

RATTLEROW TERMINAL SIRE

OVER
55
YEARS OF
GENETIC
EXCELLENCE

MaxiMus



MAXIMUM LEAN GROWTH AND FEED EFFICIENCY

The MaxiMus sire line has been developed over 20 years to meet the requirements of the European market for efficient lean growth and lean meat yield especially in the high value cuts. Developed by incorporating strains of the double muscled Piétrain, this revolutionary Rattlerow Seghers sire line significantly increases processor loin and ham yield. It also ensures a significantly improved killing out percentage and excellent feed efficiency. Tested within a breeding programme operating across three continents, MaxiMus semen is used by cost efficient farmers in breeding programmes across the world.

MaxiMus is the first UK sire line to be 100% positive for BETTERgen® muscle+(IGF2), which guarantees improvements in lean meat yield, P2 and uniformity of carcasses at heavy slaughter weights. Freedom from the Halothane gene in this white sire line also ensures excellent meat quality.

Rattlerow MaxiMus progeny are also renowned for their improved viability and high weaning weight. This is a result of the additional hybrid vigour in the offspring which ensures fast early growth with low piglet mortality.

- Exceptional lean tissue growth
- Lower P2 and feed conversion at high weights
- Maximum killing out %
- Maximum ham and loin value
- Good meat quality
- Excellent uniformity and conformation
- Superior hybrid vigour and piglet viability



RATTLEROW TERMINAL SIRES

Delivering genetic improvement

Each Rattlerow sire line has been developed to excel in a number of differing economically important traits. This allows breeders to select the boar line best suited to maximise profitability within their own individual slaughter contract and under their own farm conditions. The accompanying graph demonstrates the key differences in daily gain, lean meat % and killing out % between the three Rattlerow sire lines.

BETTERgen® muscle+

The Rattlerow range of boars in addition to conventional performance testing, also benefit from the Rattlerow Seghers biotechnology programme.

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. As a result, progeny carrying this gene will express lower backfat and improved loin and ham yield and greater total lean meat percentage.

Improved uniformity

Discovered by Gentec, Rattlerow Seghers' molecular research company, BETTERgen® muscle+ is currently the only gene marker to guarantee more meat and greater uniformity. Pigs carrying the gene have been shown to be less variable and to have a tighter grading profile with fewer out of grade carcasses.

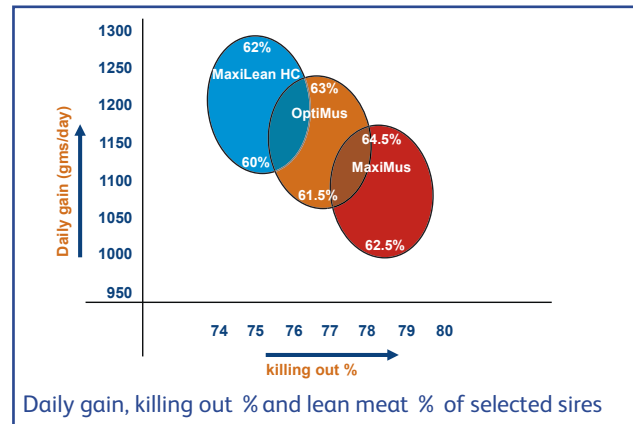
Advanced performance testing

In addition to DNA selection, Rattlerow boars benefit from testing within one of the most technologically advanced systems in operation today in which animals are genetically linked to nucleus populations across three continents.

All 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.

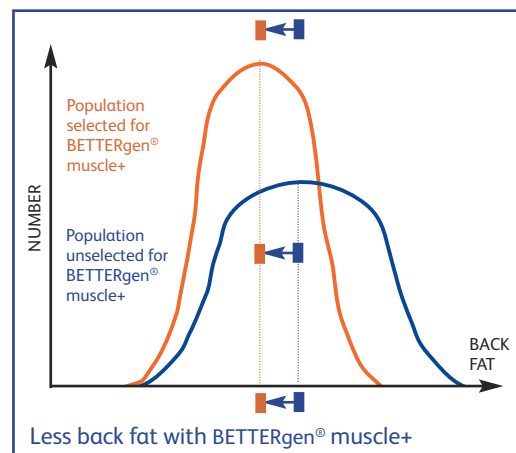
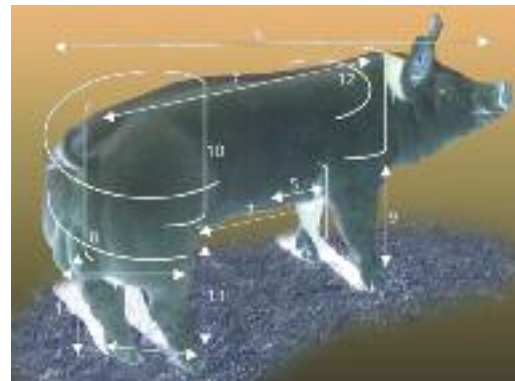
The £ index

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

Great emphasis is placed on the visual selection of stock throughout the Rattlerow programme. After test and during the specialist hardening off and libido testing, 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.



RATTLEROW FARMS LIMITED PIG BREEDING DEVELOPMENT

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