

Sponsored by Neogen

DNA is very complex. But DNA testing is easy.



Allflex Tissue Sampling Units are quick, easy and efficient at collecting DNA for testing cattle.

TSU vials, which have unique barcodes, hold a small bit of tissue in preservative.

Blood drop cards and tail hair follicle card collectors. They work fine and are widely used. But they are being replaced by TSUs, which are convenient and weatherproof during calf processing.



Tissue Sampling Units are recommended for DNA collection during calf branding and processing.

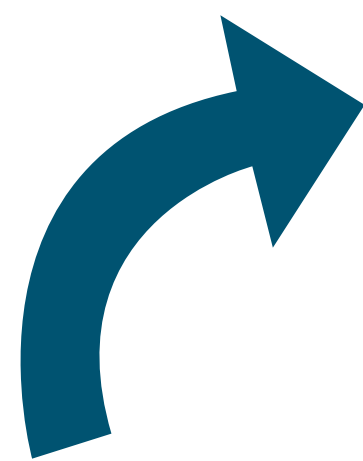


Using DNA data along with visual assessment helps you make more confident selection of your retained heifers. The earlier you profile them the sooner you can focus time and money on those that are going to be your best.

1 Planning

ASSESS YOUR GOALS

Improving conception rates? Easier calving? Higher weaning weights? Selling bred heifers? Value-added feeder calves? Using DNA, you can pick out your best heifers, evaluate your herd strengths and shortcomings, and choose breeding stock that fit your game plan. Using genomic data from DNA, you get a better look at the future. This can save time and money in achieving your herd-improvement goals.



3 Selection

PICK YOUR BEST

DNA tests rank your heifers so you can be more confident in your choices. Results come with a standard Igenity index that ranks your heifers. But you can also set up your own index to match your plan.

MANAGE YOUR PLAN

Using profile data, you assess key maternal, performance and carcass traits that heifers will pass on to their offspring. Taking a snapshot of your future cow herd also can help you pick sire genetics needed for faster progress. You can improve your herd over time.

REVIEW YOUR PROGRESS

Using DNA, you can pick your best heifers and make faster progress on your cow-herd productivity profit goals. Whatever your goals, DNA profiling with Igenity helps you make more confident decisions in selection, management and marketing, and gives you a competitive edge in the cattle industry.

2 Sampling

SAMPLE YOUR CATTLE

Consider systems like the Allflex Tissue Sampling Unit. These are labor-efficient, so you can easily collect DNA while performing other tasks.

TSUs put a small notch of tissue into a vial that is bar coded and contains preservative. You can get ear tags with matching ID numbers if you want them. This makes it easy to keep animal DNA data and animal IDs sorted out. You can also use DNA collector cards for tail-hair follicles or blood drops. The main point is, when you are handling cattle, these are strategic times to collect DNA for later use.



DNA test reports are simple, easy to follow. You can look at an index, which ranks your heifers using a simple 1 to 10 score. You can also look at individual traits to pinpoint key issues.

We take complex DNA data (top) and turn it into a decision tool (bottom). Our new producer dashboards, which work on a PC, tablet or smartphone, help you see and use your data. We use familiar terms and standards in the cattle industry and make it easy for you to customize how your sort your cattle.



Igenity® – Confident Selection