

NEWS RELEASE



4131 N. 48th St.
Lincoln, Nebraska 68504
402/435-0665

e-mail: geneseekinfo@neogen.com
www.neogen.com

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CONTACTS: John E. Ford, SGBI executive director
jford@santagertrudis.com, 361-592-9357
Tom Schultz, Neogen, director of sales and marketing
tschultz@neogen.com, 402-435-0665

Santa Gertrudis Breeders International and Neogen launch new heifer DNA test

KINGSVILLE, Texas, June 21, 2018 — Commercial cattle producers using Santa Gertrudis genetics have a new DNA test to help them select their best replacement heifers with the launch of Igenity® Santa Gertrudis.

The new DNA test was built for the breed by Santa Gertrudis Breeders International (SGBI) and Neogen.

“We are very pleased to bring Igenity Santa Gertrudis to the marketplace,” said John Ford, SGBI executive director. “Our breeders have been leaders in supplying seedstock with genomically enhanced EPDs. This new product will help them offer DNA-based profiling to their rancher customers.”

Using cutting-edge beef genomics tools to guide male and female genetics will help breeders and commercial producers make faster genetic progress, Ford said.

Santa Gertrudis-influenced cattle are known for strong maternal traits and are adaptable to harsh climates and/or challenging forage situations. The breed is often used to bring this durability into a commercial cow herd via strategic crossbreeding, he said.

The Igenity Santa Gertrudis profile will help producers select replacement heifers that will be good mother cows and produce calves that perform well and have enhanced carcass-quality traits. The test will cost \$25 and will be sold only through SGBI. DNA sample types used include Allflex Tissue Sampling Units, which are preferred for fast, clean and easy use at chute side. Hair follicle and blood cards also are accepted. Ordering information will be available at the SGBI website.

Santa Gertrudis Breeders worked closely with Neogen Genomics in Lincoln, Neb., to develop the custom test and also partnered with Livestock Genetic Services in early product design.

“This is a great day for the Santa Gertrudis community. Their leadership has put a lot of good work into this product,” said Tom Schultz, director of sales and marketing for Neogen Genomics. “Igenity Santa Gertrudis will help producers make more confident selection decisions. They can focus their time and money on the best stock of verified genetic merit. And with growth and quality indexes included in the new profile, it will be fast and easy-to-use multi-trait selection that adds value in the finishing phase.”

Santa Gertrudis Breeders International represents its breeders around the world. Purebred Santa Gertrudis steers gain weight rapidly and efficiently, while still producing a high-quality, lean product. The breed’s Brahman influence makes cattle hardier, healthier and less prone to disease and parasites. Santa Gertrudis cattle have enough Brahman influence for crossbreeding programs in many environments.

The company's Food Safety Division markets dehydrated culture media, and diagnostic test kits to detect foodborne bacteria, natural toxins, food allergens, drug residues, plant diseases and sanitation concerns. Neogen's Animal Safety Division is a leader in the development of animal genomics, along with the manufacturing and distribution of a variety of animal healthcare products, including diagnostics, veterinary instruments, wound care and disinfectants.

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