



## Reaching a new high

**As a passionate beef producer, Maureen Cottam believes there is room to use technology inside the farm gate to keep improving reproductive rates in the beef industry.**

Assessing bull fertility, prior to joining, has increased conception rates and the number of calves hitting the ground each autumn on Maureen's property, east of Benalla in North East Victoria.

Maureen can get accurate semen test results in the field in less than a minute, with the help of technician Trevor Mason.

Trevor uses the QwikCheck™ Gold Bull sperm quality analyser which evaluates bull fertility on site, providing timely and detailed information which Maureen uses as the final check before giving each bull the 'ok' before joining.

"This technology provides more detailed information than crush-side semen evaluation using a microscope and avoids having to send samples to a laboratory, which can be expensive and has a two to three week turnaround time." Maureen said.

Additional benefits have followed for Maureen's breeding herd, such as

shortening the joining and calving period and the ability to sell tighter lines of calves.

Given bull fertility can vary from year-to-year, Maureen encourages beef producers to consider how they can use technology to help make informed decisions.

*IMAGE: Inspecting the technology in action at Maureen's property (L to R): Mark Ritchie, VFF Livestock Council; Maureen Cottam, VFF Member and beef producer; Trevor Mason, Technician; Richard Apps, MLA Program Manager Genetics.*