



# SIREMATCH

THE PERFECT MATCH FOR A PERFECT HERD



## The perfect match for a perfect herd

Every farmer dreams of a high performing herd. Breeding is building the foundations for your herd of the future. You want to breed cows that suit your particular farming conditions and fit your plans. Many farmers see breeding as a complicated puzzle.

### SIREMATCH IN A NUTSHELL

**SireMatch is more than just a mating program. This breeding management program helps to get maximum progress in your herd with minimum effort.**

- ▶ SireMatch offers you a **choice of breeding goals** that you can adapt and customise to suit your own wishes.
- ▶ Your own **SireMatch advisor** will provide personal support and guidance, and, using the program, will help you select the bulls that match your breeding goal best.
- ▶ Based on your breeding goal and the pedigrees, breeding values and performance of your cattle, the mating program generates **the best mating propositions**. This approach excludes the risk of inbreeding.
- ▶ SireMatch puts together all the pieces for you in the breeding puzzle giving you the guarantee of **maximum genetic progress** and improvement in your herd with a minimum of effort.



### THE UNIQUE BENEFITS OF SIREMATCH:

#### ▶ Unbiased mating advice

SireMatch offers you objective and unbiased mating advice. The most suitable bulls are selected based on your own breeding goal and the program can include bulls from other genetics suppliers. The advanced program calculates the best possible mating match for every animal.

#### ▶ No more worries

SireMatch relieves you of all the worries about breeding. The program prevents inbreeding and matings that involve a higher risk of genetic defects.

#### ▶ Customisable

SireMatch can be completely customised to suit your own requirements and wishes, including defining a breeding goal. You can set lower limits for certain traits, weight the importance of other traits that need extra attention in your herd and indicate the maximum acceptable level of inbreeding. You can also choose different breeding strategies for multiple groups of animals.

#### ▶ Web-based

SireMatch is completely web-based. This means the program is regularly updated so that you always work with the very latest animal data.

#### ▶ For all breeds

SireMatch supports all breeds and the program can also be used by farmers who cross-breed between breeds.

#### ▶ Includes selection

SireMatch can make an objective selection of animals for you that make the best match with your own breeding strategy. You can decide to apply a targeted strategy and mate the best animals using SireX sexed semen, and maybe exclude lower ranked animals from the breeding program by inseminating them with semen from a beef bull.



“With SireMatch a good cow from head to toe”

#### ▶ Based on all the available data

SireMatch uses all the data available on your herd – known breeding values, classification and milk recording. Farms with only low levels of official herd data can also use SireMatch. In that case, the program uses known pedigree data. If available, SireMatch will use the genomic breeding values – from the bulls and from your own cows and heifers.

#### ▶ Practical reports

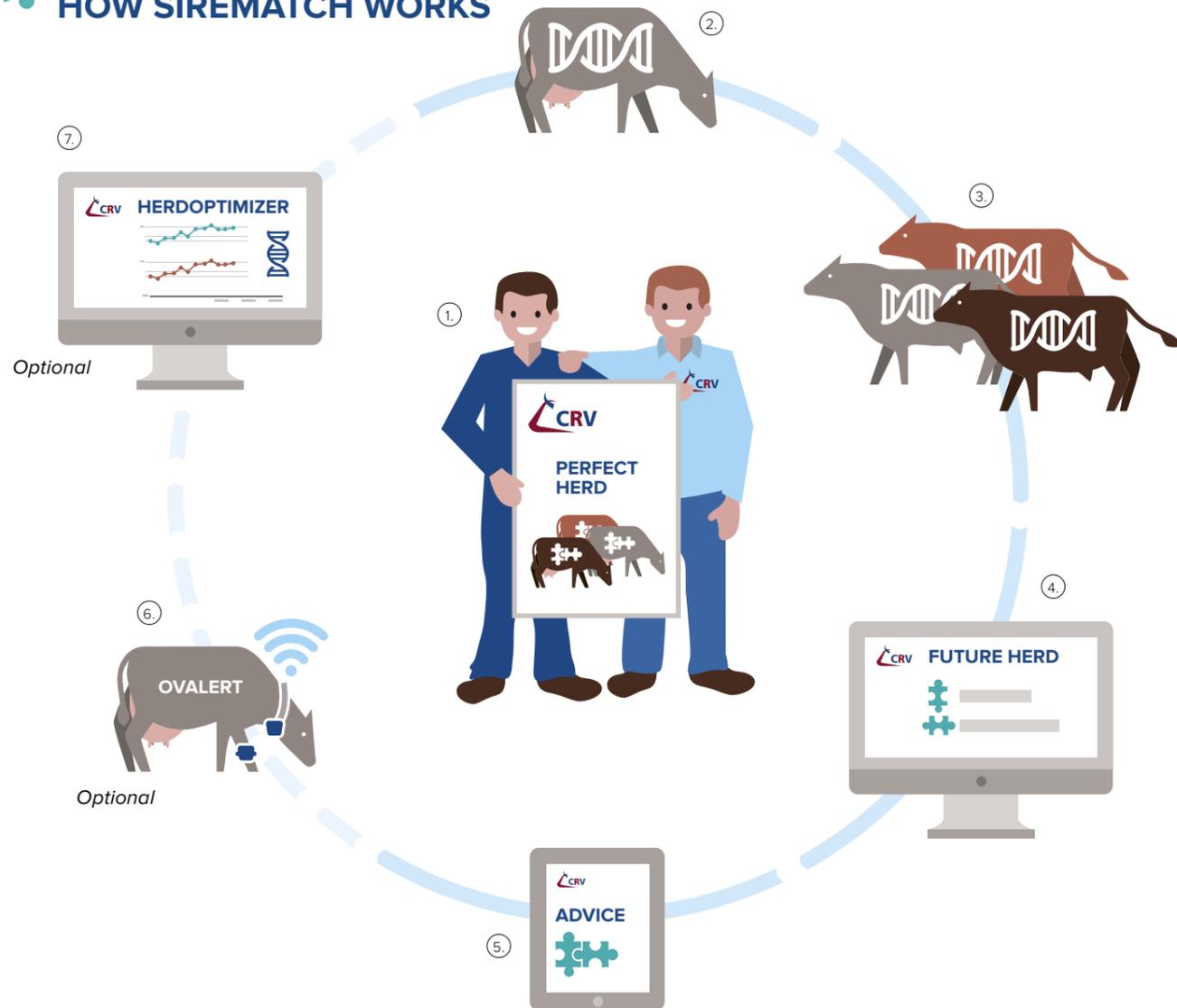
SireMatch users will receive practical, clear reports. As well as mating advice per animal and an overview of the recommended bulls, the report also predicts the expected genetic progress and improvement. The selected program settings are also clearly presented.

#### ▶ SireMatch advisor

SireMatch is more than a mating program. Your personal SireMatch advisor answers all your questions about breeding.



## HOW SIREMATCH WORKS



### 1. Your perfect herd

Your personal breeding goal is the central factor for advice provided by SireMatch. Various standard breeding goals are available to help make your choice easier. But if you prefer, creating a customised breeding goal is also possible. Your SireMatch advisor is happy to help you to create your perfect herd.

### 2. Cow

SireMatch works based on the pedigree, conformation and performance of the animals in your herd. SireMatch

can help support your breeding decisions even if you do not use type classification or milk recording controls. Instead the program uses the estimated values based on the pedigree data. It goes without saying that SireMatch utilises all the available genomic breeding values.

### 3. Bulls

SireMatch helps you select the bulls that make the best fit with your breeding goal. Based on this breeding goal, the program generates advice to recommend the most suitable bull for each animal.

### 4. Future herd

SireMatch predicts and shows the genetic progress using your animal data, breeding goal and other personal settings. The program can be further fine-tuned according to your wishes to get the perfect representation of your future herd.

### 5. Advice

SireMatch offers easy to read overviews, such as a mating advice per animal (ranked as first, second and third choice), a list of the recommended bulls – reported at a frequency you choose. This simplifies the breeding process and guarantees you the best possible mating advice and the most genetic progress within your own breeding goal.

*Optional:*

### 6. Ovalert

Ovalert with activity measurement offers a complete detection package that takes away all your worries concerning the health and fertility of your herd. Via a link to SireMatch you have immediate access to the recommended bull choice.

### 7. HerdOptimizer

Your personal breeding goal used by SireMatch to form mating advice can be directly incorporated into HerdOptimizer. This application supports you with clear reports on the breeding values of your animals and objective advice to underpin your selection strategy.



## WHAT DO OTHER FARMERS SAY ABOUT SIREMATCH?

### Farm profile

Owner	Lucas Kochenborger (‘Fazenda’ Kochenborger)
Location	Rio Grande do Sul, Brazil
No. of cows	122 dairy cows + young stock
Breed	Holstein
Production	40 kg milk/cow/day

Brazil

*“Ten years ago we started using SireMatch and ever since our cows have been improving year by year. The youngest generation of heifers even averages a daily milk production of 40 kilograms. So the difference is clearly visible in our herd.”*

**Lucas E. Kochenborger**

## Farm profile

Owner	Frank Wilborts
Location	Casteren, Netherlands
No. of cows	140 dairy cows, 80 young stock
Breed	Holstein black-and-white, red-and-white
Production	11,000kg milk, 3.55% protein and 4.55% fat



*"We have been using SireMatch for years. It is a convenient mating program for us that makes the right combinations for our own breeding goal. Since we started using SireMatch more intensively in our breeding strategy, production has risen from an average of 8,500kg to 11,000kg per cow. You get 'more cow for your money', a cow with good longevity and great functional conformation. SireMatch takes everything into account, from inbreeding to improvement traits per cow."*

*"Our SireMatch advisor visits us several times a year and together we discuss the new bulls and breeding strategy and check the genetic improvement SireMatch demonstrates. Carefully fine-tuning the program helps to achieve my ideal herd. My view is: no SireMatch, no good match between bull and cow."*

**Frank Wilborts**

## Farm profile

Owner	Franz Heinzl
Location	Schechen, Germany
No. of cows	65 dairy cows + young stock
Breed	Fleckvieh
Production	10,000kg milk, 3.45% protein and 4.00% fat



*"Ever since we started using an automated milking system I use SireMatch. Breeding is an important theme and dealing with it can get quite intensive. With SireMatch all I have to do is set my breeding goals and the program does the rest. The CRV advisor is the professional by my side, also classifies the cows, giving me advice, and together we calibrate the breeding goals. That works really well."*

*"SireMatch saves me worries! I could never match exactly the right bull to individual cows the way SireMatch can. It also prevents inbreeding and excludes genetic defects. I cannot imagine not using the program anymore; I can breed specifically towards my own breeding goals and create a uniform herd. With SireMatch I'm not flying blind."*

**Franz Heinzl**



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*“ With SireMatch  
I am no longer flying blind ”*



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