

# **Bull Evaluation Centre Report**

201325 SCOTCH LINE RED ANGUS (End of Test) Test Date: 30 Mar 2013 Days on Test: 112

Centre Manager: DR. JIM FERRIER Start of Test Date: 08 Dec 2012

Phone #: 613-267-5330 End of Test Date: 30 Mar 2013

EMail: drferrier@sympatico.ca Pick Up Date:

Address: 2488 SCOTCH LINE RD. RR3, PERTH, ON, K7H 3C5

Ration Statement: High roughage diet - limited grain intake

Note: 1. Check the information on your BULL(s) to ensure the pedigree, birth date, tattoo, and weaning data is complete and accurate.

- 2. For best results clients need to submit complete herd data with complete weaning weights on all their calves to bioTrack, our Herd Evaluation Service. Calves with incomplete herd data will not receive genetic evaluations nor BIO Economic Indexes. If no data is submitted to BIO, then the calves in the bull evaluation centre will be regarded as UNOFFICIAL. Unofficial calves will not receive genetic evaluations, BIO Economic Indexes nor certificates and may not eligible for awards that are offered from time to time.
- 3. If you have questions on data submission, please contact our office.

Open House and Private Treaty Sale April 20th, 1-4pm

## A Guide to BIO's Bull and Heifer Evaluation Reports and BIO's Genetic Evaluations

## Report Features

- Objectively Compare all animals using our across breed comparisons -ABCs Allows you to compare all the bulls in the group for their genetics, regardless of their breed. Bulls are listed on the report by the tag number.
- Quickly know where an animal ranks for a trait using the percentile ranking. Our percentile rankings range from 1 (lowest) to 99 (highest) tells you how an animal ranks for the trait you're looking at. All animals are ranked for each trait! The rankings compare all animals evaluated over the past 3 years for that trait.

Across breed Percentiles (%AB) allow you to compare purebred, crossbred, and composite animals across breeds.

Within breed Percentiles (%WB) allow you to compare purebred animals within its breed.

Example: A bull or heifer that has a percentile of 99 (99th percentile) is in the top 1% of all animals evaluated for that trait or index; a bull in the 80th percentile is in the top 20%, etc.

Most current genetic evaluations - The Herd Recording traits (CE, BW, WG, MILK) are updated on the 84-day and End-of-test reports, to reflect the added
information of weights taken on test. The End-of-test evaluations use the animal's on-test performance and all related performance data in the database to
calculate the ABC and are therefore the most current evaluations in the industry.

#### Features of BIO's Genetic Evaluations (ABCs) and Economic Indexes

- Genetic Evaluations the most accurate method to express genetic ability of an animal. They are adjusted for environment and can be used to compare animals across herds and evaluation centres.
- ABC Across Breed EPD or Comparison Estimate of how future progeny of an animal are expected to perform in each of the traits. Comparisons can be made within breeds and across breeds. For example, a bull or heifer with a Yearling Gain ABC of +85 will produce progeny that are on average 50 pounds heavier than progeny from a bull with a Yearling Gain ABC of +35.
- Accuracy Measure of the amount of information used to calculate the ABC. Ranges from 1 (least) to 99 (most). Evaluations based on pedigree information only are noted as 'PE' (pedigree estimate).
- BIO\$: This is an index that considers several traits in determining better bulls when mated to average cows and is aiming at efficient lean meat production for a
  market focused on AA carcasses between 775 and 900 pounds. Use the BIO\$ index to identify top prospect bulls and then look at specific ABC's within that group
  for traits that you value in your operation.
- ABCs (Across Breed EPDs) for all animals evaluated by BIO are on a fixed base. The base is a multi-breed average of animals born 1995-1998:

Trait	CE	BW	WG	MILK	PWG	YG	FAT	REA	%IMF	SC	BIO\$
Base	0	0	+30	+15	+20	+50	0	0	0	0	+2000

## Report Definitions and Legend

### Herd Measurements (BIO believes in Whole Herd Recording)

CE - Calving Ease - The ease or difficulty with which the animal was born. The categories are unassisted (U), easy pull (E), hard pull (H), surgical (S) or malpresentation (M).

BW - Birth weight (lbs) of the animal.

AWW - Adjusted Weaning Weight (Ibs) - The on-farm weaning weight of the animal adjusted to 200 days of age. Adjustments are made for age of dam and sex of calf.

WI - Weaning Index - Within-herd index based on adjusted weaning weight. Use to compare calves in the same pre-weaning management group. A minimum of five calves in a management group is required to receive an index. ET indicates an embryo transplant calf.

#### Test Evaluation Measurements (based on the animal's performance in the evaluation centre)

SOT - Start of Test Weight (lbs)

EOT - End of Test Weight (lbs)

ADG - Average Daily Gain (Ibs/day) - The regressed average daily gain during the animal evaluation period. All monthly weighings are used in determining the adg.

WPDA - Weight Per Day of Age (Ibs/day) - Weight taken at weigh period divided by days of age and includes birth weight.

HH - Hip Height (inches) - Height of the animal over the hip bones at EOT.

FRAME - Frame Score - A 1 to 10 scale calculated using hip height and age, according to Beef Improvement Federation guidelines.

FAT - Backfat (mm) - Measured ultrasonically between the 12th and 13th ribs (grading site) at the end of the test.

REA & AdjREA - Rib Eye Area (square inches) - Measured ultrasonically between the 12th and 13th ribs (grading site) at the end of the test. The AdjREA is adjusted to 365 days of age.

% IMF & Adj%IMF - Percent Intramus cular Fat (Marbling) - Measured ultrasonically between the 12th and 13th ribs (grading site) at the end of test. NR indicates the animal had too little %IMF to measure. Adj %IMF is adjusted to 365 days.

GRADE - %IMF expressed as marbling grade (A, AA or AAA) - PD indicates practically devoid, which is less than 1.86 %IMF. Animals near the border of a category are shown as a combination of the two categories (i.e. A-AA).

SC & AdjSC - Scrotal Circumference (cm) - End of test measure of scrotal circumference. Indication of the semen producing ability of the bull. 'ABN' indicates abnormal testicles (size, shape, injury) and no measurement is taken. AdjSC is adjusted Scrotal circumference and is adjusted to one year of age.

#### Genetic Evaluations - Across Breed EPDS (ABCs)

CE - Calving Ease ABC - is a genetic prediction of the increase (+) or decrease (-) in percent <u>unassisted</u> calvings if the bull is mated with heifers that are an average size and have average calving ability.

BW - Birth Weight ABC (Ibs) - The effect the animal will have on the birth weight of their calves.

WG - Weaning Gain ABC (lbs) - The ability of the animal's calves to grow from birth to weaning.

MILK - Milk/ Mothering ability ABC (Ibs of calf at weaning) - The ability of a animal's daughters to provide their calves with milk and mothering ability.

PWG - Post-Weaning Gain ABC (lbs) - Indicates the ability of an animal's calves to grow from weaning to yearling.

YG - Yearling Gain ABC (lbs) - Indicates the ability of a animal's calves to grow from birth to yearling.

FAT - Backfat thickness ABC (mm) - The ability of a animal's progeny to deposit backfat (finishing ability), adjusted to a common age.

REA - Rib Eye Area ABC (s quare inches) - Predictor of the differences in progeny ribeye area (muscling), adjusted to a common age.

% IMF - Intramus cular Fat ABC (Marbling) - The ability of a animal's progeny to deposit marbling fat, adjusted to a common age.

SC - Scrotal Circumference ABC (cm) - Indicates the ability of a bull to transmit scrotal size to male progeny. It is a partial indicator of daughter's age at puberty.

# **Bull Evaluation EOT Report**

## 201325 SCOTCH LINE RED ANGUS



				Genetic	Evalua	atior	าร (10	Apr 20	13)											•	<b>A A</b>	Y
Tag <b>000</b>	6 Pen		Tattoo	FER 6Z			CE	BW	WG		Milk	PWG	Y	'G	FAT		REA	%IMF	S	С	BIO\$	
HC/Breed	_		SCOTCH LINE RED ANGUS  Colour	613-267-5330	%ab ABC A %wb	СС	76 <b>3</b> 31 35	71 <b>-2.5</b> 54	50 <b>38</b> 49	44	65 <b>23</b> 19	71 <b>36</b> 47	64 <b>74</b> 48	46	77 . <b>91</b> 30	50	28 <b>17</b> 44	70 . <b>32</b> 4	9 4 <b>1.8</b> 9	4 62	51 <b>3054</b> 38	
SireSire			TREND 13B		70112				70		02	10	1		- 00		UZ	10				
_			TREND 22D		CE	BW	AWW	WI	SOT	EOT	ADG	WPDA	НН	Frame	e Fat	REA	AdjREA	%lmf	Adj%lmf	Grade	SC	AdjSC
Dam DamSire	RED CRES		EEK ANNIE 7L IIEF 7182		U	88	598	ET	745	1211	4.14	3.35	50.5	5.8	7	14.6	14.7	3.59	3.62	A-AA	41.0	41.1
Tag <b>000</b>	<b>7</b> Pen		Tattoo	FER 7Z			CE	BW	WG		Milk	PWG	Y	'G	FAT		REA	%IMF	: S	С	BIO\$	
HC/Breed	RED AN 03Apr2012	IGUS	Colour  MR BEEF 805	613-267-5330	%ab ABC A %wb	СС	94 <b>6</b> 36 81	95 <b>-5.8</b> 58 85	75 <b>44</b> 76	49	70 <b>24</b> 25 58	95 <b>49</b> 51 89	92 <b>93</b> 87	50	87 <b>1.21</b> 60	53	20 <b>29</b> 48 46	87 . <b>52</b> 4	8 . <b>7</b> 4	<b>6</b> 64	80 <b>3896</b> 72	
			DED BEEF L107		CE	BW	AWW	WI	SOT	EOT	ADG	WPDA	НН	Frame	e Fat	REA	AdjREA	%lmf	Adj%lmf	Grade	sc	AdjSC
	RED SLRA RED MLK				U	84	601	ET	749	1219	4.22	3.38	51.0	6.0	7	13.5	13.6	3.74	3.78	A-AA	36.5	36.6
			Tattoo	FER 9Z			CE	BW	WG		Milk	PWG		G .	FAT	.	REA	%IMF		С	BIO\$	
Tag 000 Contact		PRIFR - 9	Talloo SCOTCH LINE RED ANGUS		0/ -1-		91		-					-								
HC/Breed	RED AN		SCOTCH LINE RED ANGUE	613-267-5330	%ab ABC A		<b>5</b> 30	77 <b>-3.0</b> 57	19 <b>29</b>		87 <b>29</b> 20	69 <b>36</b> 47	45 65	47	93 <b>1.38</b>	49	15 <b>35</b> 44	97 . <b>74</b> 4	6	6 62	43 <b>2855</b>	
	05Apr2012		Colour		%wb		72	39	15		83	43	27		77	40	36	92	5	-	32	
SireSire Sire			SERENADE 2513P renade Harry 6X		CE	BW	AWW	WI	SOT	EOT	ADG	WPDA	НН	Frame	e Fat	REA	AdiREA	%lmf	Adj%lmf	Grade	sc	AdjSC
Dam DamSire	FER 1X RED CHA	MPLAIN	SERENADE 2513P		U	87	610	96	682	1152	4.14	3.21	49.0	5.1	8	12.6	12.7	5.01	5.09	AA-AA	A 36.5	36.7
Tag <b>001</b>	0 Pen		Tattoo	FER 10Z			CE	BW	WG		Milk	PWG	Y	'G	FAT		REA	%IMF	: 8	С	BIO\$	
	-	RRIER - S	SCOTCH LINE RED ANGUS	3	%ab		66	56	28		65	55	43	3	72		13	66	6	В	22	
HC/Breed		IGUS		613-267-5330	ABC A	СС	<b>2</b> 31	<b>-1.3</b> 54	32	44	<b>23</b> 19	<b>32</b> 47	64	46	.77	50	<b>39</b> 44	.25	4 .9	<b>3</b> 62	2182	
Birthdate SireSire	06Apr2012	DI ACK	Colour FREND 13B		%wb		20	14	25		52	28	25	5	18		31	3	5	В	12	
	RED BRYLO	_	-		CE	BW	AWW	WI	SOT	EOT	ADG	WPDA	НН	Frame	e Fat	REA	AdjREA	%lmf	Adj%lmf	Grade	sc	AdjSC
Dam			EEK ANNIE 7L		U	93	554	ET	645	1083			50.0		6	12.7	12.9	2.89	2.95	PD-A		36.8
DamSire	RED FOR	STER CH	IIEF 7182						0.0		0.00	0.00		0.0		12.7		2.00				
Tag <b>001</b>	1 Pen		Tattoo	FER 11Z			CE	BW	WG		Milk	PWG	Y	'G	FAT		REA	%IMF	S	С	BIO\$	
	_		SCOTCH LINE RED ANGUS		%ab		55	53	81		71	98	96		85		50	78	4		89	
HC/Breed Birthdate	RED AN 07Apr2012	1605	Colour	613-267-5330	ABC A		1 31 12	<b>-1.1</b> 57	<b>46</b> 83		<b>25</b> 21   61	<b>55</b> 47 95	1 <b>01</b>	48	<b>1.15</b> 55	49	<b>.08</b> 44	. <b>43</b> 4	4 <b>.4</b> 2	<b>2</b> 62   1	<b>4299</b> 84	
SireSire	RED GLA	CIER DIV	IDE 310		70410		14	10	00		V 1	55	30		33		55	JZ		<u> </u>		
Sire Dam	RED TOWA FER 5W	W INDE	ED 104H		CE	BW	AWW	WI	SOT	EOT	ADG	WPDA	НН	Frame	e Fat	REA	AdjREA	%Imf	Adj%lmf	Grade	SC	AdjSC
																						34.8

11Apr2013 Page: 4 of 7

# **Bull Evaluation EOT Report**

## 201325 SCOTCH LINE RED ANGUS



				Genetic	Evalu	atior	าร (10	Apr 20	13)											•		
Tag <b>00</b> 1	12	Pen	Tattoo	FER 12Z			CE	BW	WG		Milk	PWG	Y	G	FAT		REA	%IMF	S	C	BIO\$	
HC/Breed Birthdate	R 09Apr	ED ANGUS 2012	COICH LINE RED ANGU	S 613-267-5330	%ab ABC A %wb	Acc	87 <b>5</b> 36 59	87 <b>-4.2</b> 58 62	81 <b>46</b> 83	49	70 <b>24</b> 25 58	99 <b>63</b> 51 98	98 <b>109</b> 97	50	85 <b>1.15</b> 55	53	18 <b>31</b> 48 43	84 . <b>49</b> 44 51	46 3 <b>.5</b> 1	l 64	88 <b>4265</b> 83	
SireSire Sire Dam	RED E	BADLANDS M BJR AH BRAND BLRA CUB QUE	DED BEEF L107		CE	BW	AWW	WI	SOT	EOT	ADG	WPDA		Frame		REA	,		Adj%lmf	Grade	SC 35.0	AdjSC 35.4
DamSire	RED	MLK CRK CUE	3 722		U	95	635	ET	760	1336	5.09	3.76	51.0	6.1	6	13.2	13.4	3.45	3.55	Α	35.0	33.4
Tag <b>00</b> 1	14	Pen	Tattoo	FER 14Z			CE	BW	WG		Milk	PWG	Y	G	FAT		REA	%IMF	S	С	BIO\$	
HC/Breed Birthdate	R 12Apr	ED ANGUS	COICH LINE RED ANGU	S 613-267-5330	%ab ABC A %wb	Acc	81 <b>4</b> 29 44	87 <b>-4.2</b> 55 62	34 <b>34</b> 31	45	91 <b>30</b> 23 88	23 <b>21</b> 49 5	26 <b>55</b> 11	47	80 <b>.98</b> 39	52	9 <b>46</b> 47 21	71 . <b>34</b> 41	2 <sup>2</sup> 716	64	15 <b>1893</b> 8	
SireSire Sire		OWAW INDEE			CE	BW	AWW	WI	SOT	EOT	ADG	WPDA	НН	Frame	Fat	REA	AdjREA	%Imf	Adj%lmf	Grade	SC	AdjSC
Dam DamSire		MINNIE 4H LEACHMAN D	OMINANT 1061B		U	86	604	95	695	1090	3.53	3.10	51.0	6.2	6	12.7	13.0	3.13	3.25	Α	32.0	32.5
Tag <b>00</b> 1	16	Pen	Tattoo	FER 16Z			CE	BW	WG		Milk	PWG	Y	G	FAT		REA	%IMF	S	С	BIO\$	
Contact HC/Breed Birthdate	DR. JI R	M FERRIER - S ED ANGUS	COIOUR	-	%ab	Acc	82 <b>4</b> 28	89 -4.5 56	97 <b>57</b>	46	95 <b>33</b> 21	99 <b>59</b> 47	99 <b>115</b>	47		51	9 <b>45</b> 45	78 . <b>43</b> 4	-	l 63	85 <b>4108</b> 79	
SireSire	•		STATEMENT P27		%wb		46	67	97		94	97	98		84		22	32	55	)		
Sire Dam DamSire	RED 1	cotch Line MS AYSIDE MISTY TAYSIDE BLA	7 655S		CE	85	701	111	SOT 775	1313	ADG 4.79	3.74	HH 53.5	Frame 7.4	Fat 9	13.1	AdjREA 13.4	%lmf /	Adj%lmf 4.02	Grade A-AA	36.0	AdjSC 36.5
Tag <b>002</b>		Pen	Tattoo	FER 20Z			CE	BW	WG		Milk	PWG	V	G	FAT		REA	%IMF	S		BIO\$	
	DR. JI R 19Apr	M FERRIER - S ED ANGUS 2012	COIOUR STATEMENT P27	-	%ab ABC A %wb	Acc	69 <b>3</b> 29 24	66 -2.1 58 24	97 <b>56</b> 97	47	85 <b>28</b> 21 80	99 <b>65</b> 48 99	99	48	79 . <b>97</b> 38	50	25 21 45 58	74 .38 49	87	7 5 63	91 <b>4455</b> 87	
Sire Dam	Red S	cotch Line MS	Mike		CE	BW	AWW	WI	SOT	EOT	ADG	WPDA	НН	Frame	Fat	REA	AdjREA	%Imf	Adj%Imf	Grade	SC	AdjSC
DamSire		PERKS ADVA			U	95	699	110	770	1305	4.71	3.78	51.0	6.3	7	14.0	14.6	3.45	3.65	A	37.5	38.2
Tag 002	21	Pen	Tattoo	FER 21Z			CE	BW	WG		Milk	PWG	Y	G	FAT		REA	%IMF	S	С	BIO\$	
Contact HC/Breed Birthdate SireSire	R 20Apr	ED ANGUS 2012	COTCH LINE RED ANGU  Colour SERENADE 2513P	S 613-267-5330	%ab ABC A %wb	Acc	91 <b>5</b> 30 72	82 -3.6 57 51	74 <b>44</b> 75	46	93 <b>31</b> 18 90	30 <b>24</b> 47 9	50 <b>67</b> 33	47	71 . <b>74</b> 17	49	21 <b>26</b> 44 49	85 <b>.49</b> 4- 52	78 4 <b>1.1</b> 7	<b>7</b> 62	39 <b>2737</b> 28	
Sire	Red S	cotch Line Ser	enade Harry 6X		CE	BW	AWW	WI	SOT	EOT	ADG	WPDA	НН	Frame	Fat	REA	AdjREA	%Imf	Adj%lmf	Grade	SC	AdjSC
Dam DamSire	FER 1 RED		STATEMENT P27		U	83	708	112	708	1062	3.15	3.09	50.0	5.8	4	13.6	14.2	3.68	3.90	A-AA	37.0	37.8

# **Bull Evaluation EOT Report**

## 201325 SCOTCH LINE RED ANGUS



## Genetic Evaluations (10 Apr 2013)

				Conodo		αι.υ.	(	, .p0	. • ,													
Tag <b>00</b> 2	24	Pen	Tattoo	FER 24Z			CE	BW	WG		Milk	PWG	Y	'G	FAT	.	REA	%IMI	=   8	SC	BIO\$	
Contact	DR.	JIM FERRIER -	SCOTCH LINE RED	ANGUS	%ab		98	99	62		90	85	79		84		13	73	6	3	66	
HC/Breed	i i	RED ANGUS		613-267-5330	ABC A	Acc	<b>8</b> 28	<b>-8.5</b> 56	41	46	<b>30</b> 20	<b>41</b> 47	1		1.10	50 -	.39 44	.37	'	<b>3</b> 63	3450	
Birthdate	20A	pr2012	Colour		%wb		95	98	62		87	66	67	•	51		31	17	5	0	55	
SireSire	RE	D LJC MISSIO	N STATEMENT P27															_				
Sire						BW	AWW	/ WI	SOT	EO	T ADG	WPDA	HH	Frame	Fat	REA	AdjREA	%Imf	Adj%lmf	Grade	SC	AdjSC
Dam		SLRA QUEST	-		U	65	599	95	665	109	8 3.78	3.19	50.5	6.0	7	12.7	13.2	3.22	3.42	Α	35.5	36.3
DamSire	RE	D GOLD QUES	ST 6													1		1				
Tag <b>00</b> 2	25	Pen	Tattoo	FER 25Z			CE	BW	WG		Milk	PWG	Y	G	FAT		REA	%IMI	=   5	SC	BIO\$	
Contact	DR.	JIM FERRIER -	SCOTCH LINE RED	ANGUS	%ab		99	99	88		80	97	96	,	68		11	69	6	8	83	
HC/Breed	i i	RED ANGUS		613-267-5330	ABC A	Acc	10 28	<b>-10.3</b> 58	49	47	<b>27</b> 22	<b>52</b> 47	101		.62	49 -	<b>.41</b> 44	.30	1 -	<b>5</b> 62	4035	
Birthdate	24A <sub> </sub>	pr2012	Colour		%wb		98	99	90		73	92	93	,	10		27	8	5	9	76	
SireSire	RE	D LJC MISSIO	N STATEMENT P27																			
Sire		Scotch Line M			CE	BW	AWW	/ WI	SOT	EO	T ADG	WPDA	НН	Frame	Fat	REA	AdjREA	%Imf	Adj%Imf	Grade	SC	AdjSC
Dam		SLRA PERKS			U	55	565	89	582	103	8 4.05	3.05	49.5	5.6	5	12.5	13.1	2.94	3.16	Α	35.5	36.4
DamSire	RE	D PERKS ADV	ANCE 121R														1		I			
Tag <b>00</b> :	30	Pen	Tattoo	FER 30Z			CE	BW	WG		Milk	PWG	Y	G	FAT		REA	%IMI	=   9	SC	BIO\$	
Contact	DR.	JIM FERRIER -	SCOTCH LINE RED	ANGUS	%ab		79	81	56		77	29	40		67		28	71	8	6	35	
HC/Breed	d l	RED ANGUS		613-267-5330	ABC A	Acc	<b>4</b> 28	<b>-3.4</b> 57	39	46	<b>26</b> 23	<b>23</b> 46	63	46	.58	48 -	.17 42	.33	42 <b>1.4</b>	0 62	2626	
Birthdate		ay2012	Colour		%wb		41	47	56		68	8	22		8		64	12	8	2	25	
SireSire																		1				
Sire		Scotch Line Pa	atriot Prince		CE	BW	AWW	/ WI	SOT	EO	T ADG	WPDA	HH	Frame	Fat	REA	AdjREA	%lmf	Adj%Imf	Grade	SC	AdjSC
Dam		12W			U	83	656	104	652	103	7 3.40	3.17	49.0	5.5	4	14.6	15.8	3.07	3.43	Α	38.0	39.4
DamSire	RE	D REGENT 37																				

11Apr2013 Page: 6 of 7

#### 201325 SCOTCH LINE RED ANGUS



Genetic Evaluations (10 Apr 2013)

## **Breed Summary Averages**

Breed	#	% U	BWT	AWW	SOT	28D	56D	84D	EOT	ADG	WPDA	Hip Height	Frame Score	Back Fat	REA	Adj REA	%IMF	Adj %IMF	Scrotal
RED ANGUS	13	100	84	630	708		937	1081	1174	4.14	3.35	50.5	6.0	6	13.5	13.9	3.53	3.67	36.3
Group Averages	13	100	84	630	708		937	1081	1174	4.14	3.35	50.5	6.0	6	13.5	13.9	3.53	3.67	36.3

Provision and Use of Information Produced by BIO As part of the terms and conditions of Beef Improvement Ontario (BIO) Beef Evaluation Services, it is understood that information provided by BIO including, but not limited to, genetic and carcass evaluations are produced using the very best knowledge available and are pursuant to generally accepted industry standards. The raw data and pedignee used in calculations is provided by the client. The information provided by BIO is for comparative purposes only for both the animal consignor and buyer. This information is provided for the purpose of general guidence only to beef producers. The purchaser and/or user in relation to such services.

This clause shall be a complete defense to any dainy be incurred as a result of receipt of and/or reliance upon this general comparative information. This clause shall be a complete defense to any dainy brought by the purchaser and/or user in relation to such services.