



There *is* a Difference

NEOGEN®

Advanced DNA testing solutions for Brangus cattle

The Fastest Way to **Better Results**

Scan to learn more today!



Premium Genomic Testing for the Australian Brangus Industry

Neogen is proud to partner with the Australian Brangus Cattle Association to offer comprehensive and cost-effective genomic solutions tailored specifically for Brangus seedstock cattle in Australia.

Our comprehensive suite of genomic tools provide valuable insights to help you:

- ✓ Assign parentage and/or reduce parentage errors
- ✓ Make faster rates of genetic gain in a breeding program
- ✓ Make more accurate selection decisions
- ✓ Make selection decisions earlier in an animal's life, and with more confidence
- ✓ Make selection decisions for traits that can't be routinely measured on-farm
- ✓ Fast track introgression of favourable qualitative traits into a herd
- ✓ Streamline the management of recessive genetic conditions
- ✓ Benchmark the genetics of a beef breeding enterprise, and track genetic progress over time



Premium genomic testing delivered in collaboration with



So why should you test with Neogen?...

Because ‘There *is* a Difference’



1. Australia Based Genotyping Laboratory

Why send your samples offshore for testing when you can utilise a world-class genomic laboratory based right here in Australia?

Neogen's new, \$11 million, state-of-the-art genomics laboratory is located at Ipswich, west of Brisbane in Queensland, and is the largest livestock genomics laboratory in the southern hemisphere.



2. Complete & Cost-Effective Product Range

Neogen offers a comprehensive range of premium genomic solutions, ensuring Brangus breeders can find a genomic testing option that suits their individual needs.

Rather than rely on generic genotyping platforms, Neogen's genomic test offering for Brangus cattle includes the genomic profiling of animals with Neogen's premium, proprietary genotyping array, GGP Bovine 100K.

The GGP Bovine 100K contains approximately 100,000 markers, known as single nucleotide polymorphisms (or SNPs), and is ideal for the calculation of genomically enhanced breeding values, particularly for seedstock animals, along with use for parentage assignment, and the management of genetic traits and conditions.

Neogen also retails sample collection equipment, such as Allflex TSUs and TSU applicators, offering customers a 'one-stop-shop' for all their genomic testing needs.



3. Unparalleled Testing Turnaround Times

Neogen understands that time is money and prides itself on offering the fastest testing turnaround times of any livestock genomics laboratory.

By leveraging the operational strength, size and efficiency of our state-of-the-art genotyping laboratory in Ipswich, Queensland, coupled with utilisation of the latest high-end genomic analysis tools and robotic processing, the vast majority of genomic testing is completed within 3-4 weeks of when samples arrive at the lab.



4. Nationwide Network of Territory Managers

Neogen's genomic solution portfolio is supported by our experienced sales, technical support and customer service teams who are on hand to offer guidance and support every step of the way.

Our national team of genomic territory managers are located geographically across Australia, and are available to provide Neogen customers with day-to-day assistance, either on- farm or remotely, in the design and execution of their genomic testing program.



5. Long Term Partner of Brangus Australia

Neogen is proud to be the sole, long term provider of genotyping services to the Australian Brangus Cattle Association.

Neogen continues to be the Australian Brangus industry's genotyping laboratory of choice for research and commercial genotyping services, with many thousands of Brangus animals being genotyped through the Neogen laboratory.

To find out more about the 'Neogen Difference', and how we can help your business grow, contact your local Neogen territory manager today, or visit neogenaustralasia.com.au.

Genomic Solutions for Brangus Seedstock Cattle

Neogen's comprehensive range of genomic tests, ordered through the Australian Brangus Cattle Association, include:

- ✓ Genomic profiling
- ✓ Parentage assignment
- ✓ Screening for genetic conditions and traits of relevance to the Brangus breed
- ✓ Incorporation of genomic profiles into Brangus BREEDPLAN for the calculation of genomically enhanced breeding values.

Neogen's genomic test bundles simplify decisions about what genomic tests to order, and include all genomic tests of relevance for Brangus cattle in Australia.

Genomic Testing Options

SeekSire Cattle Parentage

Includes parentage verification

GGP Bovine 100K

Includes genomic profiling (GGP Bovine 100K), parentage verification and genomically enhanced breeding values*

Brangus Standard Bundle

Includes genomic profiling (GGP Bovine 100K), parentage verification, bovine horn/poll, tenderness, coat colour (red/black) and genomically enhanced breeding values*

*Analysis completed by BREEDPLAN

Standalone Genetic Traits & Conditions

Bovine Horn-Poll

Coat Colour (Black/Red)

Tenderness

Developmental Duplications (DD)

Neuropathic Hydrocephalus (NH)

Pompes E7

BVDV (PI)

Must be requested in association with a genomic test



GGP Bovine 100K

Designed specifically for *Bos taurus* and *Bos taurus* influenced cattle.

Contains approx. 100,000 Single Nucleotide Polymorphisms (SNPs).

Genomic Profiling With A Difference

Rather than utilising generic genotyping platforms, Neogen's genomic test offering for Brangus cattle includes the genomic profiling of animals with Neogen's premium, proprietary genotyping array, GGP Bovine 100K.

The GeneSeek Genomic Profiler (GGP) Bovine 100K genotyping array contains approximately 100,000 markers, known as single nucleotide polymorphisms (or SNPs), and is designed specifically for *Bos taurus* and *Bos taurus* influenced cattle.

The GGP Bovine 100K lassos the knowledge of industry leading scientists, combined with Neogen's leading SNP selection processes, to precisely choose the most informative 100,000 SNPs for *Bos taurus* cattle.

The GGP Bovine 100K delivers more accurate evaluation of genetic merit, genome wide selection, comparative genetic studies, and higher density imputation.

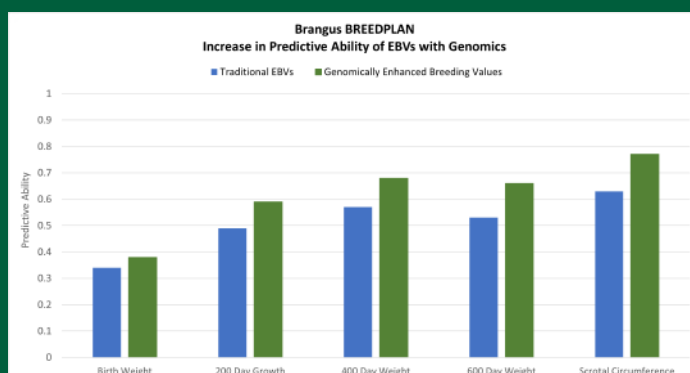
Traits Evaluated

GGP Bovine 100K genomic profiles are incorporated into the calculation of genomically enhanced breeding values in Brangus BREEDPLAN for the following traits.

BIRTH	Birth Weight, Gestation Length
GROWTH	200 Day Growth, 400 Day Weight, 600 Day Weight, Milk
FERTILITY	Scrotal Size
MATERNAL	Mature Cow Weight
CARCASE	Carcase Weight, Eye Muscle Area, Rib Fat, Rump Fat, Retail Beef Yield, IMF

Genomically Enhanced Breeding Values Are More Accurate

Research conducted by the Animal Genetics & Breeding Unit (AGBU) has shown that the inclusion of genomic information in Brangus BREEDPLAN improves the predictive ability of EBVs by 12%, on average, clearly demonstrating the benefit of undertaking a genomic testing program in a Brangus seedstock breeding enterprise.



The Genomic Testing Process

Genomic testing for Brangus seedstock cattle should be ordered from the Australian Brangus Cattle Association (ABCA) using the process below:



To find out how we can help your business grow, contact your local Neogen territory manager today.

+61 (7) 3736 2134
naa-lab@neogen.com
14 Hume Drive, Bundamba QLD 4304

