analysis for non-return (to service) data. The outcome is individual bull fertility rankings. To date, these evaluations have only been used by our production division to optimize individual bull performance and, on occasion, to remove a bull from our active line-up due to poor fertility performance.

Starting with the August sire summary, Genex will introduce GenCheck, a fertility evaluation on all bulls that have 300 or more services, but do not have an official Estimated Relative Conception Rate (ERCR) calculated by USDA. GenCheck, published in the Investment Guide following each sire summary, will provide Genex member/customers with reliable fertility rankings for more bulls based on the only true way to measure a bull's fertility - through the cow.

The GenCheck advantage will rank bulls in the following categories:

 Excellent

 Very Good

 Average to Above Average

 Average to Below Average

L Recommend limited use based on limited data

There are two outcomes for a bull ranked with an "L": 1. With additional data his performance improves or 2. The bull is removed from the line-up.

