1. Check the information on your HEIFER(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 our Herd Evaluation Service or bioTrack. If no data is submitted to BIO, then the calves in the heifer evaluation centre will be regarded as UNOFFICIAL. Unofficial calves will not receive genetic evaluations, BIO Economic Indexes nor certificates.
3. Give the office a call for worksheets or instructions on using bioTrack (on-line entry) to submit your herd data.
A Guide to BIO’s Bull and Heifer Evaluation Reports and BIO’s Genetic Evaluations

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:

<table>
<thead>
<tr>
<th>Trait</th>
<th>CE</th>
<th>BW</th>
<th>WG</th>
<th>MILK</th>
<th>PWG</th>
<th>YG</th>
<th>FAT</th>
<th>REA</th>
<th>%IMF</th>
<th>SC</th>
<th>BIO$</th>
</tr>
</thead>
<tbody>
<tr>
<td>Base</td>
<td>0</td>
<td>0</td>
<td>+30</td>
<td>+15</td>
<td>+20</td>
<td>+50</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>+2000</td>
</tr>
</tbody>
</table>
**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 (lbs)** - 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 (lbs/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 (lbs/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 Intramuscular 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 unassisted calvings if the bull is mated with heifers that are an average size and have average calving ability.
- **BW - Birth Weight ABC (lbs)** - 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 (lbs 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 an 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 (square inches)** - Predictor of the differences in progeny ribeye area (muscling), adjusted to a common age.
- **%IMF - Intramuscular 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.
## Genetic Evaluations (11 Feb 2013)

<table>
<thead>
<tr>
<th>Tag</th>
<th>Pen</th>
<th>Tattoo</th>
<th>IFZ</th>
<th>Contact</th>
<th>HC/Breed</th>
<th>Birthdate</th>
<th>SireSire</th>
<th>Sire</th>
<th>Dam</th>
<th>DamSire</th>
<th>ABC Acc</th>
<th>%ab</th>
<th>CE</th>
<th>BW</th>
<th>WG</th>
<th>Milk</th>
<th>PWG</th>
<th>YG</th>
<th>FAT</th>
<th>REA</th>
<th>%IMF</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>0211</td>
<td>2</td>
<td>2</td>
<td>IFZ</td>
<td>AGRO ZURITA</td>
<td>SIMMENTAL</td>
<td>04Mar2012</td>
<td>NEELMSMA HORRIS</td>
<td>BAR 5 SA PRAFEKT 450P</td>
<td>TIVANY DA ZURITA</td>
<td>BHR SA HAXOLD 690P</td>
<td>21</td>
<td>-2</td>
<td>21</td>
<td>26</td>
<td>26</td>
<td>37</td>
<td>48</td>
<td>48</td>
<td>84</td>
<td>28</td>
<td></td>
<td></td>
</tr>
<tr>
<td>0212</td>
<td>2</td>
<td>2</td>
<td>IFZ</td>
<td>AGRO ZURITA</td>
<td>SIMMENTAL</td>
<td>05Mar2012</td>
<td>KYKSO MIJU 9820H</td>
<td>BAR 5 SA MALO 419T</td>
<td>BAR 5 SA ELKE 453P</td>
<td>47</td>
<td>1</td>
<td>46</td>
<td>42</td>
<td>42</td>
<td>46</td>
<td>45</td>
<td>96</td>
<td>8</td>
<td>N/R</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>0213</td>
<td>2</td>
<td>2</td>
<td>CO</td>
<td>RON NOLAN - BAR 5 STOCK FARMS</td>
<td>SIMMENTAL</td>
<td>11Mar2012</td>
<td>NEELMSMA HORRIS</td>
<td>BAR 5 SA PRAFEKT 450P</td>
<td>BAR 5 SA LATISHA 436N</td>
<td>LATCO GOLD II</td>
<td>9</td>
<td>-4</td>
<td>9</td>
<td>16</td>
<td>51</td>
<td>16</td>
<td>48</td>
<td>45</td>
<td>55</td>
<td>55</td>
<td></td>
<td></td>
</tr>
<tr>
<td>0214</td>
<td>2</td>
<td>2</td>
<td>CO</td>
<td>RON NOLAN - BAR 5 STOCK FARMS</td>
<td>SIMMENTAL</td>
<td>14Mar2012</td>
<td>BHR SA HAXOLD 690P</td>
<td>BAR 5 SA MR OPTIMAL 447L</td>
<td>MF MS BENZ 14R</td>
<td>DORSIM MASSIE</td>
<td>14</td>
<td>-3</td>
<td>14</td>
<td>28</td>
<td>28</td>
<td>43</td>
<td>79</td>
<td>78</td>
<td>22</td>
<td>46</td>
<td></td>
<td></td>
</tr>
<tr>
<td>0215</td>
<td>2</td>
<td>2</td>
<td>CO</td>
<td>RON NOLAN - BAR 5 STOCK FARMS</td>
<td>SIMMENTAL</td>
<td>17Mar2012</td>
<td>BAR 5 SA MR OPTIMAL 447L</td>
<td>BAR 5 SA BENZ 415L</td>
<td>519-986-1330</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Key:
- **ABC**: Adjusted BC
- **%ab**: Percentage of adjusted BC
- **CE**: Contact Evaluation
- **BW**: Birth Weight
- **WG**: Weight Gain
- **Milk**: Milk Production
- **PWG**: Protein Weight Gain
- **YG**: Yields Gain
- **FAT**: Fat Mass
- **REA**: REA (Relative Adjusted Evaluation)
- **%IMF**: Percentage of IMF (Incidence of Milk Fat)
- **Grade**: Grade

### Contact Information:
- **AGRO ZURITA**: Tel: 21 20 86 76
- **RON NOLAN - BAR 5 STOCK FARMS**: Tel: 519-986-1330
- **MF MS BENZ 14R**: Tel: 519-986-1330
- **DORSIM MASSIE**: Tel: 519-986-1330

---

**Page: 4 of 8**

---

13Feb2013
### Genetic Evaluations (11 Feb 2013)

<table>
<thead>
<tr>
<th>Tag</th>
<th>Pen</th>
<th>Tattoo</th>
<th>Tag</th>
<th>Pen</th>
<th>Tattoo</th>
<th>Tag</th>
<th>Pen</th>
<th>Tattoo</th>
<th>Tag</th>
<th>Pen</th>
<th>Tattoo</th>
</tr>
</thead>
<tbody>
<tr>
<td>0219</td>
<td>2</td>
<td>IFZ 219Z</td>
<td>0222</td>
<td>2</td>
<td>IFZ 222Z</td>
<td>1214</td>
<td>2</td>
<td>CO 1214Z</td>
<td>1218</td>
<td>2</td>
<td>CO 1218Z</td>
</tr>
</tbody>
</table>

#### Contact
- **AGRO ZURITA**
- **NEELSMA HORIZ**
- **RON NOLAN - BAR 5 STOCK FARMS**
- **LATCO GOLD II**

#### Birthdate
- 25Mar2012
- 04Apr2012
- 17Mar2012
- 17Mar2012

#### Sire/Sire
- KYKSO MIJU 9820H
- BAR 5 SA MALO 419T
- LATCO GOLD II
- LATCO GOLD II

#### Dam
- BAR 5 SA SISTER 803P
- BAR 5 SA PEQUINA 827P
- BAR 5 SA MR OPTIMAL 447L
- BAR 5 SA MR PFALZER 802M

#### Genetic Traits
- **CE**
- **BW**
- **WG**
- **Milk**
- **PWG**
- **YG**
- **FAT**
- **REA**
- **%IMF**

#### Performance
- **%ab**
- **ABC Acc**
- **%wb**
- **AdjREA**
- **%Imf Adj%Imf Grade**

#### Additional Information
- **BIO$$**
- **N/R**
- **HC/Breed**
- **Grade**

---

**The Symbol of Quality for Beef Production**

13Feb2013
### Genetic Evaluations (11 Feb 2013)

#### Tag 6202  
**Pen:** 2  
**CO:** 6202Z

<table>
<thead>
<tr>
<th>Tag</th>
<th>Pen</th>
<th>Tattoo</th>
<th>Contact</th>
<th>Breed</th>
<th>Birthdate</th>
<th>Sire</th>
<th>Dam</th>
<th>Sire</th>
<th>Dam</th>
<th>%ab</th>
<th>ABC Acc</th>
<th>%wb</th>
<th>CE</th>
<th>BW</th>
<th>WG</th>
<th>Milk</th>
<th>PWG</th>
<th>YG</th>
<th>FAT</th>
<th>REA</th>
<th>%IMF</th>
<th>BIO$</th>
</tr>
</thead>
<tbody>
<tr>
<td>6202</td>
<td>2</td>
<td>CO</td>
<td>RON NOLAN - BAR 5 STOCK FARMS</td>
<td>1/2 SIMMENTAL / RED ANGUS</td>
<td>04Mar2012</td>
<td>LATCO GOLD II</td>
<td>BAR 5 SA JOE 412P</td>
<td>RED MOOSE CREEK MARTHA 35M</td>
<td>RED LEACHMAN ROBOBULL 8101</td>
<td>519-986-1330</td>
<td>80</td>
<td>4 PE</td>
<td>-3.2</td>
<td>50</td>
<td>29</td>
<td>66</td>
<td>14</td>
<td>.75</td>
<td>.31</td>
<td>45</td>
<td>.49</td>
<td>45</td>
</tr>
</tbody>
</table>

| Tag 6205  
**Pen:** 2  
**CO:** 6205Z

| Tag 9219  
**Pen:** 2  
**ACFB:** 9219Z

| Tag 9222  
**Pen:** 2  
**ACFB:** 9222Z

| Tag 9227  
**Pen:** 2  
**ACFB:** 9227Z

<table>
<thead>
<tr>
<th>Contact</th>
<th>Breed</th>
<th>Birthdate</th>
<th>Sire</th>
<th>Dam</th>
<th>Sire</th>
<th>Dam</th>
<th>Breed</th>
<th>Birthdate</th>
<th>Sire</th>
<th>Dam</th>
<th>Sire</th>
<th>Dam</th>
<th>%ab</th>
<th>ABC Acc</th>
<th>%wb</th>
<th>CE</th>
<th>BW</th>
<th>WG</th>
<th>Milk</th>
<th>PWG</th>
<th>YG</th>
<th>FAT</th>
<th>REA</th>
<th>%IMF</th>
<th>BIO$</th>
</tr>
</thead>
<tbody>
<tr>
<td>RON NOLAN - BAR 5 STOCK FARMS</td>
<td>1/2 SIMMENTAL / CROSS</td>
<td>04Mar2012</td>
<td>DORALEES LUCAS FF17U</td>
<td>BAR 5 PFF LUKE 1215X</td>
<td>MF PAMELA 26U</td>
<td>SIMMENTAL</td>
<td>04Mar2012</td>
<td>KYKSO MIJU 9820H</td>
<td>BAR 5 SA MALO 419T</td>
<td>CHANDOR JIGELLE</td>
<td>DOUBLE BAR D EVEREST 1334D</td>
<td>519-986-1330</td>
<td>80</td>
<td>1 PE</td>
<td>-1.7</td>
<td>51</td>
<td>52</td>
<td>66</td>
<td>34</td>
<td>.06</td>
<td>58</td>
<td>0.04</td>
<td>0.04</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ANDREAS BUSCHBECK</td>
<td>SIMMENTAL</td>
<td>04Mar2012</td>
<td>DORALEES LUCAS FF17U</td>
<td>BAR 5 PFF LUKE 1215X</td>
<td>MF PAMELA 26U</td>
<td>SIMMENTAL</td>
<td>04Mar2012</td>
<td>KYKSO MIJU 9820H</td>
<td>BAR 5 SA MALO 419T</td>
<td>CHANDOR JIGELLE</td>
<td>DOUBLE BAR D EVEREST 1334D</td>
<td>519-986-1330</td>
<td>80</td>
<td>1 PE</td>
<td>-1.7</td>
<td>51</td>
<td>52</td>
<td>66</td>
<td>34</td>
<td>.06</td>
<td>58</td>
<td>0.04</td>
<td>0.04</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ANDREAS BUSCHBECK</td>
<td>SIMMENTAL</td>
<td>10Mar2012</td>
<td>KYKSO MIJU 9820H</td>
<td>BAR 5 SA MALO 419T</td>
<td>CHANDOR JIGELLE</td>
<td>SIMMENTAL</td>
<td>04Mar2012</td>
<td>KYKSO MIJU 9820H</td>
<td>BAR 5 SA MALO 419T</td>
<td>CHANDOR JIGELLE</td>
<td>DOUBLE BAR D EVEREST 1334D</td>
<td>519-986-1330</td>
<td>80</td>
<td>1 PE</td>
<td>-1.7</td>
<td>51</td>
<td>52</td>
<td>66</td>
<td>34</td>
<td>.06</td>
<td>58</td>
<td>0.04</td>
<td>0.04</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tag</td>
<td>Pen</td>
<td>Tattoo</td>
<td>Contact</td>
<td>HC/Breed</td>
<td>Sire</td>
<td>Dam</td>
<td>DamSire</td>
<td>ABC</td>
<td>Sire</td>
<td>Dam</td>
<td>Birthdate</td>
<td>Sire</td>
<td>Dam</td>
<td>Colour</td>
<td>ABC Acc</td>
<td>%wb</td>
<td>CE</td>
<td>BW</td>
<td>AWW</td>
<td>WI</td>
<td>SOT</td>
<td>EOT</td>
<td>ADG</td>
<td>WPDA</td>
<td>HH</td>
</tr>
<tr>
<td>------</td>
<td>------</td>
<td>--------</td>
<td>----------</td>
<td>----------</td>
<td>------</td>
<td>-----</td>
<td>---------</td>
<td>-----</td>
<td>------</td>
<td>-----</td>
<td>------------</td>
<td>------</td>
<td>-----</td>
<td>--------</td>
<td>--------</td>
<td>-----</td>
<td>-----</td>
<td>-----</td>
<td>-----</td>
<td>-----</td>
<td>-----</td>
<td>-----</td>
<td>-----</td>
<td>-----</td>
<td>-----</td>
</tr>
<tr>
<td>9229</td>
<td>2</td>
<td>ACFB 9229Z</td>
<td>ANDREAS BUSCHBECK</td>
<td>SIMMENTAL</td>
<td>BUSCHBECK FIRST CHOICE</td>
<td>BAR 5 SA JEWEL 420R</td>
<td>SALERIKA EVAN</td>
<td>52</td>
<td>-1.2</td>
<td>44</td>
<td>0.6</td>
<td>27</td>
<td>34</td>
<td>66</td>
<td>50</td>
<td>54</td>
<td>74</td>
<td>67</td>
<td>44</td>
<td>31</td>
<td>47</td>
<td>47</td>
<td>50</td>
<td>50</td>
<td>67</td>
</tr>
<tr>
<td>9231</td>
<td>2</td>
<td>ACFB 9231Z</td>
<td>ANDREAS BUSCHBECK</td>
<td>SIMMENTAL</td>
<td>SALERIKA EVAN</td>
<td>BAR 5 SA PFIDELITY 424R</td>
<td>CHANDOR FF RISING STAR</td>
<td>28</td>
<td>-1.1</td>
<td>57</td>
<td>1.5</td>
<td>27</td>
<td>49</td>
<td>71</td>
<td>53</td>
<td>58</td>
<td>69</td>
<td>89</td>
<td>87</td>
<td>21</td>
<td>52</td>
<td>11</td>
<td>12</td>
<td>3</td>
<td>12</td>
</tr>
<tr>
<td>9233</td>
<td>2</td>
<td>ACFB 9233Z</td>
<td>ANDREAS BUSCHBECK</td>
<td>SIMMENTAL</td>
<td>SALERIKA EVAN</td>
<td>BAR 5 SA PFIDELITY 424R</td>
<td>FGAF ROMULA 502U</td>
<td>8</td>
<td>-4.3</td>
<td>49</td>
<td>57</td>
<td>44</td>
<td>48</td>
<td>49</td>
<td>53</td>
<td>20</td>
<td>17</td>
<td>51</td>
<td>49</td>
<td>91</td>
<td>36</td>
<td>17</td>
<td>12</td>
<td>56</td>
<td>49</td>
</tr>
<tr>
<td>9235</td>
<td>2</td>
<td>ACFB 9235Z</td>
<td>ANDREAS BUSCHBECK</td>
<td>SIMMENTAL</td>
<td>DORALEES LUCAS FF17U</td>
<td>BAR 5 PFF LUKE 1215X</td>
<td>CHANDOR REV</td>
<td>40</td>
<td>51</td>
<td>80</td>
<td>51</td>
<td>93</td>
<td>62</td>
<td>54</td>
<td>90</td>
<td>89</td>
<td>94</td>
<td>97</td>
<td>93</td>
<td>14</td>
<td>89</td>
<td>89</td>
<td>41</td>
<td>41</td>
<td>41</td>
</tr>
</tbody>
</table>

The Symbol of Quality for Beef Production
## Breed Summary Averages

<table>
<thead>
<tr>
<th>Breed</th>
<th>#</th>
<th>% U</th>
<th>BWT</th>
<th>AWW</th>
<th>SOT</th>
<th>28D</th>
<th>56D</th>
<th>84D</th>
<th>EOT</th>
<th>ADG</th>
<th>WPDA</th>
<th>Hip Height</th>
<th>Frame Score</th>
<th>Back Fat</th>
<th>REA</th>
<th>Adj</th>
<th>Adj</th>
<th>%IMF</th>
<th>%IMF</th>
<th>Scrotal</th>
</tr>
</thead>
<tbody>
<tr>
<td>SIMMENTAL</td>
<td>17</td>
<td>93</td>
<td>680</td>
<td></td>
<td>657</td>
<td>736</td>
<td>795</td>
<td>869</td>
<td>902</td>
<td>2.18</td>
<td>2.76</td>
<td>49.6</td>
<td>6.7</td>
<td>5</td>
<td>11.4</td>
<td>12.2</td>
<td>2.83</td>
<td>3.17</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CROSSBRED</td>
<td>2</td>
<td>86</td>
<td></td>
<td></td>
<td>654</td>
<td>719</td>
<td>768</td>
<td>834</td>
<td>864</td>
<td>1.86</td>
<td>2.60</td>
<td>49.3</td>
<td>6.5</td>
<td>7</td>
<td>11.4</td>
<td>12.1</td>
<td>4.16</td>
<td>4.53</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Group Averages</td>
<td>19</td>
<td>92</td>
<td></td>
<td></td>
<td>657</td>
<td>734</td>
<td>793</td>
<td>865</td>
<td>898</td>
<td>2.15</td>
<td>2.75</td>
<td>49.6</td>
<td>6.7</td>
<td>5</td>
<td>11.4</td>
<td>12.2</td>
<td>2.97</td>
<td>3.31</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**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 pedigree used in calculations is provided by the client. The intent of 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 guidance only to beef producers. The purchaser and/or user of this information agrees to hold Beef Improvement Ontario harmless for any losses or damages that may 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 claim brought by the purchaser and/or user in relation to such services.