



Igenity[®] Branded Maternal

The Igenity[®] Branded program is designed to verify the genetic value of replacement heifers, allowing buyers to identify replacements that will be superior mothers in their herds.

How It Works

Lots of cattle within the Igenity Branded program will be placed into one of four tiers based on the Igenity Maternal Index (IMI). Those cattle can then be marketed with the Igenity Branded logo to show that those cattle have been genomically tested for key maternal traits.

Igenity Maternal Index (IMI)

The IMI places emphasis on fertility, weaning weight, and calving ease, with a negative emphasis on residual feed intake.

This index is designed for producers wanting to keep their own replacement females and market calves at weaning.

Maternal Index Trends — How to Interpret

- Improved stayability and cow maintenance trends
- Favorable impacts on birthweight and calving ease
- Modest increases in milk

Maternal Branded Cattle Will Have

- Easier calving
- Improved stayability
- Quicker breed back



How to Qualify

Home-raised Calves

1. Test a minimum of 35% of your annual calf crop on Igenity Beef.
 - Can test 35% of calf crop as females on Igenity Beef and qualify the herdmates.
2. The average IMI 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 IMI.
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.
2. An average IMI 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 IMI for that group or the entire load.

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