



There *is* a Difference

NEOGEN®

Your Trusted Partner for **Sheep DNA Testing**

Scan to learn more today!



Smart  **Flock**

Your Trusted Partner for Sheep DNA Testing

Neogen is a local leader and trusted supplier of advanced DNA testing solutions for sheep breeders, worldwide.

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 flock. e.g. polledness.
- Streamline the management of recessive genetic conditions.
- Benchmark the genetics of a sheep breeding enterprise, and track genetic progress over time.

So why should you test with Neogen?
Because 'There is a Difference'

1. Premium, Modern Product Offering

Neogen's Smart Flock product range is the premium genomic solution available to Australian lamb and wool producers.

Rather than rely on generic genotyping platforms, Neogen's Smart Flock Elite and Smart Flock Profile products include the genomic profiling of animals with Neogen's premium, proprietary genotyping platform, the GGP Ovine 50K.

The GeneSeek Genomic Profiler (GGP) Ovine 50K genotyping platform was designed 'by the Australian sheep industry, for the Australian sheep industry', and contains markers that were specifically identified by researchers at the University of New England, Agriculture Victoria and the Animal Genetics and Breeding Unit as explaining the most genetic variation in the Australian sheep population.

The GGP Ovine 50K is ideal for the calculation of genomically enhanced breeding values, particularly for seedstock animals, along with use for parentage assignment, management of recessive genetic traits and conditions, genome wide selection, comparative genetic studies, and higher density imputation.



2. Fast Turnaround Time Backed by a Guarantee

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 new state-of-the-art, \$11 million genotyping laboratory in Bundamba, Queensland, coupled with utilisation of the latest high-end genomic analysis tools and robotic processing, the vast majority of genomic testing is completed within 2-3 weeks of when samples arrive at the lab.

Neogen stands behind its commitment to offering unrivalled turnaround time and offers a guaranteed 28 day turnaround time for Smart Flock Elite. In the event that Neogen Australasia does not return results in 28 days, a discount of 10% is applied as a credit to the customer's Sheep DNA account.



3. Comprehensive Product Range

Neogen offers the most comprehensive range of genomic solutions of any of our competitors, ensuring customers can find a genomic testing option that suits their individual needs.

In addition to our Smart Flock premium product range, Neogen offers a range of tests to assist with the management of important qualitative traits and genetic conditions in sheep operations, such as the Sheep Poll test, hypotrichosis, spider lamb syndrome, booroola, GDF9, myostatin and scrapie resistance.

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.



4. Complete Results

The excellence of the Neogen lab results in less failed samples and unrivalled parentage assignment, leading to a return of more complete results from your investment in genomic testing.

Our Smart Flock Elite and Smart Flock Parentage product range are fully integrated with Meat & Livestock Australia's central genomics database for the Australian sheep industry, delivering a blue-ribbon DNA parentage assignment service.

Coupled with outstanding customer service, utilisation of all available genomic profiles in the MLA genomics database, including those from the Cooperative Research Centre for Sheep Industry Innovation (I.e. Sheep CRC), maximises the probability of successfully assigning an animal's sire and dam, delivering additional value to your breeding program.



5. Outstanding Service Delivery Platform

Neogen's service delivery platform is without peer when it comes to offering a streamlined genomic testing experience.

Neogen exclusively utilises a service delivery platform that was purchased from the Sheep CRC to deliver its genomic products and services to the Australian sheep industry. Known as SheepDNA, the service delivery platform was developed specifically for the Australian sheep industry and is fully integrated with the MLA central genomics database, Sheep Genetics, and the RamSelect website, ensuring automated and efficient transfer of results between Neogen and key industry service providers.

The result is faster turnaround times, reduced risk of human or transcription errors, more successful parentage assignment, and a seamless, hassle free genomic testing experience.



6. 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.



7. Long Term Industry Partner

Neogen is proud to be the largest and longest term provider of genotyping services to the Australian sheep industry.

Neogen's new state-of-the-art genomics laboratory in Bundamba, Queensland, opened in September 2022, is the largest livestock genomics laboratory in the southern hemisphere, and is part of Neogen's strong commitment to providing the Australian and New Zealand livestock industry with domestic genotyping capability, removing the need to send DNA samples offshore for genotyping.

Neogen continues to be the industry's genotyping laboratory of choice for research and commercial genotyping services, with many thousands of progeny in the Sheep CRC Information Nucleus and Sheep Resource Flock being genotyped through the Neogen laboratory.





SmartFlock™

Your Complete Solution for Sheep DNA Testing



SmartFlock
ELITE

All sheep breeds

Individual animal testing

Genomically Enhanced
ASBVs
Smart Flock Parentage
Sheep Poll Test



SmartFlock
SELECT

Merino only

Individual animal testing

Genomic only BV
Smart Flock Profile
Smart Flock Parentage
Sheep Poll Test



SmartFlock
PARENTAGE

All sheep breeds

Individual animal testing

Parentage assignment
Sheep Poll Test



SmartFlock
PROFILE

Merino only

Flock testing

Flock average ASBVs

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

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