

## GETTING STARTED

1. Request a starter pack and contract from Signet.  
Tel: 024 7647 8829, email: [signet@ahdb.org.uk](mailto:signet@ahdb.org.uk)
2. Complete and return your contract to Signet.
3. Provide breeding records for your herd (including a one-generation pedigree). These will be set up on the database by the Signet bureau team, ready for you to start recording online.

Signet currently records the following breeds:  
British Blonde, Highland, Lincoln Red, Luing, Red Poll and Sussex.

## RECORDING COSTS

Annual herd fee = £140,  
plus £5 for every cow  
that calves during the  
year (all prices are  
exclusive of VAT).

Example for a herd  
with 50 cows:

Herd fee £140 + £300  
(50 cows at £6 per  
cow) = total cost £440.



## Ultrasound scanning (optional service)

£6 per head with a minimum visit fee of £175.

## ONLINE RECORDING

Once Signet has your contract and you have provided details of the cattle in the herd, you are ready to start online recording.

Log onto [signetdata.com](http://signetdata.com) to provide calving records and weights. Breeding evaluations are completed three times each year according to a published schedule.

The Signet bureau will set up new records and transfer cattle to your herd.

A paper-based service is available.

## NATIONAL BEEF EVALUATION

The National Beef Evaluation is a multi-breed analysis that combines BCMS (British Cattle Movement Service) data and abattoir records to produce a series of new EBVs.

These EBVs include:

- Carcase weight
- Carcase conformation and fat class
- Days to slaughter
- Average daily carcase gain

Additional breeding values are being produced for traits such as calf survival, longevity and bTB resistance.

To search animals, go to [ahdbbeef.egenes.co.uk](https://ahdbbeef.egenes.co.uk)

### Recording sire information with BCMS

Please encourage your customers to record sire details for any calves born on their farm to support and enhance this service.

### Find out more

Further information about the use of EBVs in commercial beef production is available at [signetdata.com/technical/publications](https://signetdata.com/technical/publications)

Produced for you by:

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# DISCOVER HOW SIGNET CAN SHOW YOUR HERD'S POTENTIAL



## THE INFORMED CHOICE

Your customers want to know:

- ▶ Which are the best bulls?
- ▶ How can I be sure their calves will perform on my farm?

Estimated Breeding Values (EBVs) can help answer these questions as they allow you to directly compare cattle based on their genetic merit. Signet provides an independent evaluation of an animal's breeding potential.



## EBVS ADD VALUE

EBVs show that your cattle are:

- ▶ Bred to meet the demands of your customers
- ▶ Predicted to perform for commercially important traits
- ▶ Comparable to breeding stock reared on other farms
- ▶ Worth extra investment

## RECORDING YOUR HERD WITH SIGNET

Signet's recording services allow you to turn your herd's data into a powerful genetic selection tool. To record, you need to collect the following information each year.

### Calving records

- › Calf identity – UK ministry tag, prefix and name
- › Sex
- › Date of birth
- › Sire and dam
- › Calving ease (optional)
- › Birth weight (optional)
- › Fostering information

You will already be recording most of this information, so why not turn it into valuable EBVs?

### Weight recording

Take weight records to predict the genetic merit of your cattle for growth.

- › Weigh your youngstock approximately every 100 days, from birth to 500 days of age (all animals should be weighed on the same day)
- › At weaning, breeders can enter weights and body condition scores for mature breeding cows

### Ultrasound scanning for muscle and fat depth

EBVs are produced for muscle and fat depth to improve carcase quality. To enhance the accuracy of these EBVs, Signet provides an optional ultrasound scanning service, measuring cattle between 300–500 days of age.

### Handling management differences within a herd

To compare animals fairly, they must be grouped with at least five others that have been treated the same way. To be in a group, calves need to be born within 93 days, the same sex and treated the same (so different groups for show and commercial cattle).

## BENEFIT FROM SIGNET RECORDING

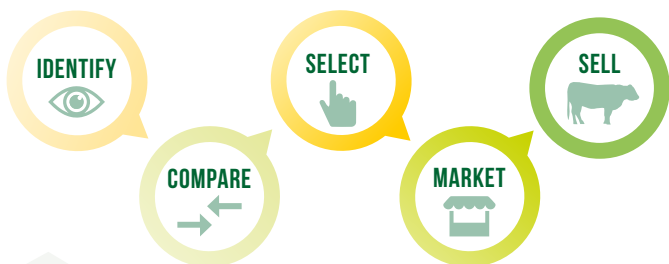
### Enhance herd performance through genetic improvement

Use EBVs to breed a better herd:

- › Reduce calving problems by selecting easier-calving bulls (direct) and cows (maternal) EBVs
- › Enhance calf growth rate and carcase conformation
- › Improve cow performance by selecting superior cattle for milk production, reproductive performance and cow longevity

Make informed breeding decisions:

- › Capture data quickly and easily through online data entry
- › Online breeding reports for the whole herd
- › Track genetic progress online
- › Free inbreeding software



## PROFIT FROM BETTER MARKETING

Raise your herd profile in:

- › 'Beef Search'/'EBV Search'
- › Herd finder
- › Breed reports

### Help to promote and market your cattle

- › Create breeding charts for individual animals or groups of cattle
- › Generate sale catalogues
- › Advertise cattle and semen

**EBVs give bull buyers the confidence to invest in your top genetics.**