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Whole Genome Selection through Genome Wide Imputation in Beef Cattle

Integrated GE³LS Project	Public Perceptions of Genomic Technologies to Enhance Livestock Attributes
Genome Centre	Genome Alberta
Project Leaders	Stephen Moore and Stephen Miller
GE³LS Project Leaders	Ellen Goddard, University of Alberta

Project Description

GE³LS researchers will study public perceptions about the use of genomic technologies to enhance livestock attributes.

To accomplish this, they will first identify the knowledge and views held by citizens and potential users (breeders, farmers in this case) about particular applications of genomics. Second, they will pinpoint firm and industry-level innovation strategies and associated outcomes, and third the researchers will determine the environmental implications of genomics applications to agriculture.

The outcome of this research will provide researchers with further direction as to routes that can be taken and the traits to target, in order to promote a demand for the technologies genomic scientists develop.