



## Igenity® Beef

# The Right Decision Every Time. Selection Choices Backed by Data for Herd Advancement.

You've used the best bulls each year on your cows — now how do you make the best replacement heifer selection decisions? Igenity® Beef is the tool to ensure the heifers you select each year to retain fit the goals of your operation and will increase genetic progress year after year. Igenity Beef gives you 17 traits on each individual animal, you can easily sort those animals based on your operation's criteria and find bulls to mate those heifers that will further your herd for the next generation.

### Benefits

**Complete:** Get clear, actionable scoring on 17 maternal, performance, and carcass traits.

**Simplified:** Production, maternal, and terminal selection index options help with multi-trait selection.

**Organized:** Encompass platform assists in visualizing data and sorting cattle.

**SeekSire™:** Verify calves' sires to help identify the best genetics and sires covering cows.

**Envigor:** Select heifers that benefit the most from a crossbreeding program.

### Traits

**Maternal:** Birth weight, calving ease direct, calving ease maternal, stayability, heifer pregnancy, docility, and milk.

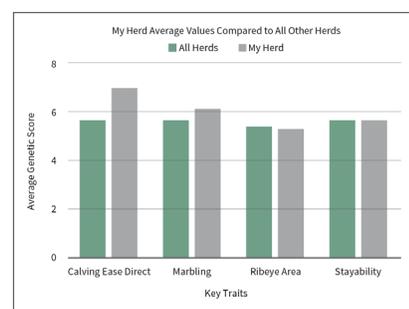
**Performance:** Residual feed intake, average daily gain, weaning weight, yearling weight, and scrotal circumference.

**Carcass:** Tenderness, marbling, ribeye area, fat thickness, hot carcass weight.

### Neogen® Encompass Platform

Your herd has been genomically tested, now what do you do with the data? The platform provides you the ability to sort your own herds genomic data quickly and easily.

Custom indexes, herd benchmarking, and effective sorting from Encompass:



Contact Neogen for more information at  
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[neogen.com](http://neogen.com)