GenSELECT® HEIFER

PBB NEOGEN®

Genetic Evaluation for Commercial Heifers

GenSELECT Heifer provides:

GenSELECT Heifer puts the power of genomics in the hands of commercial beef farmers. Developed by ABRI, powered by BREEDPLAN, and supported by NZ Herefords and Herefords Australia to provide powerful insights into an individual heifer's genetic performance potential.

GenSELECT Heifer takes the guesswork out of your selection decisions and accelerates genetic progress in reproduction, growth, and carcass traits with genomic predictions for commercial heifers –improve your bottom line by retaining the heifers most likely to perform in your herd.

Suitable for commercial Hereford heifers.

BVD Testing can be added on to GenSELECT Heifer.

Photo Credit: Herefords Australia

Select with confidence. Breed for progress. Profit from performance.

Make smarter selection decisions and meet your breeding objectives faster with the insights GenSELECT Heifer delivers – use the data to select genetically superior heifers as replacements and identify surplus heifers early to ensure they reach the most appropriate end market.

GenSELECT Heifer gives each heifer a genomic prediction score for:

Six (6) maternal traits; calving ease, 200-day weight (weaning), 400-day weight (yearling), mature cow weight, milk, and days to calving.

Five (5) carcass traits; carcass weight, eye muscle area, rib fat, retail beef yield, and intramuscular fat.

A relevant market index is also included; for New Zealand based animals this is the Hereford Prime Index.

How will the results be reported?

For genomic predictions, scores between 0 and 100 are provided. A score of 50 is considered "average" with a score closer to 100 being more desirable for most traits. Index results are reported as a dollar ($) value.

The genomic predictions are also presented in a bar graph for a visual snapshot of each heifer, along with a traffic light system, indicating the heifer's relatedness to the reference population.

Results can be sorted by trait for a quick overview of the mob, or exported for you to rank the heifers based on your selection criteria.

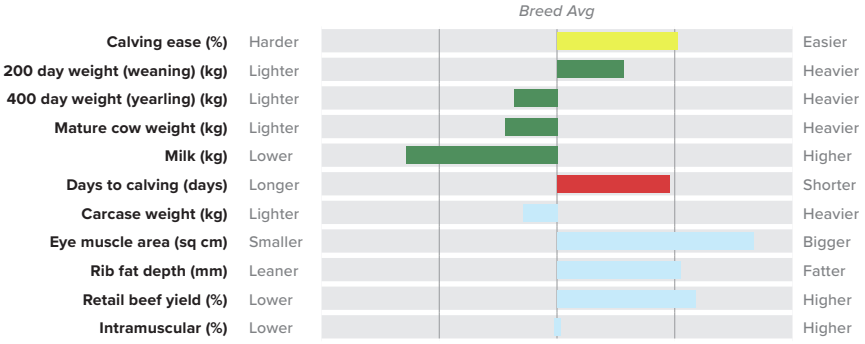
(See overleaf)

SUPPORTED BY NZ Herefords HEREFORDS Australia

GBV Data

Relatedness HIGH

	CE	200	400	MCW	MILK	DTC	CWT	EMA	RIB	RBY	IMF	$HP
Genomic Prediction	76	64	41	39	18	74	43	92	77	79	50	$167



Understanding Relatedness

The relatedness indicator shows how genetically similar this animal is to the reference population used for genomic analysis.

- **HIGH** — Animal is genetically similar to the reference population. GBV comparisons are reliable and meaningful.
- **MEDIUM** — Animal has some genetic differences from the reference population. Use caution when comparing GBV values.
- **LOW** — Relatedness is too low for reliable GBV comparisons. Animal is excluded from genomic evaluation.

Trait		Results description
Calving ease (%)	CE	Higher scores indicate genetics for easier calving (less difficulty)
200-day weight (weaning) (kg)	200	Higher scores indicate genetics for heavier calves at 200-days (weaning)
400-day weight (yearling) (kg)	400	Higher scores indicate genetics for heavier animals at 400-days (yearlings).
Mature cow weight (kg)	MCW	Higher scores indicate genetics for heavier mature cows with correspondingly higher maintenance requirements and costs. Note producers may prefer moderate scores for this trait.
Milk (kg)	MILK	Higher scores indicate genetics for more maternal ability, with corresponding heavier calves at weaning. Note producers in harsher environments may prefer moderate scores for this trait.
Days to Calving (days)	DTC	Higher scores indicate genetics for better fertility (including a shorter interval from bull-in date to calving).
Carcass weight (kg)	CWT	Higher scores indicate genetics for heavier carcass weights.
Eye muscle area (sq cm)	EMA	Higher scores indicate genetics for larger eye muscle area (more muscularity).
Rib fat (mm)	RIB	Higher scores indicate genetics for more rib fat, relative to carcass weight (fatter carcass).
Retail beef yield (%)	RBY	Higher scores indicate genetics for higher yielding carcasses.
Intramuscular fat (%)	IMF	Higher scores indicate genetics for more marbling.
Index: Hereford Prime	$HP	Higher scores indicate genetics for more profitability in self-replacing commercial herds targeting the Hereford Prime program.

How to order:

1. Purchase tissue sample units from PBB, then collect samples from your animals.
2. Login to the GenSELECT portal **https://genselect.breedplan.com.au/login/** to generate a unique batch number for your order and download the order form. *(*new users will need to create a login)*
3. Complete the order form then email your form to PBB at **dna@pbbnz.com** and print a copy to include with your samples when you send them to PBB.

AVAILABLE IN NEW ZEALAND EXCLUSIVELY THROUGH PBB WITH THE SUPPORT OF NZ HEREFORDS.

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Genetic evaluation is conducted by ABRI

GenSELECT® Powered by BREEDPLAN