

Neogen Adds Value at Every Step

From seedstock to the feedlot, Neogen manages risk and proves value. Verified genomic data ensures performance and quality, leaving nothing on the table. It's the information that everyone in the chain is looking for.



To learn more, call 877.443.6489 or contact DNAhelp@neogen.com.



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NEOGEN[®] Genomics



Building Confidence, Value, and Profit



Seedstock

Neogen advances genetic gain for seedstock producers by providing the best tools for DNA testing in cattle through GGP™ and Angus GS.

Deliverables

- Assist selection and accelerate breed improvement through genomic-enhanced expected progeny differences or GE-EPDs.
- Highest density, most informative Single-nucleotide polymorphism (SNP) panels available for purebred cattle.
- Prolific portfolio designed specifically with your breed in mind.



Commercial Cow-Calf

Igenity® Beef is an advanced genomic profile designed for crossbred commercial cattle, utilizing DNA to predict genetic merit in your herd, so you can select with confidence and improve your bottom line.

Deliverables

- Igenity Beef profile provides 1–10 scores for 17 traits and 3 indexes.
- Tools for ranking and selecting replacement heifers.
- Scores powered by International Genetic Solutions (IGS), the largest multi-breed genetic evaluation available.
- Pair with Envigor™, a heterosis tool that can score lead to greater fertility in females, and more profit at the rail.
- Pair with Igenity BCHF to confidently select animals with genetics to improve heart health within your herd and in calves as they enter feedlots.



Stocker/Backgrounder

Igenity Feeder is an economical DNA tool designed to help stocker/backgrounders sort cattle based on their genetic potential for carcass traits.

Deliverables

- Use the Igenity Terminal Index to accurately and quickly sort your calves.
- The first genomic profile designed specifically for cattle at the stocker/backgrounder phase.
- Differentiate your cattle for feeders or on sale day.
- Reduce risk, know your calves genetic potential to excel at the feedlot phase.



Feeders

Calves tested with Igenity Feeder helps feedlot operators sort cattle based on the optimum profitability.

Deliverables

- Terminal Index for how fed cattle will close out on the rail.
- Delivers optimal days-on-feed (DOF) for the feedlot operator to sort at enrollment.
- Leverage when purchased cattle have existing Igenity Feeder results.



Marketing Programs



Igenity Branded, our proprietary marketing program designed for cattle tested with Igenity Beef or Feeder, assess and verifies commercial cattle's genetic quality. Producers must test at least 35% of their calves to qualify; calves are then sorted into four marketing groups:

- **Elite** – Rank in the top 75% of Igenity Beef or Feeder tested cattle, based on their average Igenity Terminal or Maternal Indexes.
- **Premier** – Rank in the top 50% of Igenity Beef or Feeder tested cattle.
- **Choice** – A cut above the entry level tier. These calves rank in the 3rd quartile.
- **Tested** - Entry level tier. Calves have received a verified Igenity genomic profile.

Key Benefits:

- **Enhanced Market Value** – The Igenity Branded program provides certification for calves that meet specific genetic criteria, enabling them to achieve higher market premiums.
- **Market Advantage for Producers** – Igenity Branded calves command better prices, benefiting sellers and incentivizing the breeding of superior genetics.
- **Risk Management for Buyers** – Buyers can make more informed decisions by verifying the genetic value of the animals, reducing uncertainty associated with cattle purchases.



Recognizing a critical need across the cattle industry to mitigate bovine congestive heart failure (BCHF), Neogen introduced Igenity BCHF. Cattle enrolled in the Heart Healthy Superior Livestock Auction Value-added Program have demonstrated reduced risk for costly BCHF through genomic testing with Igenity BCHF, which scores cattle on overall heart health. In severely affected cattle pens, mortality rates from BCHF have surged up to 7%, translating to staggering annual losses surpassing \$250,000 for a single operation. This industry-pioneering solution advances cattle health and mitigates this costly risk by uplifting overall bovine heart health standards and providing producers the opportunity for improved selection for heart health. Other factors in addition to BCHF may contribute to overall heart health, and cattle enrolled in the Heart Healthy Superior Livestock Auction Value-Added Program represent a subset of the group.