

# AMAA THREE-TIER COMMERCIAL CONNECTION PROGRAM

**MISSION:** To provide documented, superior performance genetics to the Commercial Cattle industry.



## COMMERCIAL CONNECTION:

- Required data submission: calving ease, birth weight, weaning weight and yearling weight.
- Commitment to MAPP herd involvement.
- Core traits essential for commercial acceptance of Maine-Anjou genetics.



## COMMERCIAL CONNECTION PLUS:

- Tier 1 requirements PLUS: ultrasound data and/or actual carcass data, scrotal and docility (BIF chute scores).
- Added traits that enhance the marketability of Maine-Anjou genetics.



## COMMERCIAL CONNECTION POWER:

- Meet Commercial Connection Plus (Tier 2) criteria.
- Cow herds that maintain high across the breed EPD levels.
- Herds to be so recognized at AMAA Annual Meeting.

## FOR MORE INFORMATION:

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or visit: [maine-anjou.org](http://maine-anjou.org)

