## **Case Study**



## **Apps aids genetics research**

Ebony Wilson Region: NSW

**Topic: Good Bulls App** 

Ebony Wilson takes every chance she gets to learn about breeding dairy cattle. The 29-year-old seeks out industry training days, practises her skills at work – learning from her boss – and now is educating herself via DataGene's Good Bulls App.

Working on a registered Holstein operation for Jamie and Tracy Hamilton at Kiama Downs in NSW, Ebony is gradually building her own herd, Heartspring Holsteins, and dreams of showing Red and White Holsteins with her family.

"I just love cows, we – my husband and I – don't have a farm, but breeding and showing is a nice way to be involved outside work," she said.

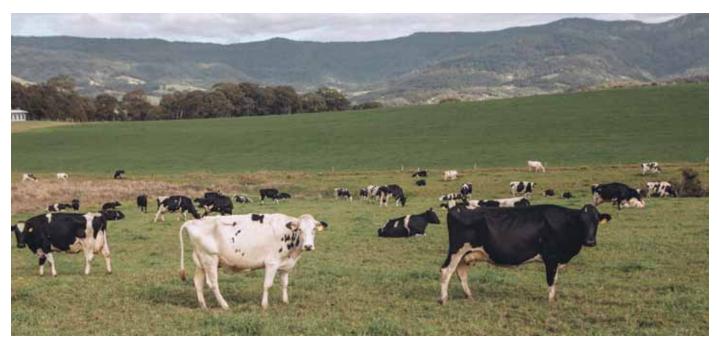
"The Good Bulls App is a great opportunity to learn about genetics. I jump on everything when there's something new I could learn, or read something new."

Introduced to the App via a google search for genetic apps, Ebony was initially intrigued by its ease of use, how simple it was to read and how good it looks.

She downloaded the app just prior to an artificial insemination training course with Paul Kenny and now uses it to compare bulls she looked at in local genetic reseller catalogues and to understand what traits make-up the top Balanced Performance Index (BPI) bulls.



Ebony Wilson says the Good Bulls App is a great opportunity to learn about genetics.



Ebony is building her own herd, Heartspring Holsteins, and dreams of showing Red and White Holsteins. She uses the Good Bulls Guide App to select for type traits, comparing bulls that have the traits she likes with what is at the top end of the BPI

The AI course was also an introduction to learning how to understand BPI and Australian Breeding Values (ABV) and how to compare bulls.

Ebony said she was still learning about these elements of genetics - as well as the Good Bulls App filters - and had used the App to select for type traits initially.

"My heifers come from lovely production cows, so I'm looking for good rump angle, legs and nice type with strong, open rib," she said.

"I've also been comparing bulls that have the type traits that I like with what is at the top-end of the BPI and seeing what matches my preferences.

"The App is a great way to look at the best bulls and see what I have or what's available and to benchmark, see how the bulls I am using stack-up."

Ebony founded Heartspring Holsteins after being gifted heifers from her bosses Jamie and Tracy Hamilton, TJ Holsteins, where they milk up to 300 cows.

Introduced to the dairy industry by her husband's family, Ebony has worked for local farmers for the past 10 years.

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