



THE SCIENCE OF SELECTION

The advanced genomic selection tool for
New Zealand Angus breeders



TRUSTED SCIENCE

The new HD 50K for Angus

- Is the latest innovation in genomic technologies that enable Zoetis to provide high density genotyping services to New Zealand Angus producers
- Is an output from on-going research and development activities
- Will enable Zoetis to quickly take advantage of outputs from our Angus Reference Genome Research Project — another Zoetis world first



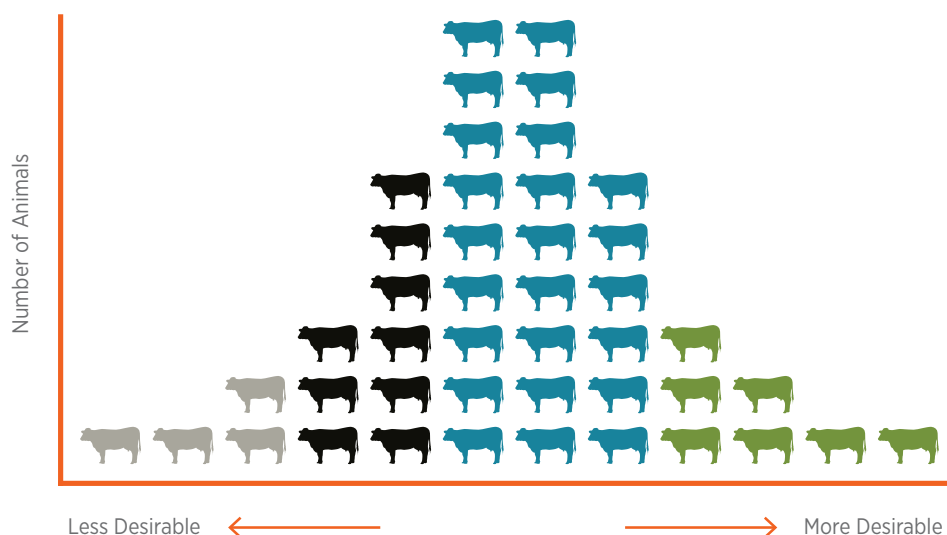
RELIABLE SOLUTIONS SOONER

✓ HD 50K for Angus

- Increases the accuracy of Angus BREEDPLAN EBVs and indexes for young Angus bulls and heifers, with limited or no progeny, daughters, or carcass information
- Increases the accuracy of Angus BREEDPLAN EBVs for time consuming, difficult, expensive and hard-to-measure traits, such as intramuscular fat, eye muscle area and net feed intake
- Delivers more dependable and comprehensive Angus BREEDPLAN EBVs and indexes
- Includes parentage verification
- Compatible with “add-on” testing for important recessive genetic conditions

✓ Maximise the benefits from HD 50K within Angus BREEDPLAN via whole cohort testing;

- Select, mate and market Angus seedstock with greater confidence
- Identify your best young sire/dam prospects
- Use only the best bulls
- Ensure only the best heifers enter the breeding herd
- Cull the bottom end





TRAITS EVALUATED

HD 50K for Angus is fully incorporated into Angus BREEDPLAN delivering increased accuracy to the following EBVs;

SELECTION INDEX (\$)	• Angus Pure Index • Angus Self Replacing Index
CALVING	• Birth Weight • Gestation Length • Calving Ease Direct • Calving Ease Daughters
GROWTH	• 200 Day Growth • 400 Day Weight • 600 Day Weight • Mature Cow Weight • Milk
EFFICIENCY	• Net Feed Intake (Post Weaning) • Net Feed Intake (Feedlot)
CARCASE	• Carcase Weight • Rib Fat • Rump Fat • Eye Muscle Area • Intramuscular Fat • Retail Beef Yield
FERTILITY	• Scrotal Size • Days to Calving

ZOETIS IS THE LEADING INNOVATOR... BUILD A HISTORY WITH THE COMPANY CREATING THE FUTURE

Zoetis provides comprehensive solutions for beef producers

- ✓ **Our genetic services go way beyond the lab**
Zoetis offers significant customer service and advice and is backed by 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**

MAKING IT HAPPEN

Investing in HD 50K for Angus today identifies the superior breeding stock making you more money tomorrow

CONFIDENCE Genotyping provides more reliable information about the genetic merit of your cattle

ACTION Act on the results from HD 50K to:

- Identify your best young sire/dam prospects
- Use only the best bulls

REWARD

- Select, mate and market Angus seedstock with greater confidence
- Increase the value of your herd
- Avoid the cost of raising inferior stock
- Ensure future investments are only in your best animals

For more information on HD 50K for Angus

Please contact your local Genetics Professional Sales Representative:

North Island Genetics Specialist

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Technical Services Manager

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NEXT STEPS

- Order DNA Collector Kits: Hair sample Collectors or Tissue Sample Units can be ordered from the Zoetis Customer Service Office
TSU samples can also be ordered from Allflex with matched EID tag birthpack
- Collect DNA samples and return to Zoetis Customer Service Office with a completed Order Form
- HD 50K results will be uploaded for inclusion in the next subsequent Angus BREEDPLAN analysis, with updated EBVs reported via SearchPoint



HD50K: THE TIME IS NOW. WHY WAIT?

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