



Login Lowdown

► by *Kasey Brown*, associate editor

MaternalPlus® benefits

With this month's themes of fall processing and being a good neighbor, it is a good time to reiterate the benefits of using MaternalPlus. While it takes a bit of time to inventory the females in your cow herd at the beginning, subsequent records will be much easier. The benefits gained from added maternal performance information will benefit the breed association and its members. Additionally, by submitting your cow herd information, you can gauge maternal reproductive efficiency in many ways.

MaternalPlus data use

MaternalPlus is a voluntary inventory-based program designed to capture reproductive trait data on breeding, calving and pregnancy, and it is being used to develop selection tools for cow productivity and longevity.

Tonya Amen, Angus Genetics Inc. genetic service director, says, "MaternalPlus provides a reference for key EPDs, including calving ease, birth weight, weaning weight and heifer pregnancy, but it will also be a resource for what we need to do to develop additional reproductive EPDs."

Breeders already enrolled in MaternalPlus know you can manage your cow and heifer inventory lists, but four new reports let you

view even more data about your cow herd — and data on your sires — graphically, says Lou Ann Adams and Jason Kenyon, director and assistant director of American Angus Association information systems. These MaternalPlus reports can be used to make management decisions.



New reports

The first three reports — **Female Age Distribution Report, Genetic Trends for Enrolled Females** and **Production Performance**

Report — are highlighted in more detail in the February 2014 Login Lowdown column, which can be found at www.angusjournal.com/articlepdf/login-lowdown-02_14.pdf. Keep in mind that

some reports only appear after females have been re-enrolled in the program. After re-enrollment, Production Performance Report, Weaning Sire Summary and Calf Death Loss Report will appear.

Check out these four new reports.

The **Weaning Sire Summary Report** shows an overview of how the sires are impacting the calf crop through weaning weights. The actual weaning weights are organized by sire in a bar graph, and each sire is listed with the number of bulls or heifers he's sired, and the average, maximum and minimum of birth weight, calf age, actual weaning weight, adjusted weaning weight, ratio and death loss for his calves.

The **Dam Disposal Report** tracks the distribution of disposal codes used on your enrolled females. It also shows the cow's age at disposal. For example, the breakdown of 2-year-old females could show success or production problems and can affect your management decisions.

The **Cow Condition Summary** graphically shows the body condition score of your enrolled females. Body condition score is an important factor in herd health and performance. Ideally, body condition scores of 5-6 are desired for optimum production. This graph shows your cow herd's body condition scores at a glance. For more information on body condition scoring, check out the *Angus Journal's* topic site at www.cowbcs.info.

Last, but certainly not least, is the **Calf Death Loss Summary**. No one likes calf loss, but this visual report can break down causes for loss overall and by dam age.

As always, check out the video by visiting <http://youtu.be/xKljKKRoURQ>.

For more information on enrolling your herd in MaternalPlus, check out the "MaternalPlus" tab in AAA Login, or call the office at 816-383-5100. We have staff on hand to help with your enrollment or re-enrollment.

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Editor's Note: This column is written by Associate Editor Kasey Brown. She can be reached at kbrown@angusjournal.com or 816-383-5277.