

# Back your intuition with insights from genetic testing.

If you're selecting by looks, age or weights alone, you could be leaving a lot to chance. Basing decisions on genetic insights can help you more efficiently produce cattle that the market demands, helping to put your ranch in a stronger position.

Pair visual and/or phenotypic data with genetic testing to help make more informed decisions to accelerate progress in your herd. Genetics products from Zoetis deliver comprehensive, accurate genetic predictions to aid in selection, breeding and marketing decisions.



#### Crossbred Replacement Heifers

### Why INHERIT Select™?

- Access predictions for 20 traits as well as three easy-to-use economic indexes
- Use parentage determination and breed composition predictions to manage crossbreeding for hybrid vigor
- Backed by more than 1.4 million straight-bred and crossbred animals with combinations of pedigree, performance and genetic information



#### Commercial Angus Replacement Heifers

### Why GeneMax® Advantage™?

- Better-informed decisions with 15 traits and three economic index scores
- Sire match tested heifers to either HD50K™ or Angus GS tested and transferred bull batteries to help prevent inbreeding and manage bull productivity
- Use tested female results to enhance Angus bull buying and breeding decisions



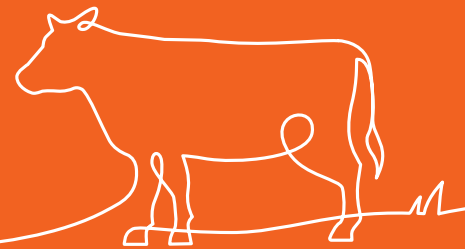
#### Registered Angus Bulls and Females

### Why HD50K for Angus?

- Rely on the latest advancement in Angus genotyping technology, fully endorsed by Angus Genetics, Inc.® (AGI)
- Jump-start accuracy of EPDs and \$ Indexes for younger bulls and females
- Share with commercial cow-calf customers for more informed, dependable bull buying
- Use accurate GE-EPDs for better-informed mating decisions to enhance the value of purebred calf-crops

# Get started with genetic testing.

- Tissue sampling can easily be done any time cattle are handled, such as at branding or weaning.
- All samples are evaluated for quality upon arrival at the lab and/or breed association.
- Results are emailed for digital access in about four weeks following receipt of sample.
- View and filter results by easy-to-use economic indexes and by individual traits.
- Prioritize and sort animals based on your goals (maternal, feedlot and carcass traits).



## Turn data into value with BLOCKYARD.™

### What is BLOCKYARD™?

A central, consistent information system for cow-calf producers and feeder cattle buyers and sellers.

### What does BLOCKYARD help users do?

- Record, transfer and access vaccination and management history
- Enroll animals to determine sire parentage and genomic breed composition
- Order and share individual and/or group-level carcass trait and economic index predictions



### Let's talk.

Scan the QR code to learn more and schedule a meeting with a rep to get started with genetic testing.

Phone: (877) BEEF-DNA  
Monday to Friday, 8am-6pm ET  
Email: [genetics.us@zoetis.com](mailto:genetics.us@zoetis.com)