

# IGENITY® Details for Increased Success

## Help reduce the gamble of selecting heifers.

Selecting replacement heifers *without* inside information from the comprehensive IGENITY® profile can be like going “all in” on a poker hand you haven’t seen yet.

While you’re waiting for the genetic cards of potential heifers to reveal themselves, you could be spending valuable feed and time developing females you’ll end up culling before it’s time to cash in.

Research shows you don’t break even on heifers until 6 years of age.<sup>1</sup> Cows culled before 6 years of age are a direct hit to your bottom line. Or, if not culled, the wrong heifers can pass along inferior traits, such as low fertility or poor marbling ability, to several generations of calves.

With the comprehensive IGENITY profile, you know more about the hand you’re dealt — early in the life of each heifer. The IGENITY profile includes multiple-marker analyses for economically important traits that may be difficult to measure in young cattle.

IGENITY is the only available DNA profile that provides inside information about more than a dozen economically

important traits — all from a single DNA sample. Using only traditional selection tools or just a limited-scope DNA test could stack the deck against you. The comprehensive IGENITY profile reveals more genetic “cards” — and helps raise the confidence of every decision.

### The stakes get higher every day.

Right now is a great time to gather the inside information that will help you make confident heifer selection, marketing and managing decisions. Adding the comprehensive IGENITY profile to your heifer selection protocol can help ensure that decisions made today will result in a productive, efficient herd for years to come.



[www.igenity.com](http://www.igenity.com) 1-877-IGENITY