

IGENITY® BEEF HELPS YOU BUILD PROFITABILITY



**INCREASE GENETIC MERIT
FOR WEANING WEIGHT**



**MAKE FERTILITY GAINS
PAY DIVIDENDS**



IMPROVE CARCASS VALUE

IF YOU'RE READY TO GET STARTED, WE'RE READY TO HELP.

- 1 Collect and submit tissue sampling units. The collection devices available through NEOGEN make these quick and easy to collect.
- 2 Complete the order form which you will receive from our NEOGEN representatives. Post a copy along with your samples and email an electronic copy to FormsGenomics@NEOGEN.com
- 3 Analyse your results in your Igenity Dashboard. Your NEOGEN representative can help you interpret the results so that your herd reaches its full genetic potential.

Mail form and samples to:
NEOGEN Genomics Laboratory
The Dairy School, Auchincruive
Ayr, KA6 5HU

RESULTS ARRIVE IN JUST 21 - 28 DAYS.

For more information contact your NEOGEN representatives by phone +44 (0) 1292 525 094 or by email NeogenGenomics@NEOGEN.com



**CONFIDENT
SELECTION**
Igenity®



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Email: NeogenGenomics@NEOGEN.com
Web: genomics.neogen.com/uk



Igenity®

IGENITY® BEEF

Get the power of genetic prediction with the first and only genomic selection tool for commercial crossbred and straightbred cattle of Angus, Red Angus, Simmental, Hereford, Limousin or Gelbvieh descent.

COMPLETE: Get clear, actionable scoring on 16 maternal, performance and carcass traits

SIMPLIFIED: Production, maternal and terminal selection index options help with multi-trait selection

ORGANISED: Powerful dashboard assists in visualising data and sorting cattle

So you can confidently select heifers that maximize future opportunity.

91% OF PRODUCERS FOUND VALUE IN THE RESULTS

TRAITS REPORTED

With 16 traits and three indexes plus parentage, this DNA profile helps you make more confident decisions, choosing the replacement heifers that inherited the best genes from your bulls.



MATERNAL

Birth Weight, Calving Ease Direct, Calving Ease Maternal, Stayability, Heifer Pregnancy, Docility, Milk



PERFORMANCE

Residual Feed Intake, Average Daily Gain, Weaning Weight, Yearling Weight



CARCASS

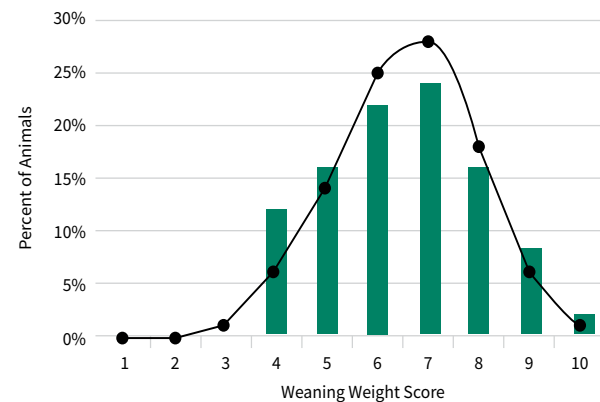
Tenderness, Marbling, Fat Thickness, Hot Carcass Weight

SeekSire™
Parentage



Verify calves' sires to help identify the best genetics

CLEAR, VISUALISED RESULTS WITH THE IGENITY BEEF DASHBOARD



- Sort and rank cattle
- Get whole herd reports
- View specific order results
- See patterns, strengths and areas of improvement
- Create custom indexes that meet your operation's goals
- Benchmark your cattle to the Igenity database