ANGUS HeiferSELECT™

The advanced genomic tool to inform the selection of replacement heifers for commercial Australian Angus breeders.
Herds with a superior genetic profile have a fundamental advantage over other herds and will outperform their contemporaries over their lifetime. It is in their DNA.

Effective selection of replacement females is one of the most challenging aspects of commercial cow-calf production.

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. This makes it critical for producers to select and develop the right replacement heifers – and consistently mate them to complementary sires - to optimise profitability.

**The choice for commercial producers is not:**
- optimise nutrition and animal health OR optimise genetics

**The choice for commercial producers is:**
- optimise nutrition and animal health AND optimise genetics

**ANGUS HeiferSELECT™**

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

**SUPERIOR DECISIONS**

- **Genetic testing results** of a herd enable superior decision making for producers.
- **Selection Decisions** – identify females that will deliver the best outcomes into the future as the basis for rebuilding your herd
  - **Breeding Decisions** – identify females that have the greatest reproductive potential and are the best cattle to retain as replacement heifers
  - **Culling Decisions** – identify females that are genetically inferior and therefore may be the best choice for culling
  - **Bull Selection Decisions** – utilising results from tested heifers is helpful for producers in fine-tuning their bull buying whereby Angus HeiferSELECT™ ratings and individual trait predictions point to specific opportunities for improvement (i.e. marbling and gain), and help guide producers to the most complementary Angus bulls

- **Manage Inbreeding Decisions** – use sire discovery information to avoid inbreeding and associated depression in performance primarily related to reproductive, survival and fitness traits

- **Marketing Decisions** – information from tested heifers can be used to help inform commercial marketing opportunities
TRAITS EVALUATED

Angus HeiferSELECT is exclusively available to commercial members of Angus Australia and provides genetic estimates for the following traits:

<table>
<thead>
<tr>
<th>INDEX</th>
<th>• Total Breeding Value • Star Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>PEDIGREE</td>
<td>• Most Likely Sire (where sire genotype is recorded)</td>
</tr>
<tr>
<td>COW VALUE</td>
<td>• Calving Ease Direct • Weaning Weight • Yearling Weight • Milk • Mature Cow Weight</td>
</tr>
<tr>
<td>CARCASE VALUE</td>
<td>• Carcase Weight • Eye Muscle Area • Rib Fat • Intramuscular Fat (IMF)</td>
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DATA TO DECISIONS

- **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**

THE ZOETIS DIFFERENCE

Zoetis provides comprehensive solutions for beef producers

- **Our genetic services go way beyond the lab**
  - Zoetis offers unrivalled customer service and advice and is backed by over 30 local Zoetis representatives including dedicated genetics specialists and our genetics customer service centre
- **Size and global scale provides a wealth of global knowledge**
  - 17 staff Ph.D. geneticists driving cutting edge research and development
  - Unmatched technical support and customer service
- **Products and expert advice for vaccines, medicines, diagnostic tools and services**

![Total Breeding Value](image-url)

Source - Angus Australia - Angus HeiferSELECT report
MAKING IT HAPPEN

Investing in Angus HeiferSELECT with Zoetis today identifies the superior breeding stock making you more money tomorrow.

CONFIDENCE

Genotyping provides information about the genetic merit of your heifers giving you confidence in your breeding and decision making.

ACTION

Act on the results from Angus HeiferSELECT to:

- Identify your best young heifers as future breeding dam prospects
- Remove poor merit animals from the breeding herd
- Breed from your superior stock to drive productivity and profit

REWARD

- Increase the profitability of your enterprise
- Increase the value of your herd

For more information on Angus HeiferSELECT

Please contact Customer Service or your local Zoetis Sales Representative:

Customer Service 1300 768 400
PO Box 75, Banyo QLD 4014
Email: genetics.au@zoetis.com
Web: https://genetics.zoetis.com/Australia/

Northern Region – NSW & QLD
Lachlan Ayoub 0437 226 122

Southern Region – VIC, SA, WA & TAS
Jake Bourne 0419 664 834

NEXT STEPS

- Angus HeiferSELECT™ is available to members of Angus Australia
- Order DNA Collector Kits from Zoetis
- Collect DNA samples and return to Angus Australia with a completed Angus Australia Angus HeiferSELECT™ Order Form
- Angus HeiferSELECT™ results will be available via an innovative on-line reporting tool that is accessed via the Angus Australia website

Before testing animals producers should contact staff at Zoetis or Angus Australia to discuss the suitability of the product for these animals.

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

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