

WHAT IS MATERNALPLUS?

A profitable cow herd begins with efficient females. But how can producers receive the most out of reproductive trait data?

The answer is **MaternalPlus**.

MaternalPlus provides Angus breeders and their customers the information they need to make effective selection decisions. It's a voluntary, inventory-based reporting system designed to capture additional reproductive trait data and, ultimately, expand reproductive and lifetime productivity tools.

By using MaternalPlus, producers will receive additional information at weaning processing time, including calving ease, birth weight and weaning weight EPDs for calves out of inventoried cows. In addition, MaternalPlus allows producers to submit cow disposal codes and reason designations, which keeps an accurate record of why a cow was culled.

Angus breeders can include their heifer breeding records and calf records in the MaternalPlus reporting system with AAA Login at www.angus.org.



MATERNALPLUS

Provided by the American Angus Association®

“We live in a data-based world, and it's our responsibility to sell genetics to our customers that will make them money. What makes the most profit or loss is fertility and calving interval, both of which can be monitored through the MaternalPlus program.”

— Dave Nichols, Nichols Genetics

DETAILS

- Breeders can enroll at any time.
- At weaning data processing time, Calving Ease, Birth Weight, and Weaning Weight EPDs are provided.
- Allows breeders to report data using traditional means of performance reporting, such as Angus Information Management Software (AIMS), AAA Login and other software.
- MaternalPlus allows for complete production and disposal of your cow herd.
- Requirements include heifer breeding records, and for each inventoried female: calf record (weight, preweaning or disposal code); or disposal code for cow; or reason designations.
- AAA Login is the venue for participating and learning more about MaternalPlus.

ANGUS
THE BUSINESS BREED

Visit www.angus.org or call 816-383-5100 for more information.

American Angus Association®

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