



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.

- Confidently select for more productive cows.
- Confidently select for calf-crop uniformity tailored to your production, marketing and grazing goals.
- Confidently select for grids, value-added programs and retained ownership.

A new profile family for a herd expansion era

These new tests use up to 5,000 gene markers that are involved in economically important cattle-performance factors. The profiles use the superior prediction of our advanced genomic-sequencing technology, providing the greatest possible value available in commercial cattle profiles today.

Affordable power

The new Igenity portfolio provides affordable tools to predict performance in your breeding stock, enhances confidence in selection decisions and saves you years in achieving your herd-improvement goals.

The sooner you profile, the faster you improve your herd

More and more commercial cattle producers are incorporating DNA profiling in their management programs. Common times to collect DNA samples (hair follicles, blood, or tissue cores) are at birth or when handling cattle during branding, processing, vaccinating, weaning and breeding soundness exams. To get started, go online at www.igenity.com to set up an account.

Commercial Cattle Products

Igenity Gold Profile/Crossbred and straight-bred heifers and bulls, \$40

Get 13 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
- **Carcass:** Tenderness, Marbling, Ribeye Area, Fat Thickness

Igenity Silver Profile/Cross-bred and straight-bred heifers, \$25

Routine profiler for six maternal, performance and carcass traits, plus parentage—ideal for heifers that will produce feeder calves.

- **Maternal:** Calving Ease Maternal, Stayability
- **Performance:** Residual Feed Intake, Average Daily Gain
- **Carcass:** Tenderness, Marbling

Angus Products

Igenity Angus Gold Profile/Heifers (75% + Angus), \$40

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

Igenity Angus Silver Profile/Heifers (75% + Angus), \$25

Routine profiler for six maternal, performance and carcass traits, plus parentage—ideal as a standard profiler of Angus and high-percentage Angus commercial replacement heifers.

- **Maternal:** Calving Ease Maternal, Heifer Pregnancy, Docility, Milk
- **Performance:** Average Daily Gain
- **Carcass:** Marbling



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