

# CDCB Mark Use Guidelines

---

---

Katie Schmitt

2024 CDCB Genomic Nominators and Laboratory Workshop



# Corporate

- Now includes <sup>TM</sup>
- Proper Uses:
  - When acknowledging CDCB as a partner in research projects.
  - When highlighting a formal strategic partnership that is in place with CDCB.
  - When CDCB is a sponsor of an event, project, or program.
- Should not be used to promote a service.



# QTurn by CDCB

- Introduced to service providers last week
- Used exclusively on Quick Turnaround evaluations
- Guidelines and logo files are available in Redmine



POWERED BY  
CDCCB™

# Background

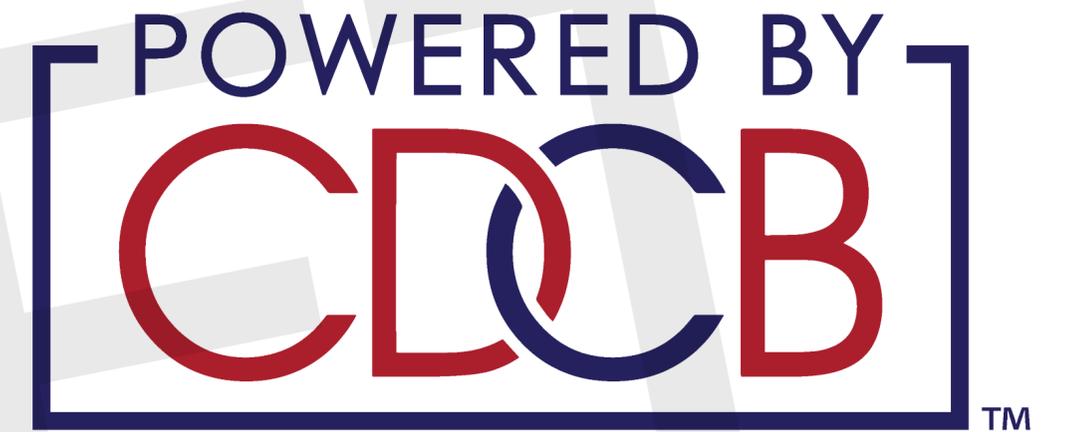
- Transition of services in 2013 from USDA AIPL/AGIL to CDCB
- Inconsistency throughout the industry in how evaluations are labeled.
- Expressed desire during 2023 data providers workshop for increased visibility and unified messages.

# Value of Implementation

- Improve transparency and accountability
- Recognize when the National Cooperator Database is utilized
- Increase awareness of validated, independent evaluations
- Leverage CDCB's "global standard" status in international markets

# Powered by CDCB Uses

- Option #1:
  - On digital and print resources displaying genetic evaluation results from CDCB.
  - On individual digital and printed genetic evaluation results distributed to owners.
  - When reproducing CDCB evaluation results in printed or digital materials (i.e. magazines, marketing materials, digital dashboards, digital reports, bull listings, etc.)



# Option #1 – Media Report

World's Dairyman Fall List  
**GENOMIC HOLSTEINS**

POWERED BY CDCB  
 August 2023

Top 50 Net Merit \$					Top 50 Cheese Merit \$					Top 50 TPI				
NAAB Code	Short Name	NMS	OR	Rel	NAAB Code	Short Name	CMS	OR	Rel	NAAB Code	Short Name	TPI	OR	
1HO16603	ALTITUDE 99-I	1329	G	72	1HO16603	ALTITUDE 99-I	1352	G	72	200HO12666	OWEN 99-I	3255	G	
200HO12751	HANSEL 99-I	1318	G	73	200HO12751	HANSEL 99-I	1338	G	73	7HO16485	SUNDANCE 99-I	3240	G	
551HO4955	ATKINS 99-I	1309	G	74	551HO4955	ATKINS 99-I	1325	G	74	200HO12751	HANSEL 99-I	3230	G	
29HO20684	LEEDS 99-I	1305	G	74	200HO12633	THRIVE 99-I	1318	G	73	551HO5039	RADICAL 99-I	3220	G	
14HO16804	BENJY 99-I	1295	G	73	14HO16804	BENJY 99-I	1317	G	73	1HO16603	ALTITUDE 99-I	3216	G	
200HO12633	THRIVE 99-I	1292	G	73	29HO20684	LEEDS 99-I	1314	G	74	7HO16468	PHOENIX 99-I	3214	G	
1HO16537	LOCKSTEP 99-I	1291	G	72	1HO16537	LOCKSTEP 99-I	1312	G	72	1HO16675	EXCITEMENT 99-I	3212	G	
200HO12773	MILEAGE 99-I	1287	G	73	200HO12773	MILEAGE 99-I	1297	G	73	200HO12766	PREMIUM 99-I	3206	G	
14HO16788	ICEFYRE 99-I	1273	G	73	14HO16788	ICEFYRE 99-I	1292	G	73	200HO12672	CASTING 99-I	3203	G	
551HO4520	THORSON 99-I	1270	G	74	551HO4520	THORSON 99-I	1288	G	74	745HO10165	FRIDAY 99-I	3197	G	
200HO12678	DISRUPTOR 99-I	1265	G	72	200HO12678	DISRUPTOR 99-I	1287	G	72	1HO16483	MASTERPIECE 99-I	3196	G	
14HO16800	HANDYMAN 99-I	1263	G	73	14HO16800	HANDYMAN 99-I	1277	G	73	551HO4955	ATKINS 99-I	3189	G	
11HO16760	ELOMA 99-I	1259	G	73	7HO16485	SUNDANCE 99-I	1275	G	73	1HO16650	CASIMIRO 99-I	3189	G	
7HO16825	ANDRI 99-I	1259	G	73	14HO16798	HAMLIN 99-I	1275	G	73	551HO4958	ELLISON 99-I	3186	G	
7HO15821	FROST BITE 99-I	1257	G	76	11HO16830	CATAPULT 99-I	1274	G	72	200HO12678	DISRUPTOR 99-I	3183	G	
14HO16581	CYPRESS 99-I	1256	G	73	551HO4795	DOMINANCE 99-I	1273	G	74	551HO4977	MAJI 99-I	3182	G	
551HO4795	DOMINANCE 99-I	1255	G	74	14HO16581	CYPRESS 99-I	1272	G	73	7HO16276	SHEEPSTER 99-I	3181	G	
11HO16830	CATAPULT 99-I	1255	G	72	7HO15821	FROST BITE 99-I	1271	G	76	7HO16835	LOGIC 99-I	3177	G	
551HO4977	MAJI 99-I	1253	G	74	11HO16760	ELOMA 99-I	1270	G	73	97HO42972	HOTJAWA 99-I	3177	G	
14HO16798	HAMLIN 99-I	1253	G	73	7HO16825	ANDRI 99-I	1270	G	73	7HO16570	REAPER 99-I	3177	G	
318HO10668	LIONEL 710 99-I	1252	G	75	29HO20775	CASH 99-I	1266	G	73	200HO12781	PINEAPPLE 99-I	3175	G	
7HO16814	LILIM 99-I	1250	G	73	551HO4977	MAJI 99-I	1264	G	74	7HO16825	ANDRI 99-I	3174	G	

# Option #1 – Online Bull Listing

**551HO04119 CAPTAIN** Reg: H040803147118734 RHA: % DMS: 345.456 wPa 243 AA A2A2 TE DGB: 01/01/2019

EcoFeed/Heifer: 99 - 93% R. Cow: 102 - 91% R.

POWERED BY CDCB

Genosource Captain-ET TC TE TR  
Chart a Sire a Ahead

**04/2024 CDCB SUMMARY WACS** NMS +1375

Wt	+200	99%R	Cheese Merit 3	+142
Fat	+153	+0.21%	FMS +1.12	GMS +1352
Protein	+84	+0.04%	Deviation Len -3	MSP +102
CFP	+237		EF1 9.8% gEF1 11.8%	
SCS	2.0	99%R	Morbidity +2.0	Fert Index +0.2
PL	+5.3	92%R	Survivability +0.1	Heifer Liv +1.0
DPR	-0.9	95%R	HCR +2.1	CCR +0.9
RPI	+107		30294m 4.5% 1357f 3.4% 1023p	
Feed Saved	+304	53%R	4153 Obs 186 Herds 93% US	

**04/2024 CALVING SUMMARY** SCE 1.5%

Sire Calving Ease	1.5%	99%R	3803 Obs
Daughter Calving Ease	2.2%	99%R	1368 Obs
Sire Stillborn	4.6%	99%R	3180 Obs
Daughter Stillborn	5.0%	99%R	889 Obs

**04/2024 HA TYPE SUMMARY** TPI +3287

PKR7 +4.99 99%R UDC+1.50 FLC+0.23 BSC-2.75 899f 07 111 H

Stature	-0.72	Short	
Strength	-1.94	Frat	
Body Depth	-1.11	Shallow	
Dairy Form	+2.39	Open Rib	
Rump Angle	-0.36	High Pins	
Thurl Width	+0.37	Wide	
Rear Legs-Side	+1.06	Settle	
Rear Legs-Rear	-0.40	Hock In	
Foot Angle	-1.87	Low	
Feet & Legs Score	+0.38	High	
P Udder Attachment	+0.87	Strong	
Rear Udder Height	+2.73	High	
Rear Udder Width	+2.49	Wide	
Udder Cleft	-0.28	Neat	
Udder Depth	+0.33	Shallow	
Front Teat Placement	-0.58	Wide	
Rear Teat P Rear	-0.75	Wide	
Teat Length	-0.79	Short	

Sire: Holstein Richerd Char-ET TL TL TL TL  
Dam: Genosource Sable 26223-ET VO-05

MGS: Farmer Tempo Sable 1073-ET TD TL TL  
MGD: Feet Menna Ahead 850-ET EX-01  
02-08 2x 305d 3822m 2.9 1163f 3.1 1232p  
MGS: Veltus 8 Ahead  
MGD: 9-04 Shamrock Menna7382-ET VO-05  
01-11 3x 365d 2687m 4.1 1090f 3.0 810p




# Powered by CDCB Uses

- Option #2:
  - For use when logo placement on individual reports is not feasible.



The genetic evaluations contained within this report, unless otherwise noted, are provided by the Council on Dairy Cattle Breeding as the steward of the National Cooperator Database. The National Cooperator Database houses producer-owned milk, management, ancestry, type, and genotype data for the use in genetic evaluations and independent research. Data included in the National Cooperator Database is submitted through certified organizations for data quality and integrity. As such, individual traits - along with the Lifetime Net Merit \$, Cheese Merit \$, Fluid Merit \$, and Grazing Merit \$ indexes - are Powered by CDCB, unless otherwise noted. For more information about the individual traits Powered by CDCB and the verification and validation of evaluations, visit <https://uscdcb.com/cdcb-marks/>

# Option #2 – Online Bull Listing

**551HO04119 CAPTAIN** Reg: HO84003147118734 DOB: 01/01/2019  
 RMA: % DMS: 345,458 wtd 240 AA A2A2 TE

EcoFeedItHeifer: 89 - 92% R. Cow: 102 - 91% R.

Genosource Captain-ET TC TE TR  
 Char x Sabre x Ahead



04/2024 CDCB SUMMARY MALE				NMS +137%
Wt	+1302	92%R	Cheese Merit \$	+1302
Fat	+152	+0.21%	FMS +1312	DMS +1352
Protein	+84	+0.04%	Deviation Len 3	MSF +102
CFP	+237		EF: 9.9% gDFI 11.6%	
SCS	1.0	99%R	Mastitis +2.0	Fert Index +0.2
PL	+5.3	92%R	Livability +0.1	Heifer Liv +1.0
DFR	-0.9	95%R	HCR +2.1	CCR +0.9
RFI	+107		3025km 4.9% 13571 3.4% 1023g	
Feed Saved	+304	93%R	4152 Dns 189 Herds 97% US	

04/2024 CALVING SUMMARY				NCE 5.5%
Size Calving Ease	1.9%	99%R	3800 Dns	
Daughter Calving Ease	2.3%	99%R	1389 Dns	
Size Stillborn	2.4%	99%R	2100 Dns	
Daughter Stillborn	2.4%	99%R	899 Dns	

04/2024 HA TYPE SUMMARY				TR +128%
FEAT	+1.18	99%R	UDC +1.58	PLU +0.23
2ND	2.7%	99%R	100 Dns	

Stature	-0.75	Shut	
Strength	-1.84	Fair	
Bald Patch	-1.11	Shallow	
Caly Feet	+1.39	Open Ab	
Rump Angle	-0.36	High Peak	
Thru Hock	+0.27	Wide	
Rear Legs Side	+1.06	Steady	
Rear Legs Rear	-0.46	Hock In	
Foot Angle	-1.07	Low	
Foot & Leg Set	+0.36	High	
F Udder attachment	+0.07	Strong	
Rear Udder Height	+2.75	High	
Rear Udder Width	+2.49	Wide	
Udder Cleft	-0.26	Weak	
Udder Depth	+0.33	Shallow	
Front Teat Placement	-0.58	Wide	
Rear Teat P. Plac	-1.75	Wide	
Teat Length	-0.79	Short	

Daughter: Genosource Bravo 47580-ET VG-88

POWERED BY CDCB The genetic evaluations contained within this report, unless otherwise noted, are provided by the Council on Dairy Cattle Breeding as the steward of the National Cooperator Database. The National Cooperator Database houses producer-owned milk, management, ancestry, type, and genotype data for the use in genetic evaluations and independent research. Data included in the National Cooperator Database is submitted through certified organizations for data quality and integrity. As such, individual traits - along with the Lifetime Net Merit \$, Cheese Merit \$, Fluid Merit \$, and Grazing Merit \$ indexes - are Powered by CDCB, unless otherwise noted. For more information about the individual traits Powered by CDCB and the verification and validation of evaluations, visit <https://uscdb.com/cdcb-marks/>.



# Option #2 – Bull Book

**LIFE HEALTH**  
**COMPONENT POWER**  
**9 NEW HILSTEIN GRADUATES**

**POWERED BY CDCB**

The genetic evaluations contained within this report, unless otherwise noted, are provided by the Council on Dairy Cattle Breeding as the steward of the National Cooperator Database. The National Cooperator Database houses producer-owned milk, management, ancestry, type, and genotype data for the use in genetic evaluations and independent research. Data included in the National Cooperator Database is submitted through certified organizations for data quality and integrity. As such, individual traits - along with the Lifetime Net Merit \$, Cheese Merit \$, Fluid Merit \$, and Grazing Merit \$ indexes - are Powered by CDCB, unless otherwise noted. For more information about the individual traits Powered by CDCB and the verification and validation of evaluations, visit <https://uscdcb.com/cdcb-marks/>.

## Understanding U.S. StarProofs

1	2	3	4	5	6
2024 CDCB Genetic Eval	2024 U.S. StarProof	2024 StarProof	2024 StarProof	2024 StarProof	2024 StarProof
Net Merit	Net Merit	Net Merit	Net Merit	Net Merit	Net Merit
Fluid Merit	Fluid Merit	Fluid Merit	Fluid Merit	Fluid Merit	Fluid Merit
Cheese Merit	Cheese Merit	Cheese Merit	Cheese Merit	Cheese Merit	Cheese Merit
Grazing Merit	Grazing Merit	Grazing Merit	Grazing Merit	Grazing Merit	Grazing Merit

**POWERED BY CDCB**

The genetic evaluations contained within this report, unless otherwise noted, are provided by the Council on Dairy Cattle Breeding as the steward of the National Cooperator Database. The National Cooperator Database houses producer-owned milk, management, ancestry, type, and genotype data for the use in genetic evaluations and independent research. Data included in the National Cooperator Database is submitted through certified organizations for data quality and integrity. As such, individual traits - along with the Lifetime Net Merit \$, Cheese Merit \$, Fluid Merit \$, and Grazing Merit \$ indexes - are Powered by CDCB, unless otherwise noted. For more information about the individual traits Powered by CDCB and the verification and validation of evaluations, visit <https://uscdcb.com/cdcb-marks/>.

# Powered by CDCB Uses

- Option #3:
  - For use when logo placement on individual reports is not feasible and a supplemental information page is not utilized.
  - “Evaluations in this report are Powered by CDCB. For the list of individual traits and merit indexes, visit <https://uscdcb.com/individual-traits/>”
  - “Evaluations for non-conformation traits in this report are Powered by CDCB.”

# Option #3 – Top Animal List

**Top 200 TPI® Genomic Young Bulls** APRIL 2024

Semen status is GENOMIC with no daughters in their proofs for Production or Type.  
Evaluations for non-conformation traits in this report are Powered by CDCB.

Rank	Name	NRHA	NAAB	PRODUCTION				HEALTH				CONFORMATION					TPI®				
				Pro	Fat	Milk	FE	NR	SCS	PL	NR	LIV	FI	PTAT	NR	UDC		FLC	BWC		
1	00D THORSON DARTH VADER-ET	TR TE	99-1	551H005490	85	172	2458	494	79	2.98	5.2	74	-0.2	-1.2	1.29	79	1.70	-0.18	-2.78	3342	G
2	PEAK ALTAMAKEOVER-ET	TR MW	99-1	11H016974	92	168	2420	443	79	2.94	4.0	74	-0.8	-0.8	1.15	77	1.48	-0.02	-1.97	3320	G
3	BEYOND OVERDO HARDIN-ET	TR TP	99-1	250H016741	71	145	1991	399	80	2.70	5.4	74	0.4	-1.0	2.11	79	2.53	0.49	-0.74	3278	G
4	GENOSOURCE ELLISON-ET	TR TE	99-1	551H004658	87	161	2295	413	81	2.87	4.4	79	-0.8	-0.7	1.98	80	1.95	0.33	-2.04	3276	G
5	BEYOND RIDGE SIR KARL-ET	TR TP	99-1	7H016735	75	124	1535	338	79	2.85	6.0	74	1.2	1.7	1.94	79	1.70	0.21	-0.85	3272	G
6	BURNALOOD-ET	TR MW	99-1	250H015941	79	127	1352	345	80	2.84	5.7	74	1.1	0.4	2.12	79	1.77	0.95	-0.27	3269	G
7	GENOSOURCE ENDURANCE-ET	TR TE	99-1	551H005246	81	174	1973	434	79	2.80	5.3	75	0.7	-0.3	0.90	79	0.21	-0.05	-1.86	3267	G
8	00D HARK STAGGER-ET	TR TP	99-1	7H017142	82	150	1910	318	80	2.80	7.9	79	3.2	1.7	1.25	79	1.65	-0.27	0.51	3259	G
9	SANDY VALLEY WOODMEET-ET	TR MW	99-1	250H013951	79	134	1917	393	79	2.72	4.8	74	-0.2	-1.0	2.28	79	2.15	0.89	-0.73	3259	G
10	LADYBANKER PROTET CHASE-ET	TR TP	99-1	7H016982	89	131	2228	395	79	2.85	6.8	74	1.1	-1.0	1.15	79	1.91	-0.17	-1.23	3258	G
11	BEYOND LUTONWORTH GANT-ET	TR TP	99-1	7H016985	87	146	197	399	79	2.75	5.5	74	0.0	0.2	1.95	79	1.25	0.85	-0.95	3254	G
12	SANDY VALLEY OCCASIVE-ET	TR MW	99-1	250H013951	84	130	219	342	79	2.87	6.0	74	1.7	0.5	1.91	79	2.28	0.74	-1.44	3249	G
13	GENOSOURCE BREAKAGE-ET	TR TE	99-1	551H005298	75	144	2198	399	79	2.89	5.9	74	1.4	0.8	1.10	79	1.40	-0.06	-1.71	3245	G
14	SIR HENRY CHICO HUBB-ET	TR TP	99-1	7H016988	79	139	1930	340	80	2.75	5.5	74	0.7	-1.0	1.99	79	2.40	0.87	-1.23	3245	G
15	GENOSOURCE DRUMROLL-ET	TR TE	99-1	551H005367	74	117	1930	328	80	2.87	4.5	75	0.5	-1.0	2.89	79	3.17	1.76	-0.77	3244	G
16	SANDY VALLEY SATURDAY-ET	TR MW	99-1	250H013953	76	150	1928	378	79	2.89	4.1	74	-0.7	-2.0	2.20	79	2.07	0.83	-0.31	3240	G
17	GENOSOURCE KING P-ET	TR TE	99-1	551H005317	88	148	1938	378	79	2.72	6.4	74	0.1	0.3	0.88	79	1.95	-0.37	-1.70	3236	G
18	SANDY VALLEY EDAPU-ET	TR TP	99-1	250H013953	89	130	212	349	79	2.99	6.8	74	0.9	0.2	1.47	79	2.45	0.48	-1.22	3235	G
19	TUPPLICE WARMON-ET	TR TP	99-1	250H012832	79	150	1980	395	79	2.72	6.9	74	1.4	1.8	1.03	79	1.75	0.78	0.99	3233	G
20	GENOSOURCE JAYLON-ET	TR TE	99-1	551H005332	79	149	1991	393	81	2.78	5.1	77	0.8	0.4	1.30	80	1.15	0.48	-1.95	3231	G
21	TRON-ET	TR TP	99-1	250H012298	81	135	1945	270	81	2.74	7.8	75	2.0	2.0	1.91	79	2.41	1.86	0.17	3230	G
22	00D FULLBORN NICKAL-ET	TR TE	99-1	551H005339	79	112	2040	329	79	2.79	6.5	74	3.2	0.2	2.39	79	2.00	0.89	-1.94	3229	G
23	PEAK SIR TARRANT-ET	TR TP	99-1	7H016979	86	119	228	315	79	2.71	7.0	74	2.2	1.1	1.85	79	1.14	1.40	0.21	3228	G
24	GENOSOURCE HOTTAGE-ET	TR TE	99-1	551H005384	72	144	1412	393	81	2.80	5.5	77	1.0	0.4	1.29	80	1.92	0.42	-1.17	3228	G
25	GENOSOURCE BELLE-ET	TR TE	99-1	551H005477	71	140	1915	395	81	2.78	6.3	77	1.8	1.1	0.97	81	1.14	0.22	-1.91	3227	G
26	BEYOND HAWTH-ET	TR TP	99-1	250H012872	79	138	1929	351	79	2.80	4.0	74	-0.5	0.8	2.14	79	1.97	0.34	0.12	3225	G
27	PROGRESSIVE HENRI	TR TP	99-1	250H012840	79	133	1782	310	81	2.80	6.8	77	0.5	0.4	1.99	80	1.95	0.22	0.85	3225	G
28	TUPPLICE LAI BETH-ET	TR TP	99-1	250H017118	84	138	1782	332	79	2.89	4.9	74	0.9	1.1	2.07	79	1.71	0.84	0.01	3225	G
29	00D BULLY FOR HANSEL-ET	TR TP	99-1	250H012751	82	133	1941	349	79	2.74	6.5	74	0.7	1.8	0.92	79	1.97	0.21	-1.85	3224	G
30	00D BULLY FOR HAZEL-ET	TR TP	99-1	250H012846	82	140	1414	395	79	2.80	5.7	74	-1.0	-0.2	1.92	79	1.48	0.48	-0.97	3222	G
31	PEAK SIR TARRANT-ET	TR TP	99-1	7H016984	74	127	1400	339	79	2.75	6.2	74	1.0	-0.2	1.74	79	1.11	0.79	1.00	3222	G
32	CHAMP PEARLS LISA S CHASE-ET	TR TP	99-1	7H016911	84	140	174	330	79	2.80	5.5	74	1.8	0.3	1.90	79	1.79	0.21	0.20	3221	G
33	LADYBANKER BECKE CHASE-ET	TR TP	99-1	250H012885	81	132	1714	341	80	2.71	4.2	75	-0.7	0.0	1.40	79	1.99	1.02	0.94	3221	G
34	TRIFECTA LAI HUBB-ET	TR TP	99-1	7H016984	79	140	184	392	80	2.76	6.4	74	0.2	0.7	1.94	79	1.21	-0.08	-0.92	3221	G
35	GENOSOURCE DAYTON-ET	TR TE	99-1	551H005391	79	122	1490	349	79	2.80	6.5	74	0.3	1.6	0.90	79	1.90	0.94	-1.60	3220	G
36	LADYBANKER LIT CORRELL-ET	TR TP	99-1	250H017130	89	113	238	299	80	2.94	6.4	74	0.4	2.0	2.07	79	2.10	1.20	0.99	3220	G
37	TUPPLICE HAZARD-ET	TR TP	99-1	250H012889	79	135	1959	340	79	2.85	5.9	74	-1.1	-0.3	1.90	79	1.79	0.84	0.27	3220	G
38	00D THORSON SHEPHERD-ET	TR TP	99-1	7H016978	79	139	1470	344	80	2.82	5.9	77	2.2	0.1	1.41	81	1.09	1.01	0.90	3219	G
39	PROGRESSIVE MEDICATION-ET	TR TP	99-1	250H012875	82	137	2122	351	81	2.72	6.2	77	0.0	0.0	0.99	80	1.79	-0.70	-0.49	3219	G
40	BEYOND HAWORTH-ET	TR MW	99-1	250H012897	89	118	1302	297	79	2.87	5.4	74	0.1	0.2	2.70	79	2.44	1.00	0.94	3219	G
41	MR 00D HAZE-ET	TR MW	99-1	250H012899	79	117	1096	292	80	2.71	6.7	74	1.1	1.2	1.99	79	2.00	0.90	0.10	3219	G
42	TUPPLICE HAWORTH-ET	TR TP	99-1	14H017118	79	143	1445	371	79	2.89	4.9	74	-0.7	-1.1	1.92	79	1.91	0.39	-0.47	3218	G

Top 200 TPI® Genomic Young Bulls - April 2024

Copyright 2024 Holstein Association USA, Inc.