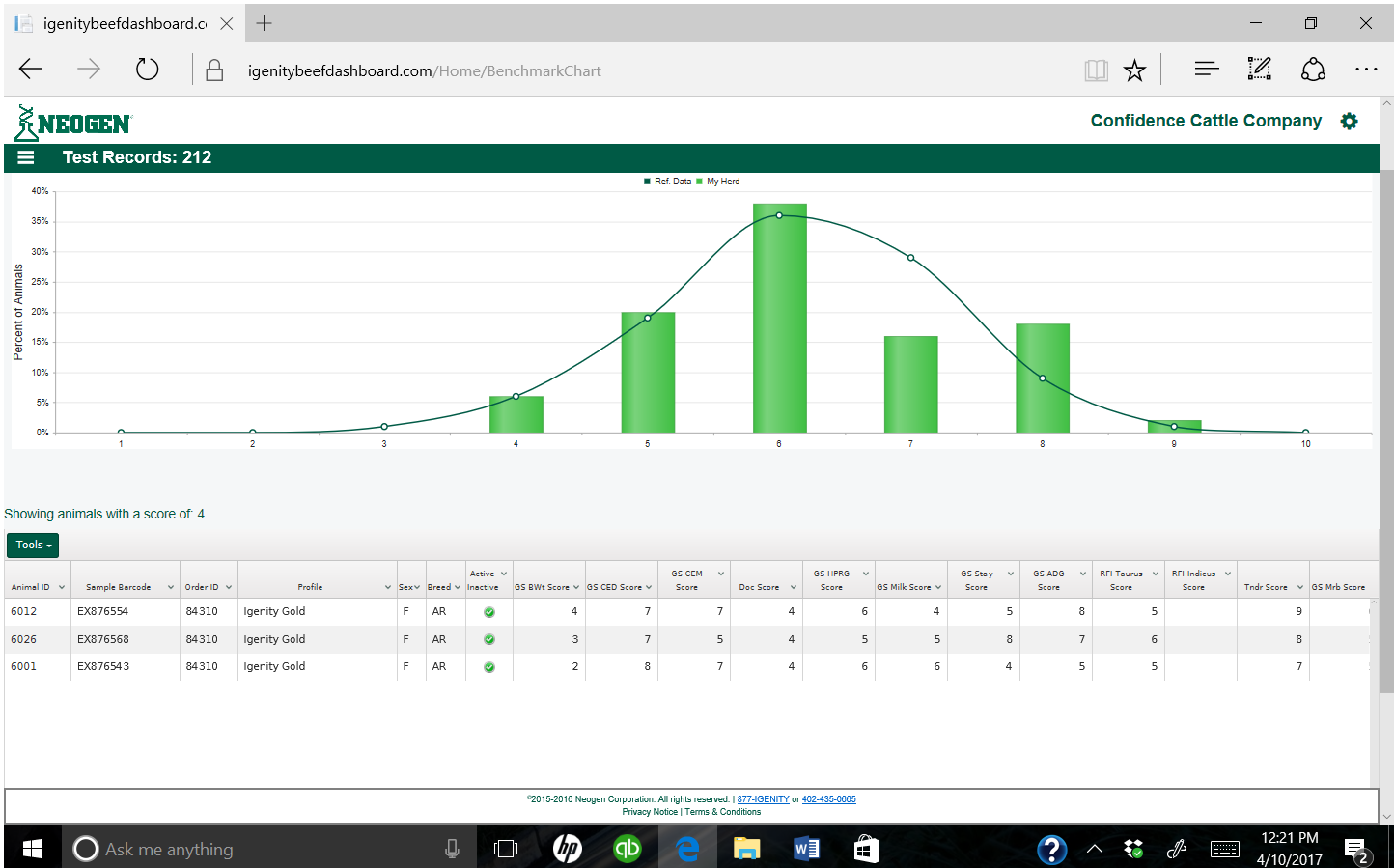


# Manage commercial cattle DNA predictions in the Igenity® Beef Dashboard



Logging into your Igenity Beef Dashboard account gives you access to DNA test results, details of DNA reports, and profiling tools, all created to enhance decision making.

## See the future in your herd's DNA.

Commercial cattle producers now use highly advanced Igenity profiling to predict the fertility, performance and quality of their cow herd.

Making decisions backed by Igenity testing can generate significant ROI in the selection and breeding of replacement heifers.

Use DNA to rank the high-potential cattle over low-potential cattle and you'll pick the right ones to keep in the herd. You can invest in future cows that are easy calvers, rebreed consistently and produce thrifty, high-quality feeders.

Better yet, you get the information you need all in one simple, easy-to-use report that looks ahead, not behind, including:

- Traits heifers will pass on to their offspring
- Predictions of fertility and maternal performance
- Genetic merit for feed efficiency, growth and carcass composition
- Genetic strengths and areas that need improvement



## Why look backwards when you want to get ahead?

When choosing breeding animals for your herd, the new Igenity Beef Dashboard helps you confidently predict future animal performance.

Traditionally, key signals about cattle performance come in from variable sources – at varied intervals and inconsistent formats – often products of industry sectors with different goals than yours. These off-ranch information sources are difficult to pull together and may be inaccurate.

And, at best they are looking backwards at past performance instead of looking forward into the future.

Good news – those days are over.

If you wish to try the Igenity Beef Dashboard, a practice account is set up that you can access.

**Username:** Confidence@igenity.com

**Password:** confidence

# Use our Confidence Cattle Company test account to try the Igenity® Beef Dashboard

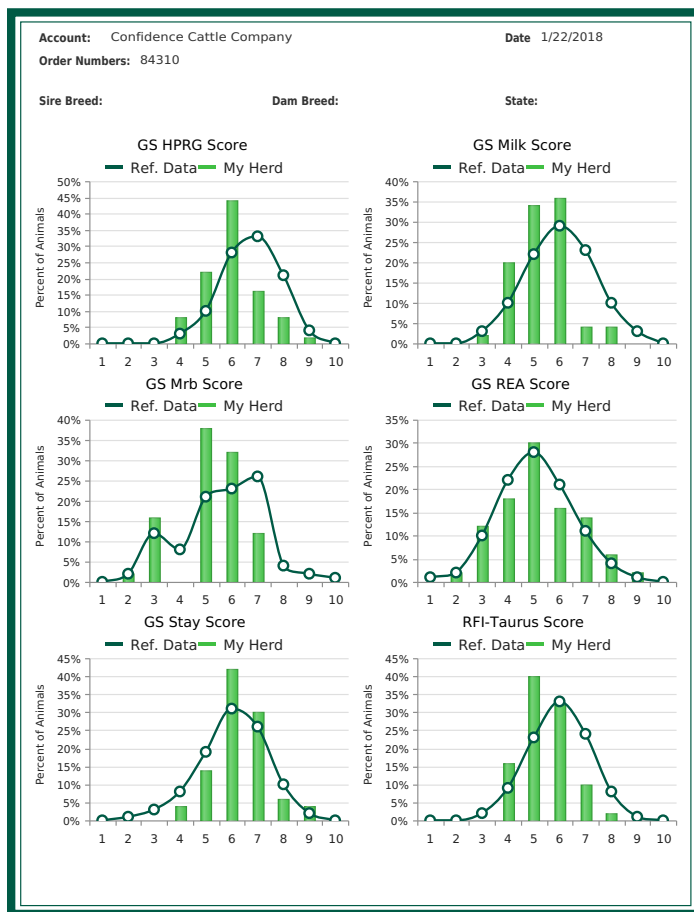
## Use the Igenity Beef Dashboard to compare, rank and select cattle.

The new Igenity Beef Dashboard will help you evaluate the DNA of your commercial breeding stock.

You can call up herd reports and assess their maternal, performance and carcass traits. Use the site to sort cattle, compare them to herd mates and benchmark against other herds in the database.

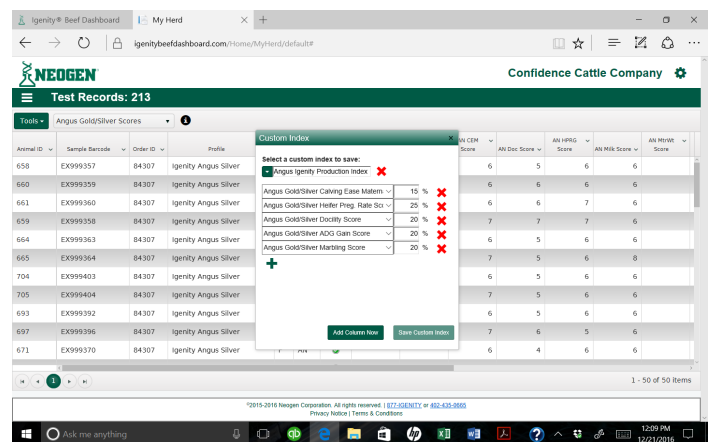
By using the site tools, you can easily see patterns, strengths and areas needing improvement.

Igenity dashboard indexing sorts and ranks cattle using multiple traits in a simultaneous fashion. In a few moments, you have a prioritized ranking of calves for selection and management decisions.



Here are some ways to enhance profitability:

- Identify fertility, calving ease and stayability issues before you invest in heifer development
- Use profiling results to highlight attributes you will look for in new genetics for your herd goals
- Output reports that you can use to showcase performance and carcass quality in your marketing program
- Develop indexes specific to your operation, environment and goals



## Custom Indexing

Not every ranch is the same. So, we tell you exactly how the traits are used in the index. If you want a unique index for your management plan or region, you can create a new index in seconds and save it for your future use. It's very easy.

## Benchmarking

You can generate a report on your replacements. By comparing your cattle (green bars) to the Igenity database (curved line) you can output a report on the cattle tests. Identify the high-potential cattle. Pinpoint animals with undesired scores. Assess areas to be improved and use that insight to buy bulls. There are many ways to use this information.

## Fine-tuning your analysis

Benchmarking tools allow you to compare your cattle to others in the database. You can filter results that you are comparing to by region, gender, breed composition, and other factors. This adds precision to your analysis.



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