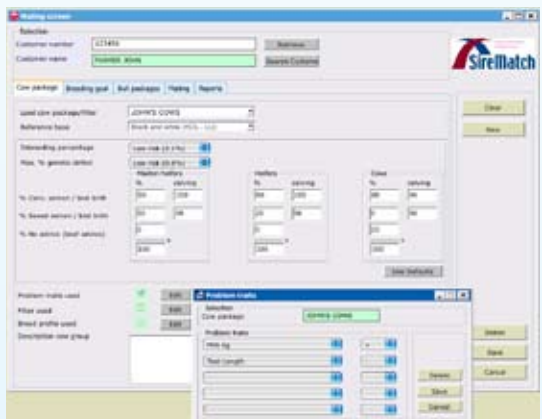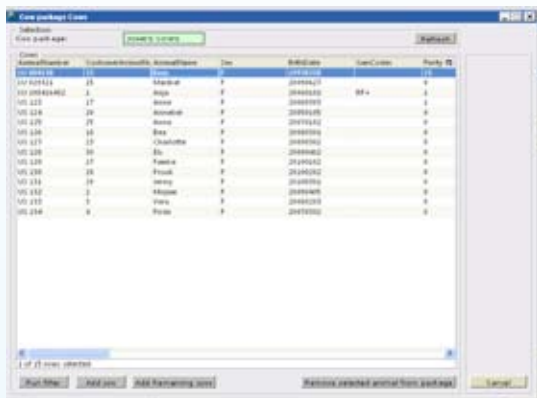## Screens and reports

The screens and reports of CRV's SireMatch are easy to understand and complete.

Mating screen

Make one or more cow packages

The reports are complete and easy to understand

The mating advice

Herd improvement report

For every breeding goal,
for every breed
and for every cow,
SireMatch finds the best
unbiased mating.

For every breeding goal, for every breed and for every cow, SireMatch finds the best unbiased mating. SireMatch's new web-based program offers an incredible number of new possibilities for the user. All breeding value bases can be used and all sires in the world can be included in a tailor-made bull package. And you can create bull packages for sexed semen and genomic selection.

SireMatch is extremely flexible and allows producers to exclude inbreeding and genetic defects, while at the same time focusing on their customised breeding goals. You can even make several cow groups within one herd and mate them to specific bull packages. SireMatch offers different mating levels dependent on the available information.

Your local distributor:

CRV
Global Sales
& Development

P.O. Box 454
6800 AL Arnhem
The Netherlands
Ph. +31-26-389 86 06
Fax +31-26-389 85 55
sales@crv4all.com
www.crv4all.com
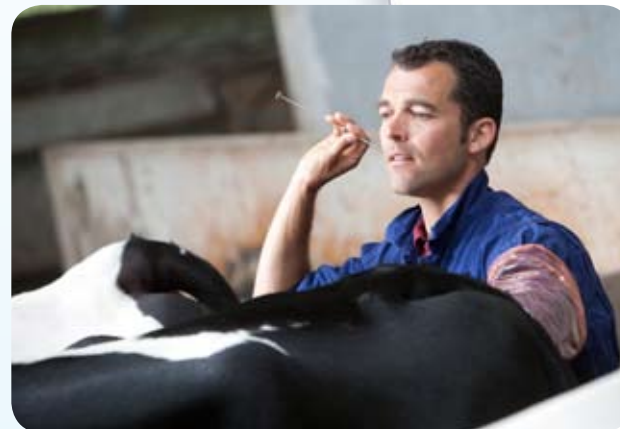
CRV MATING PROGRAM

CRV
Your choice for profit

SireMatch
Professional and reliable mating advice by CRV

CRV MATING PROGRAM

SireMatch

Breeding is investing in the future and SireMatch will help you to make the right breeding decisions. CRV's new breeding program is suitable for all modern herds' needs and for every breeding goal, for every breed and for every cow. SireMatch finds the best unbiased mating.

CRV MATING PROGRAM

SireMatch – for every farm and farmer

CRV's mating program can be used everywhere and anytime. SireMatch has three levels and there will be one that suits you and your farm.

SireMatch GO
The web-based SireMatch GO module is very easy to use and flexible. It is particularly suitable for farms without any official herd data. The user can fill in known pedigrees and, based on the customised breeding goal, reliable advice is given. Inbreeding can be restricted and genetic defects will be excluded. SireMatch GO can take care of problem traits within the herd.

SireMatch SELECT
SireMatch Select is also web based and results in a so-called 'pedigree mating'. Based on the users' customised breeding goal and problem traits, advice will be given that's based on the animal data (from the management system or herdbook) which is uploaded into the system. The reliability of the outcome is very high as SireMatch uses up to five generations, which are in the data file. Genetic defects are excluded and inbreeding is minimised.

SireMatch PRO
The most advanced module of SireMatch combines the pedigree information with linear scoring traits. Scoring can be done using a PDA application. In the web-based PRO module a customised breeding goal can be made and problem traits are taken into account. Genetic defects are excluded and inbreeding is minimised. Extensive reports are at the user's disposal.

Unique features of SireMatch

Web based
SireMatch is completely web based and very easy to use. Sire data files are maintained centrally and always up to date. The program is regularly updated and new versions are installed immediately. SireMatch needs no additional software to be installed locally.

Breeding goal
In every version the user can use one of the six standard breeding goals. Naturally it is possible to make a customised breeding goal. Five traits that require attention can be added and the program will take extra care to improve these traits. So corrective mating is not a problem!

Packages
Want breeding advice per cow group? You want to use up all the semen in your tank? No problem! Several cow groups per user can easily be made, as can customised bull packages.

Breeds and crossbreeding
A unique feature of SireMatch is that it can give advice for every breed and every breeding value base. Moreover SireMatch supports crossbreeding between breeds!

Unbiased matings
SireMatch uses all data available and makes sure that genetic defects are excluded. The user can easily adjust the maximum level of inbreeding. The reports give several sire recommendations.

Output
Profit functions for each trait support the output of the optimal mating regarding your breeding goal. The mating advice is being presented in several reports with three possible matings. The user can also get a report of sires that should not be used.

PDA
SireMatch can run on a PDA or hand-held computer. Animals can be type scored using a PDA.

Genomic selection and sexed semen
SireMatch supports the use of InSire genomically selected young sires and SiryX sexed semen.

Unique features of SireMatch								
	Web based	Input of official animal data	Linear scoring	Customised breeding goal	Inbreeding minimised/ excluded	Crossbreeding	Customised bull package	Problem traits
SireMatch GO	■			■	■		■	■
SireMatch SELECT	■	■		■	■	■	■	■
SireMatch PRO	■	■	■	■	■	■	■	■

Standard breeding goals

All round
The all-round breeding goal is focussed on breeding a durable, healthy and productive cow. Production and conformation are given equal weighting.

Production
The breeding goal 'production' emphasises production traits like milk, fat content and protein content. Conformation and health traits are weighed equally.

Functional type
Functional type puts extra emphasises on the functional conformation traits like udder and feet and legs. A functional cow is a durable problem-free cow.

Show type
The breeding goal 'show type' focuses strongly on conformation traits like frame and udder.

Longevity & health
This breeding goal emphasises longevity and health traits like fertility, udder health and the new hoof health index. Within the conformation block, feet and legs and udder are important.

Pasture based
The pasture-based breeding goal is suitable for seasonal grazing systems or herds that want problem- free cows with good fertility. Durability and health are the main focus, as well as components. Fertility is also given a lot of emphasis.