

# INVEST IN YOUR HERD'S FUTURE

## Unlock the Power of Genomics

Get the genetic insights you need to make smarter breeding decisions, reduce risk, and maximise herd potential with the genomic profiling options available through PBB.



**ANGUSGS**  
*Powered by Neogen*

Look for this logo on sale lots— it shows that the animal has been DNA profiled using a SNP-based test and has been included in a genomic evaluation. You will also see “Genomics” listed under its “Traits Analysed”.

## VERIFIED GENETICS, CONFIDENT DECISIONS, STRONGER HERDS

- Make smarter selection decisions — gain genetic insights earlier in an animal's life.
- Market with confidence — provide buyers with verified genomic data.
- Strengthen herd linkages — enhance connections within the reference population.
- High-density SNP profiling — for targeted genetic analysis.
- Trusted parent verification — conducted in-house by the PBB DNA team.

**Power your breeding program with genomics  
— because better data leads to better cattle.**

**FOR COMPLETE END-TO-END SERVICE AND SUPPORT,  
TALK TO THE PBB DNA TEAM**

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**[pbbnz.com](http://pbbnz.com)**

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