

# 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.



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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