



# Igenity® – Confident Selection

## Introducing our new beef genomics portfolio

### Beef genomics empower your future

Select, manage and market cattle with more confidence. Evaluate maternal, performance and carcass traits in one step. Focus time, feed and resources on young breeding stock of verified merit.

- Invest in heifers that improve stayability and reproduction.
- Raise cows tailored to your production and grazing goals.
- Confidently select for grids, value-added marketing programs and retained ownership.

### Affordable power

The new Igenity portfolio provides affordable tools to predict performance in your breeding stock and saves years in achieving your herd-improvement goals.

### Leverage crossbreeding plus DNA selection

Igenity is designed for crossbred and straightbred cattle of six key breeds. This unique design helps you use heterosis plus DNA scores to make faster progress on your goals.

The U.S. Meat Animal Research Center has shown that lifetime production in weaning weights increased about 36 percent due to heterosis in British-cross cows. Longevity increased 16 percent.

Add in Igenity and you can put targeted selection pressure on traits your heifers will pass on to their offspring. By combining Igenity and crossbreeding, you get the benefits of both. Big advantage.

### Maximize potential, generation after generation

Igenity is about opportunity – and making more confident decisions about the future.

A study by the Red Angus Association profiled 91 Red Angus calves with Igenity and followed them through harvest. The top 25 head scored 2.4 Igenity points higher for ADG and marbling than the bottom 25 head. The top calves netted \$50 per head more at harvest.

Improving a 250-head cow herd's Igenity weaning weight scores by one point would increase calf-crop production by 1,750 pounds annually.

Fertility traits are considered lowly heritable. But even modest gains are impactful on your bottom line. A one-point increase in Igenity stayability scores would reduce your cow replacement rate by 48 heifers needed to maintain a 250-cow herd over six years.

Holding back a heifer is a risk of \$2,000 per head in costs and lost opportunity. A reduction of 48 replacement heifers would save around \$96,000. Plus, it may take years to see that you retained the best. With Igenity, you can more confidently select the heifers that will protect your investment and maximize potential in each generation.

### Commercial Cattle Products

#### Igenity Beef Profile/Crossbred and straightbred heifers

Get 16 maternal, performance and carcass traits plus parentage—ideal for maternal line improvement (and bulls without EPDs) .

- **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, Ribeye Area, Fat Thickness, Hot Carcass Weight
- **SeekSire™** parentage

#### Igenity Angus Gold Profile/Heifers

Get 15 maternal, performance and carcass traits plus parentage—a powerful profile for Angus and high-percentage Angus commercial replacement heifers.

- **Maternal:** Birth Weight, Calving Ease Direct, Calving Ease Maternal, Heifer Pregnancy, Docility, Milk, Mature Weight
- **Performance:** Average Daily Gain, Residual Average Daily Gain, Weaning Weight
- **Carcass:** Tenderness, Marbling, Ribeye Area, Fat Thickness, Carcass Weight
- **SeekSire** parentage





# SeekSire™ Bovine Parentage

Sire verification plus Igenity heifer profiling brings faster genetic gain

## Make faster progress with sire parentage plus Igenity

Combining Igenity profiling plus SeekSire parentage allows you to select your best replacement heifers and find out your best-performing bulls at the same time. This knowledge helps you make faster progress on genetic improvement in your herd.

SeekSire contains a unique combination of USDA and ISAG parentage gene markers for *Bos taurus* and *Bos indicus* cattle for global application.

Parentage testing compares gene markers in the DNA of your calf crop to the gene markers in your bull battery. By comparing them with computer informatics, a parentage relationship can be verified.

### Advantages of multi-sire parentage verification

- Identify bulls siring the most and best calves
- Find bulls that do not perform at expected levels
- Confirm sires that caused calving problems or abnormal calves
- Find the bulls siring the top and bottom carcasses
- Analyze bull battery strengths and areas to improve when buying new bulls

### How to order multi-sire parentage

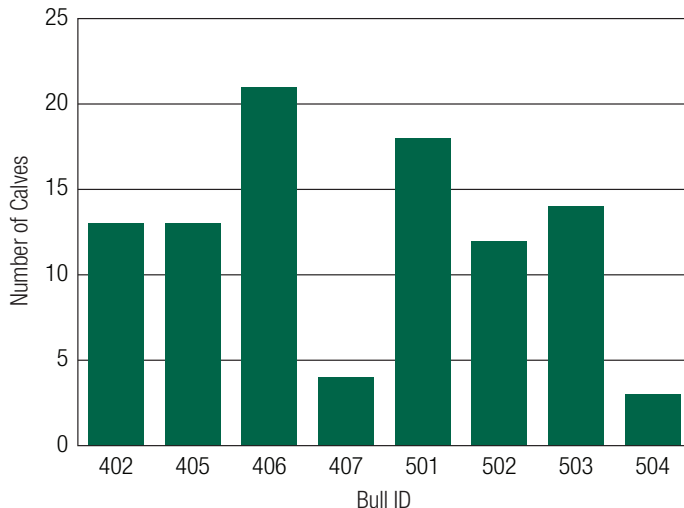
Igenity Beef provides an order form that allows you to set up your bull battery for testing before turnout. In many commercial cow-calf operations, multiple bulls are mixed with cows during the breeding season. Getting your bull battery into the system allows enables you to do parentage testing on your calf crop.

### Setting up bull battery DNA resources

First, send in bull DNA samples to get their DNA markers into the parentage informatics system. Bull data may also be available on bulls registered with breed associations.

It may be more convenient to run an inexpensive DNA test on your bulls and get them into the system. You have two choices.

1. Order SeekSire and capture parentage markers
2. Order Igenity and get a profile report plus SeekSire parentage markers



*Getting value: In this real example of yearling bulls, No. 407 and No. 504 are under-performing compared to the group.*

### How to sample bull DNA

DNA can be collected from bulls any time they are handled. A convenient time is during breeding soundness exams. Allflex TSUs are recommended as they are easy to use and store DNA in a preservative. Neogen also can test semen, blood or hair follicles. If you have already tested your bulls with SeekSire or Igenity, just give us their ID numbers and the order number of your test when you are ordering Igenity testing on your heifer calves.

**To obtain DNA sampling supplies online, please visit [order.igenity.com](http://order.igenity.com).**



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