Rattlerow
Generations Ahead

TERMINAL SIRE LINES

TenderShire

OUTSTANDING GROWTH LOW P2

The TenderShire line has been developed to meet the market demand from retailers for a sire that carries meat quality advances whilst still benefitting producers through rapid, efficient growth to high slaughter weights.

Selected originally from Hampshire lines the TenderShire is a unique synthetic boar line that demonstrates a high level of heterosis. This helps to ensure the birth of strong, viable piglets capable of attaining excellent weaning weights.

The genetic programme for the TenderShire focuses on rapid lean tissue growth rate. Progeny can be grown efficiently to high slaughter weights and still maintain low P2 measurements to ensure a high percentage of carcasses attain their maximum payment. The addition of Hampshire and freedom from the Halothane gene also ensures excellent meat quality.

Progeny are also renowned for their low levels of aggression and vice across a wide range of finishing conditions.

- **Superb growth and feed efficiency**
- **Very low P2 at high weights**
- **Robust and fast growing progeny**
- **Piglets with high vitality and low mortality**
- **Excellent meat quality**

TERMINAL SIRE LINES: Easy2Improve

TenderShire

Rattlerow has developed a number of separate sire lines that allows their progeny to excel in differing economically important traits. This permits breeders to select a sire line to improve certain carcass, feed efficiency or growth traits that are best suited to maximise profitability within their own business.

Advanced performance testing

Rattlerow boars benefit from testing within one of the most technologically advanced systems in which animals are genetically linked to herds across international populations. Our UK boars are produced and performance tested on nucleus farms owned and managed by Rattlerow. Feed intake, real time scanning and ultrasonics are used to collect accurate information on feed efficiency, growth and carcass quality. Using the Rattlerow BLUP programme individual estimated breeding values (EBVs) are calculated on a weekly basis.

The MaxiMus and OptiMus range of boars in addition to conventional performance testing, also benefit from BETTERgen® muscle+ gene.

BETTERgen® muscle+ is a patented gene marker that identifies boars that carry a mutation responsible for increased muscle mass and reduced fat deposition. The marker explains up to 25% of the variation in meat quality traits, notably P2. As a result, progeny carrying this gene will express lower backfat and improved loin and ham yield and greater total lean meat percentage.

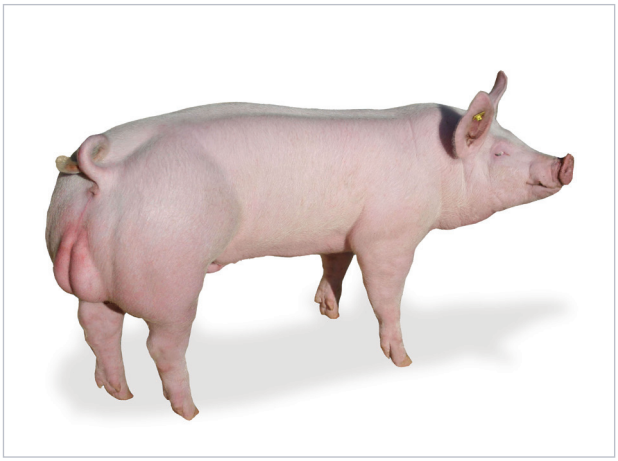
Economic index

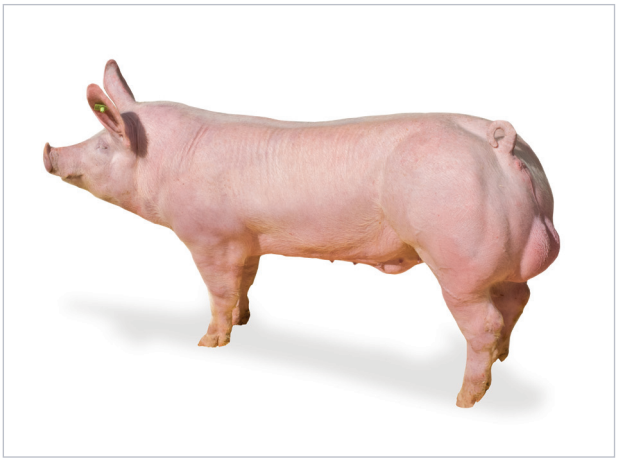
Economic, production and marketing data are used to combine the EBVs into a single sire line index value called the £ Index. This index reflects the differing financial value of a boar, expressed in terms of the additional profit per litter sired by that boar, relative to all other boars tested. The difference in the £ INDEX value between two boars of a similar line and BETTERgen® status, predicts the financial advantage expected between two litters they might produce.

Boar selection and acclimatisation

Only the very top performing boars are selected for AI based on their economic index. Great emphasis is placed on the visual selection of stock throughout the Rattlerow programme. After test and during the specialist hardening off, boars are repeatedly assessed on numerous points of conformation and any animal not achieving Rattlerow's exacting standards is culled. This critical selection over many generations has greatly aided uniformity within the Rattlerow lines.

Adding value by harnessing biotechnology





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