

MaternalPlus paves the way for selection tools related to cow longevity in the herd.

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.

Remember, you can use this logo in your marketing materials.

In a similar format, Fig. 3 is the cow inventory summary. 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 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.

Fig. 3: Cow inventory summary after completed enrollment

Dam	Dam Tag	Dam Birth Date	Last Calfing Date	Calf ID	Calf Tag	Calf Birth Date	Breed	Color	Sex	Birth Date	Age	Disposal Code
AAA	702	02/21/1997	Feb/Mar 2011	AAA 124650	145	04/10/2011	B	19	994			Click to Disposal Code
AAA	828	04/11/1998	Feb/Mar 2011	AAA 124654	128	12/01/2011	B	92	985			Click to Disposal Code
AAA	830	04/11/1998	Feb/Mar 2011	AAA 124657	149	04/01/2011	B	89	494			Click to Disposal Code
AAA	879	07/18/2000	Spring/Head 2012	AAA 121982	2128	01/29/2004	B	04	462			Click to Disposal Code
AAA	889	01/26/01	Spring/Head 2012	AAA 121984	2289	03/03/02	B	98	623			Click to Disposal Code
AAA	894	02/03/2000	Spring/Head 2012	AAA 121985	2111	01/11/2000	B	96	382			Click to Disposal Code
AAA	887	08/17/2000	Feb/Mar 2011	AAA 121912	2355	03/09/2012	B	72				Click to Disposal Code

Angus breeders can enroll at any time, but for spring-calving herds, now is a simple way to track the initial inventory and begin the program. To learn more about MaternalPlus basics and to enroll, go to your AAA Login account or contact the Association at 816-383-5100.

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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 (NCE), genetic selection and relevant technology and industry issues. Sally Northcutt is director of genetic research for the American Angus Association. If you have questions or would like to suggest a topic for a future column, contact Northcutt, Bill Bowman or Tonya Amen at 816-383-5100.

Fig. 4: Example of cow disposal details