



# INVEST IN YOUR HERD'S FUTURE

Unlock the Power of Genomics with the GGP 100K Test.

Get the genetic insights you need to make smarter breeding decisions, reduce risk, and maximise herd potential.

GGP 100K is the ultimate genomic profiler.

Look for the GGP 100K logo on sale lots—it shows that the animal has undergone SNP testing (via Neogen & PBB) and has been included in a Genomic Evaluation, with “Genomics” listed under Traits Analysed.

## THE VALUE OF GGP 100K

- Make smarter selection decisions — gain genetic insights earlier in an animal's life.
- Market with confidence — provide buyers with verified genomic data.
- Strengthen herd linkages — enhance connections within the Hereford reference population.
- High-density SNP profiling — approx 100,000 SNPs for deeper genetic analysis.
- Trusted parent verification — conducted in-house by the PBB DNA team.

**Power your breeding program with GGP 100K —  
because better data leads to better cattle.**

**FOR COMPLETE END-TO-END SERVICE AND SUPPORT,  
TALK TO THE PBB DNA TEAM**

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**[pbbnz.com](http://pbbnz.com)**

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out more

