

We have created these 4 short videos to help you take control of your genetics – less than 5 minutes each, you can binge them all in one go over a coffee!

1. Genetic terminology explained – do you know your PLI from your TPI? What's the difference between phenotype and genotype? All will be explained in this summary of definitions to help you 'speak the language' [Click here](#)
2. Understanding your herd genetic report – your herd genetic report is a great starting point to begin to get to grips with genetics – this video shows you how to navigate the AHDB report. [Click here](#)
3. What is genomic testing – covering all the basics of genomic testing plus how to implement it on your farm. [Click here](#)
4. Maximising the value from sexed semen – More than 70% of Holstein inseminations in the UK are now to sexed semen, this video discusses how best to optimise the ratio of sexed:beef semen. [Click here](#)



For further discussion or to help with any questions that you may have, please contact us on enquiries@kiteconsulting.com or 01902 851007

