The advanced genomic tool to inform the selection of replacement heifers for commercial Australian Angus breeders

GENETICS - THE FOUNDATION OF YOUR ENTERPRISE

Effective selection of replacement females is one of the most challenging aspects of a commercial breeding operation.

Producers must decide whether a given heifer can be a productive and profitable breeding female before she has had an opportunity to express productivity associated with profitability, including fertility, calving ease, milking ability, growth and mature size.

To take your breeding decisions to the next level call: 1300 768 400

ANGUS HeiferSELECT™

Angus HeiferSELECT™ is a genomic selection tool to help inform the selection of Angus replacement females in commercial breeding operations.

Angus HeiferSELECT™ provides genetic predictions, including:

- Total Breeding Value
- Nine (9) important maternal, growth and carcase traits
- DNA sire identification to a sire registered with Angus Australia
- Angus HeiferSELECT™ Star Rating for easy interpretation

Angus HeiferSELECT has been created in collaboration between Angus Australia and Zoetis

ZOETIS LEADING INNOVATION IN ANIMAL HEALTH FOR OVER 75 YEARS
TURNING DATA INTO DECISIONS

<table>
<thead>
<tr>
<th>Genetic Predictions</th>
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<tr>
<td><strong>Cow Value</strong></td>
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<td>Calving Ease Dir</td>
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- **Calving Ease Direct**
  - More Calving Difficulty
  - Less Calving Difficulty
- **Weaning Weight**
  - Lighter Live Weight
  - Heavier Live Weight
- **Yearling Weight**
  - Lighter Live Weight
  - Heavier Live Weight
- **Milk**
  - Lighter Live Weight
  - Heavier Live Weight
- **Mature Cow Weight**
  - Lighter MATURE Weight
  - Heavier MATURE Weight
- **Carcase Weight**
  - Lighter Carcase Weight
  - Heavier Carcase Weight
- **Eye Muscle Area**
  - Smaller EMA
  - Larger EMA
- **Rib Fat**
  - Less Fat
  - More Fat
- **IMF**
  - Less IMF
  - More IMF
- **Total Breeding Value**
  - Lower Profitability
  - Greater Profitability

**Source** - Angus Australia - Angus HeiferSELECT report

• **Review and rank** individual animals
• **Utilise** individual animal reports for on-line sales
• **Identify superior females** as the basis for rebuilding your herd
• **Identify females that have the greatest reproductive potential**
• **Identify genetically inferior females to support culling decisions**
• **Analyse females who are superior for multiple traits of interest**
• **Utilise results to make herd management decisions to drive profit**

**NEXT STEPS**

- To access the Angus HeiferSELECT™ product, producers need to be a member of Angus Australia.
- Order DNA Collector Kits from Zoetis Genetics Customer service by email: genetics.au@zoetis.com
- Collect DNA samples and return to Angus Australia with an Angus HeiferSELECT™ order form.
- Angus HeiferSELECT™ is compatible with add-on BVDV-PI testing
- Angus HeiferSELECT™ results will be provided via an innovative online reporting tool that is accessed via the Angus Australia website

**To commence an Angus HeiferSELECT™ testing program, or for more information on this product visit** [https://genetics.zoetis.com/australia/products/beef/angus-heiferselect.aspx](https://genetics.zoetis.com/australia/products/beef/angus-heiferselect.aspx) **or contact your local Zoetis representative on 1300 768 400**