

A close-up photograph of a black cow's head and shoulders, looking directly at the camera. The cow is standing in a lush green field under a blue sky with light clouds.

Igenity[®]

Enhanced

Introducing Igenity[®] Enhanced for Commercial Cattle

Precise Insights. Better Decisions.

Igenity[®] Enhanced takes the most advanced producers one step further, combining Igenity genomic data, on-ranch phenotype data, pedigree, and EPDs on relatives into one selection tool. The type of data submitted will be entirely up to the producer, based on what traits make the most difference in the bottom line of the operation. This unique platform has been created by the Neogen[®] team of experienced geneticists to deliver a more precise assessment on key traits, allowing you to make the most educated selection and mating decisions.

Features Included in Igenity Enhanced

Traits

Same 17 industry leading traits as Igenity Beef. Validated in Bos indicus animals (>50%)

- Birth Weight
- Calving Ease Direct
- Calving Ease Maternal
- Stayability
- Heifer Pregnancy
- Docility
- Milk
- Scrotal
- Residual Feed Intake
- Average Daily Gain
- Weaning Weight
- Yearling Weight
- Tenderness
- Marbling
- Ribeye Area
- Fat Thickness
- Hot Carcass Weight

Parentage

Identify sire and dams of calves. Built to manage multi-sire herds.

Data management

Enter and store herd data, pedigrees, and EPDs at your convenience.

Results

Review, customize, and export your data while having access to our in-house geneticists.

Why Use Igenity Enhanced

The modern cattle producer collects mass amounts of data. At Neogen, we recognize that there is tremendous value in that data and the best way to leverage it is with an in-herd assessment of genetic potential. Population-wide genetic evaluations are great tools for producers to understand the potential of their herds, but Igenity Enhanced allows you to gain a clearer picture of how genetics are affecting your key performance areas. The higher resolution allows you to form better strategies resulting in faster genetic gain.

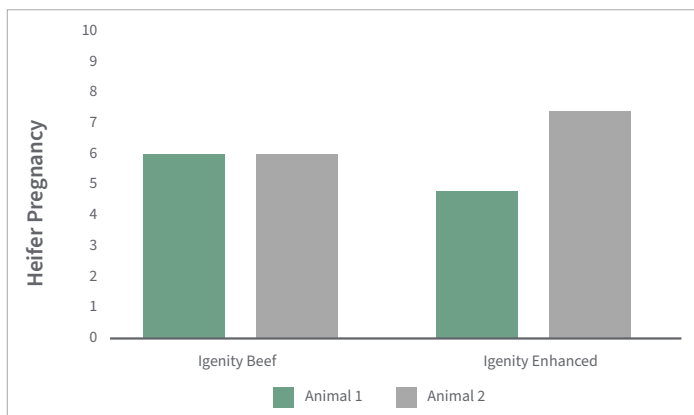
Process

1. Purchase sampling materials at neogen.com/solutions/sampling-equipment/.
2. Email GPG@neogen.com to set up data entry or transfer from other herd management software.
3. Collect samples the next time you work cattle.
4. Enter your herd data into the Igenity Enhanced portal.
5. Download and complete order form at igenitybeef.com.

Igenity Enhanced in Production

More animal performance and historical data means more efficient selection decisions.

The ability to apply on-farm phenotype data to a standard genetic evaluation leverages the management and geography of the individual animals to ultimately drive better decision-making. These two animals started out with the same Igenity Beef score. But when real animal performance data were added to the prediction calculation, the resulting Igenity Enhanced score provided more detail and re-ranked the animals.



Contact Neogen for more information at genomicsinfo@neogen.com or at 877.443.6489.