



**ALMA**  
Alberta Livestock & Meat Agency Ltd.



**Government of Alberta** ■

# Canadian Bovine Genomics Workshop

**September 14, 2009**

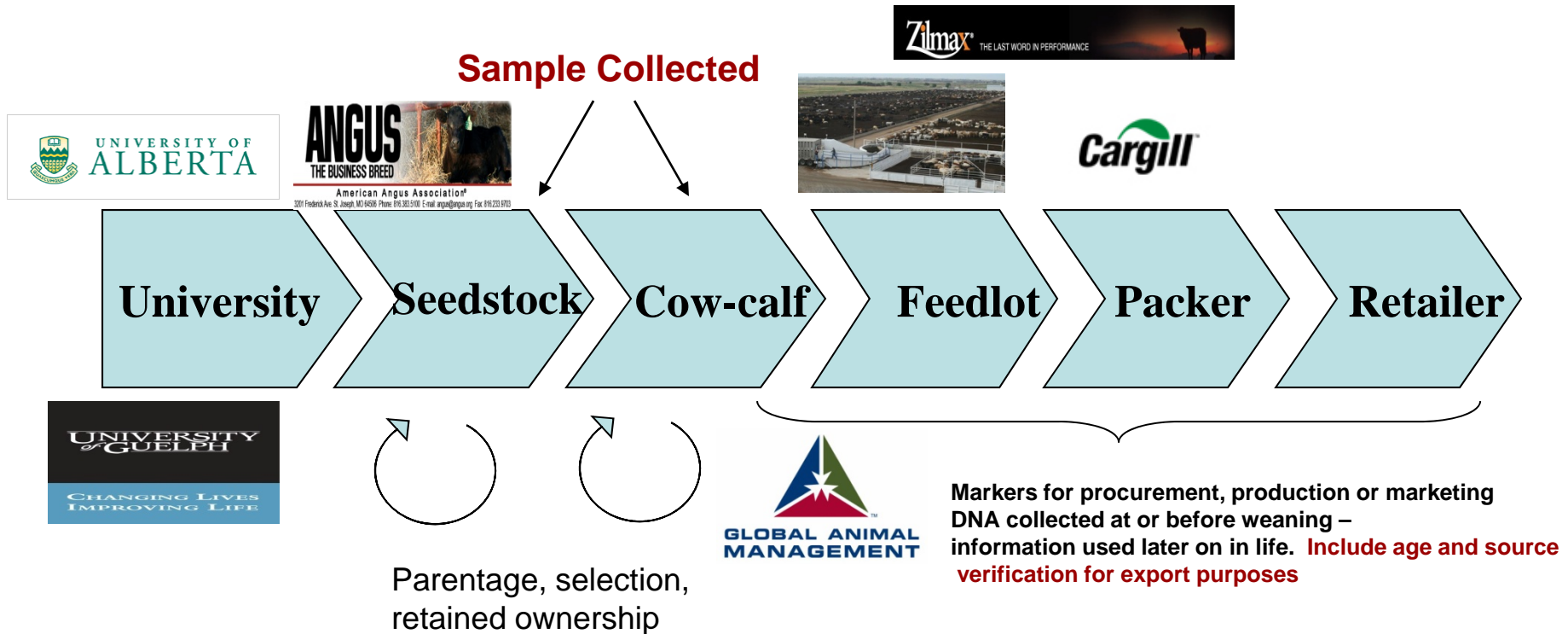
**Calgary, Alberta**



Nothing improves confidence like inside information.


# The Vision: Profile Animals Early In Life

*Adding value within coordinated production chains by combining functional genomics with animal health status*



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# Why is - or isn't – this working?

- University technology transfer – U of Alberta/U of Guelph
- Seedstock/breed association – do they really believe? what is the product/price?
- Commercial cow-calf – what is it...parentage? selection? retained ownership profiling?
- Feedlot – sorting? management? marketing? pharmacogenomics?
- Traceability? 
- Pricing signal – is a \$3 Choice/Select spread going to move the dial?



# Prospects...?

- It may be possible, but pricing signals aren't there yet
- There is no “one size fits all” product for all applications
- Alliances represent an opportunity for implementation
- The future – health, healthfulness, reproduction.....

