

▣ BY THE NUMBERS

MaternalPlus menu tab that you may not have utilized before. The menu tab provides program details to begin declaring the heifers and cows in your herd for the performance tracking. Once females are enrolled, breeders can continue to record their performance data through their typical methods, such as Login screens to submit data, spreadsheets, AIMS or other utilities.

Fig. 2 presents a view of the heifer inventory once enrollment is completed. In the example you will note that the first three heifers have had breeding records submitted, so their MaternalPlus requirements have been met, as checked in the last column, 'MPlus Requirements Met.' This summary tab lets you know where you stand relative to reporting information on your herd. The MaternalPlus logo appears on Login screens for active users in the program. You can use this logo in your marketing materials also.

The cow inventory summary is displayed in a similar format, as shown in Fig. 3. These example cows also have a listing of their last calf reported to the Association. It doesn't mean they have met the MaternalPlus requirement, but it provides you a reference point for that female. Again, the last column

MaternalPlus highlights

- ▶ To enroll, use your AAA Login account to access the MaternalPlus menu tab.
- ▶ Breeders can enroll at any time.
- ▶ The voluntary system is inventory-based.
- ▶ AAA Login is the site for enrollment and inventory counts.
- ▶ Females 20 months and older have an annual \$3-per-cow fee, which includes performance reporting for the cow's calf.
- ▶ Participants can access calf EPDs for calving ease direct, birth weight and weaning weight for qualifying calves prior to registration.

illustrates that these cows have met the program requirements.

MaternalPlus paves the way for selection tools related to cow longevity in the herd. For each cow, if a calf is not reported, a disposal code needs to be designated. Fig. 4 illustrates the menu for reporting that information.

Through data collection and feedback, MaternalPlus provides a new window to the cow herd and provides the opportunity for genetic improvement in female traits like the Angus breed has witnessed in other economically relevant traits.

To learn more about MaternalPlus basics

and to enroll, go to your AAA Login account or contact the Association at 816-383-5100.



EMAIL: snorthcutt@angus.org

Editor's Note: "By The Numbers" is a column by Association performance programs staff to share insights about data collection and interpretation, national cattle evaluation, genetic selection and relevant technology and industry issues. If you have questions or would like to suggest a topic for a future column, contact Sally Northcutt, Bill Bowman or Tonya Amen at 816-383-5100.