



Igenity[®] Branded Terminal

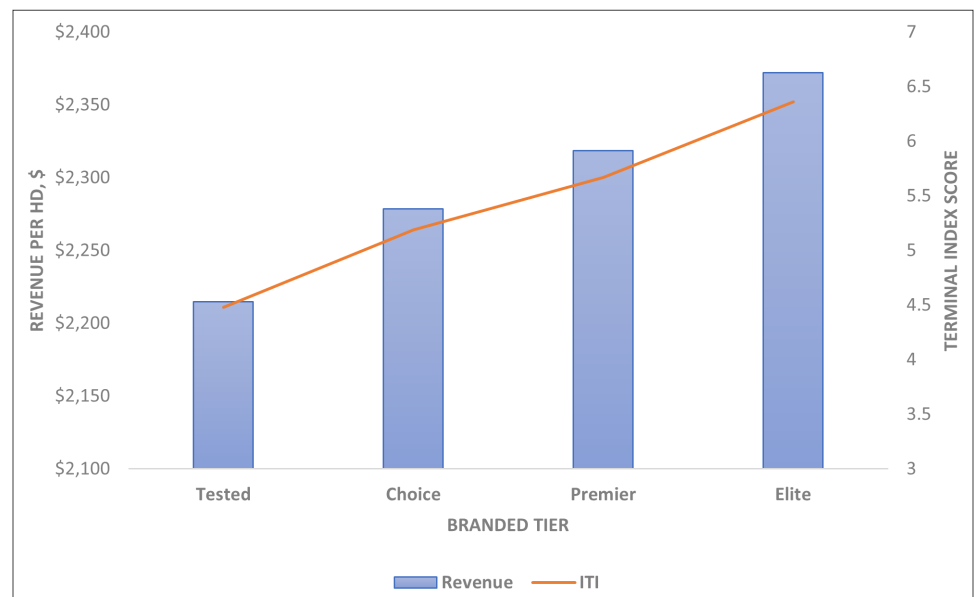
The Igenity[®] Branded program is designed to verify the genetic value of feeder calves, allowing buyers to manage risk, take advantage of premiums on superior calves, and optimize sorting to achieve greater efficiency.

How It Works

Load lots of cattle within the Igenity Branded program will be placed into one of four tiers based on the Igenity Terminal Index (ITI). Those cattle can then be marketed with the Igenity Branded logo to show that those cattle have been genomically tested for performance and carcass merit.

Igenity Terminal Index (ITI)

The ITI targets profitability through improving feed efficiency and increasing carcass weight while creating larger ribeye areas, more marbling, better tenderness, and less fat.



How to Qualify

Home-raised Calves

1. Test a minimum of 35% of your annual calf crop on Igenity Beef, Igenity Feeder, or Igenity BeefXDairy.
 - Can test 35% of calf crop as females on Igenity Beef and qualify the steermates.
 - Can test a combination using Igenity Beef on females and Igenity Feeder on steers as long as a total of 35% have been tested and received ITI.
 - Can test on Igenity Feeder only; total must be at least 35% of calf crop.
2. The average ITI is determined based on the results.
3. Lots of cattle from that calf crop will be “Branded” based on the tier that corresponds with the average ITI.
4. If calves are all individually tested, they can be sorted into marketing groups of the same tier.
5. If all marketed calves have been tested and the average is close to a tier break, the producer can sort out lower-scoring cattle to bring up the average of the actual marketing group. The branding and tier must be verified by the Neogen® Territory Manager.

Purchased Cattle or Load Lots

1. Test every calf in the marketing group on Igenity Beef, Igenity Feeder, or Igenity BeefXDairy.
2. An average ITI for each individual group/load is determined based on the results.
3. The individual marketing groups or a whole load will be “Branded” based on the tier that corresponds with the average ITI for that group or the entire load.

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