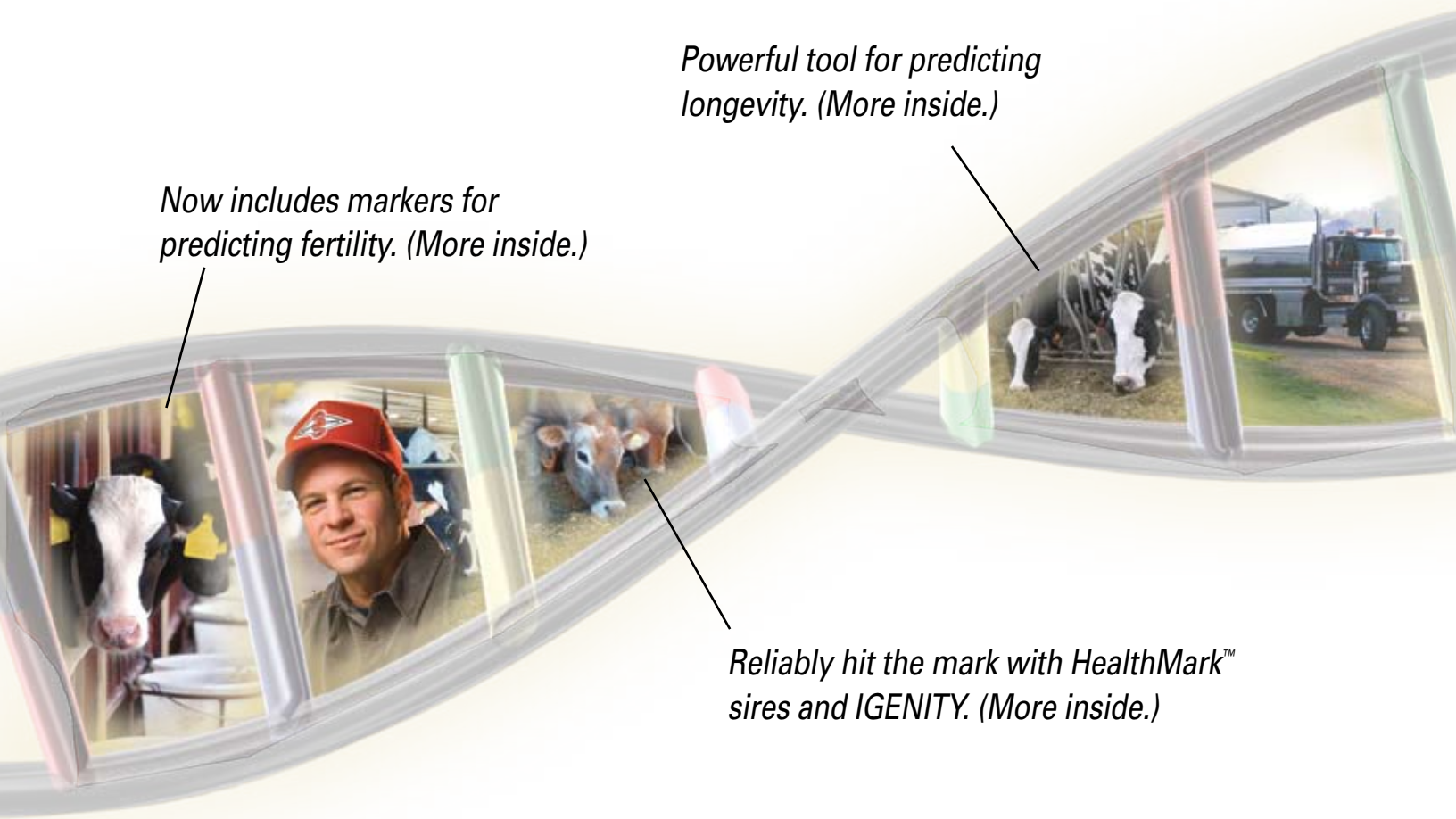


The IGENITY® profile.
Inside information
to help you achieve goals faster.



Now includes markers for predicting fertility. (More inside.)

Powerful tool for predicting longevity. (More inside.)

Reliably hit the mark with HealthMark™ sires and IGENITY. (More inside.)



Predict fertility and longevity — earlier than ever before.

“How long will she last?”

“Can we get her bred back?”

These questions summarize two of the biggest challenges to a cow’s ability to remain a productive part of the herd. Unfortunately, fertility and productive life are extremely difficult to predict using traditional methods.

The goal is longer-lasting cows.

There are many genetic and environmental factors involved in how long cows last. But fertility, productive life and dairy form are key factors hard-wired in the DNA that help predict early in an animal’s life how long it can last in the herd.

Now the IGENITY® profile — the most comprehensive DNA tool of its kind — analyzes **genetic potential for fertility**, in addition to other economically important traits — including **productive life**. This makes IGENITY a more powerful tool than ever for making more confident breeding, management and marketing decisions.

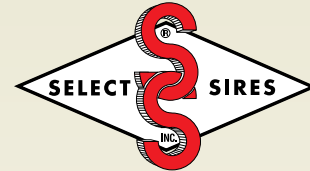


The IGENITY profile. Comprehensive. Powerful. Practical.



Why you should use IGENITY now.

- Using the power of DNA, IGENITY helps you predict an animal's genetic potential earlier than ever before.
- This inside information can be used at many key points throughout an animal's life to help you succeed through:
 - More savvy breeding decisions
 - More confident heifer buying or selling
 - More informed selection of donor dams and full sisters
 - More knowledgeable voluntary culling decisions
 - More confident herd management decisions
- From a single sample you receive an easy-to-use report combining multiple genetic analyses.



Ask your Select Sires representative how IGENITY and HealthMark sires can help you hit the mark.

HealthMark combines the precision of genetic marker information with traditional predicted transmitting ability (PTA) data to set a new standard for sire reliability — especially for bulls with very early progeny information. All HealthMark sires are evaluated with IGENITY, and your Select Sires representative can show you how this inside information can help you achieve your goals faster.



A DNA test is just a test — but IGENITY is a comprehensive profile.

The IGENITY profile provides an unmatched amount of genetic information about individual cattle — all available from a single tissue sample — at a single price.

The comprehensive IGENITY profile

- Fertility
- Productive life
- Dairy form
- Milk production traits
- Coat color
- Genetic recessives (CVM,* BLAD, DUMPS)
- Cheese production (beta lactoglobulin, beta casein, kappa casein)
- BVD-PI*

So much inside information for so little cost.

It's time you start benefiting from the comprehensive IGENITY profile.

To order your simple collection kit for the IGENITY profile, talk to your Select Sires representative, visit www.igenity.com or call 1-877-IGENITY today.



Sample
Collection Tag



Sample
Collection Tool

*Available for additional cost; see www.IGENITY.com or call 1-877-IGENITY for pricing details.



1-877-IGENITY www.igenity.com

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