

# Igenity<sup>®</sup> FEEDER

## Consistent, Repeatable Results with Every Pen.

You've bought the cattle, now how do you sort to maximize profit, quality, and performance? Igenity Feeder is the tool to objectively and consistently manage feedlot pens to achieve end goals.

Backed by 15 million phenotypes and 300,000 million genotypes from International Genetic Solutions (IGS), Igenity Feeder uses DNA information to predict performance, quality, and economic endpoints for cattle feeders.

### IGENITY FEEDER DAYS ON FEED (DOF)

The Igenity Days on Feed Index (DOF) predicts an animal's optimal DOF to maximize genetic potential and manage days on feed.

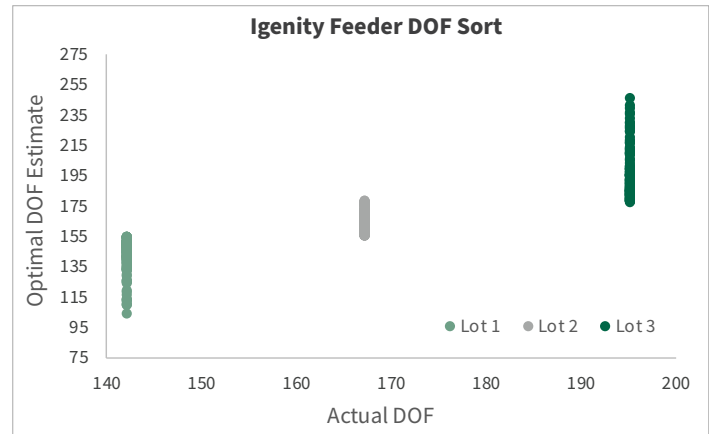
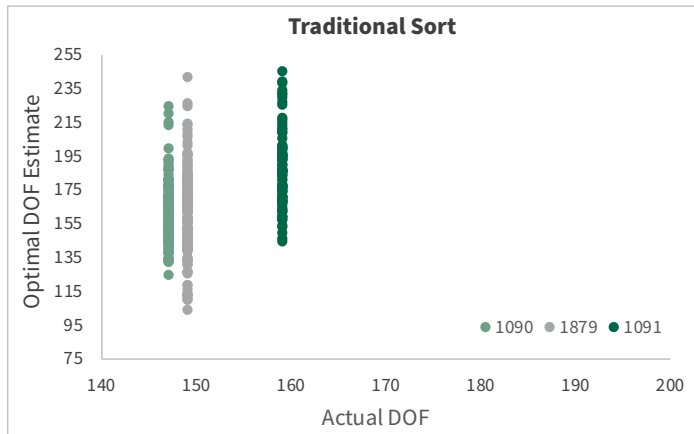
- Group animals based on their optimal days on feed
- Improve performance and profitability
- Pair with Igenity Branded to market superior cattle for a premium on sale day

### IGENITY TERMINAL INDEX

The Igenity Terminal Index is specialized to identify animals with superior carcass performance.

- Target profitability through improving feed efficiency
- Improve carcass characteristics such as, ribeye area, marbling, tenderness, and fat
- Market calves with Igenity Terminal Index results through Igenity Branded

## SORT BY TRADITIONAL METHODS VS. IGENITY FEEDER OPTIMAL DOF SORT



4,060 animals were sorted into 3 lots using two different scenarios, traditional sorting methods, and DOF results

## MANAGE VARIABILITY

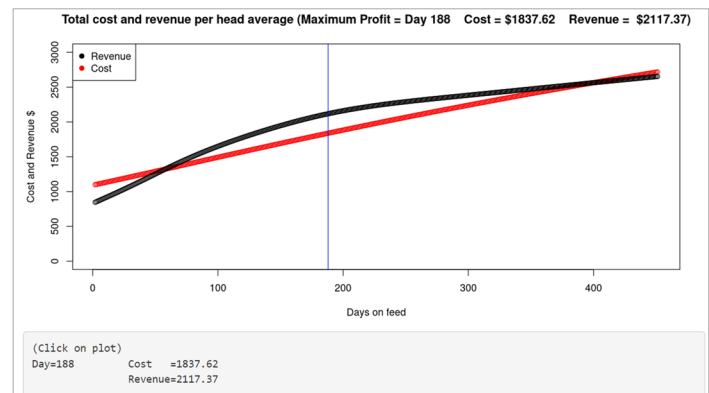
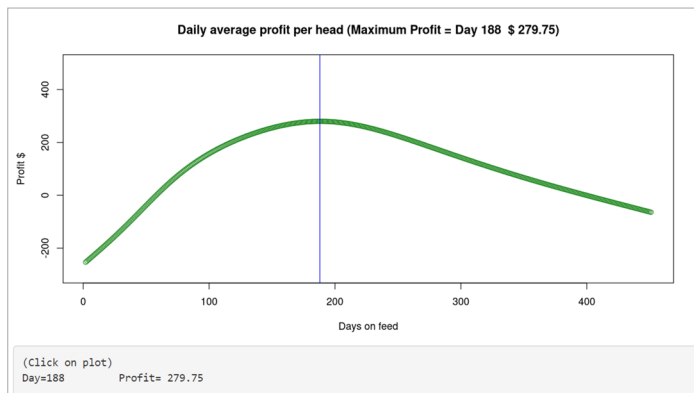
Tight margins, increased costs, and cattle variability play a large role in profitability and risk management strategies. Let Igenity Feeder define, sort, and decrease variability across pens.

## THREE PENS ABOVE SORTED WITH IGENITY FEEDER:

- Increased profit by 10% across three pens of cattle
- Increased choice or above grade by 11%
- Reduced unnecessary DOF for 25% of cattle without sacrificing quality or performance

## SORT EACH PEN FOR MAXIMUM SUCCESS

Let the DNA define, sort, and showcase each animal and pen's DOF profit point.



## DNA THAT'S FAST, ACCURATE, AND AFFORDABLE

Neogen offers an industry-leading turnaround time of 17 days\* and at \$15 per sample — Igenity Feeder brings the power of DNA selection to feeder calves, so producers can provide tangible, real results to their sorting and marketing efforts. If you don't receive results in the 17-day time, you get 20% off of your order\*.

CONTACT NEOGEN FOR MORE INFORMATION AT [DNAHELP@NEOGEN.COM](mailto:DNAHELP@NEOGEN.COM) OR AT 877.443.6489



\* TERMS AND CONDITIONS APPLY - TO LEARN MORE ABOUT OUR 17-DAY TURNAROUND TIME VISIT (SCAN CODE ABOVE).



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