

# Igenity<sup>®</sup>

## Feeder

### Strong herd? Prove it.

You suspect your efforts have yielded terrific results. But if you could prove it, things would be easier. With Igenity<sup>®</sup> Feeder, you can easily verify your calf crop's genetic performance. It's the fast, accurate, cost effective DNA test to demonstrate that your herd truly measures up.

#### Deliverable

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

#### DNA that's fast, accurate, and affordable.

With 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\*.

01

TSU taken and sent to NEOGEN<sup>®</sup>

02

Igenity Feeder

03

Deliverables  
Igenity Terminal Index, Igenity Branded Tier, and TAT: 17 days

#### Igenity Terminal Index

The Igenity Terminal index specializes in identifying animals for terminal crossbreeding. It places the most emphasis on hot carcass weight, followed by marbling and rib eye area. There is, however, a negative emphasis placed on residual feed intake and fat thickness to control feed costs.

ITI is proven to rank and sort cattle according to their profitability. In a study of 4,200 head of feeder cattle, a 1 score increase in ITI equated to \$40/hd in increased revenue.

#### Igenity Branded

A free marketing program designed for cattle tested with Igenity, leveraging the largest cattle video auctions in the world. Know that Igenity tested cattle have been selected with confidence.

How do I qualify?

- Test at least 35% of calf crop to qualify with Igenity Beef or Igenity Feeder
- Certify lots of cattle based on Igenity results
- Market cattle based on genomic merit through Igenity Terminal or Maternal

Once your marketing group has qualified, they can be slotted into one of the three tiers.

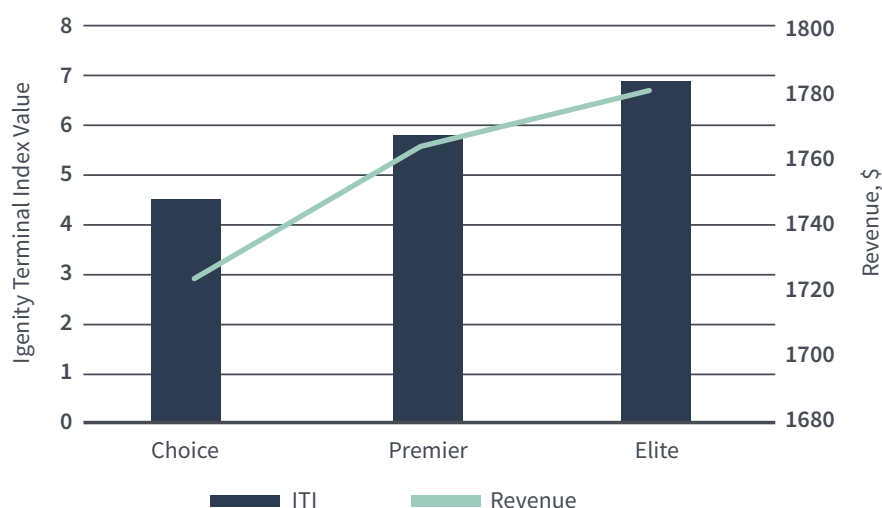
**Elite:** Best of the best. These calves rank genetically superior to 75% of Igenity tested cattle.

**Premier:** The next level. Based on an Igenity profile, these calves rank in the top 50% for genomic merit geared towards end product or maternal characteristics.

**Choice:** Entry level tier. Calves have received a verified Igenity genomic profile.



## Average revenue generated per animal based on Igenity Branded Program tier



### Terminal scores are based on the Igenity Terminal Index (ITI)

The Igenity® Terminal Index specializes in identifying animals for performance on the rail. It places the most emphasis on hot carcass weight, followed by marbling and ribeye area. There is, however, a negative emphasis placed on residual feed intake and fat thickness to control feed costs.

This index is designed to help buyers locate cattle that have a greater genetic predisposition to excel in the feedlot and on the grid.

Variable	Elite (n=1,104)	Premier (n=1,095)	Choice (n=2,054)
Average Terminal Index	6.85 ± 0.02 <sup>a</sup>	5.76 ± 0.01 <sup>b</sup>	4.43 ± 0.02 <sup>c</sup>
Enrollment Weight, lbs	764.53 ± 3.20 <sup>a</sup>	764.61 ± 3.16 <sup>a</sup>	753.49 ± 2.19 <sup>b</sup>
Days on Feed	181.17 ± 0.88 <sup>a</sup>	178.36 ± 0.88 <sup>b</sup>	177.57 ± 0.62 <sup>b</sup>
Average Daily Gain	4.13 ± 0.03 <sup>a</sup>	4.05 ± 0.03 <sup>b</sup>	3.89 ± 0.02 <sup>c</sup>
Ribeye Area	15.35 ± 0.05 <sup>a</sup>	15.23 ± 0.05 <sup>a</sup>	15.02 ± 0.04 <sup>b</sup>
Marbling Score	496.76 ± 2.95 <sup>a</sup>	486.24 ± 2.84 <sup>b</sup>	479.31 ± 2.08 <sup>c</sup>
12 <sup>th</sup> Rib Fat Thickness	0.64 ± 0.01	0.65 ± 0.01	0.64 ± 0.01
Hot Carcass Weight	935.87 ± 2.82 <sup>a</sup>	920.91 ± 2.68 <sup>b</sup>	895.09 ± 1.94 <sup>c</sup>
Revenue	1777.68 ± 4.30 <sup>a</sup>	1757.56 ± 4.51 <sup>b</sup>	1712.07 ± 3.38 <sup>c</sup>

<sup>a,b,c</sup> Numbers in rows with differing superscripts differ ( $P < 0.05$ )

## 17 day turnaround, 20% off terms and conditions

**Qualifications:** To qualify for the Igenity Turnaround Time Guarantee or 20% off, the samples received must meet all of the following criteria. The customer will be notified when the samples are received and if their samples have or have not met all qualifications:

- Allflex Tissue Sampling Units (TSUs) are the only sample type accepted.
- Sample must be submitted with an electronic manifest and include all required information.

**Required information for Igenity Feeder includes:** Samples must be properly identified upon arrival by including a printed copy of the submission form, including operation name, address, and selected products with TSU barcode, EID, and sex of animal.

**Additional stipulations — The following are not subject to the Igenity Turnaround Time Guarantee:** Poor sample quality will not be covered by this guarantee. Samples that have low-call rate, meaning the submitted sample did not yield genomic results that meet NEOGEN®'s quality standard, will not receive results. In these cases, a new sample will be requested from the customer and the customer will be charged accordingly.

The Igenity Turnaround Time Guarantee offer is measured as 17 calendar days excluding holidays. The following days are included as holidays: New Year's Day, Martin Luther King Day, President's Day, Good Friday, Memorial Day, Independence Day, Labor Day, Columbus Day, Veteran's Day, Thanksgiving Day, the Friday immediately after Thanksgiving Day, Christmas Eve, Christmas Day, and New Year's Eve. If one of these holidays falls on a weekend and the federal holiday is observed on a weekday, then the turnaround time will be increased by one Calendar Day.

To get on the path to value call 877.443.6489 or visit [NEOGEN.com](http://NEOGEN.com)

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