GenSELECT® PROFILE

PBB NEOGEN

Genetic Evaluation for Commercial Herds

What is GenSELECT Profile?

GenSELECT Profile puts the power of genomics in the hands of commercial beef farmers. Developed by ABRI, powered by BREEDPLAN, and supported by NZ Herefords and Herefords Australia to provide a comparative overview of a herd's genetic traits and performance potential.

GenSELECT Profile is a genomic tool that uses samples from 30 females within a herd to create an average set of Genomic Breeding Values (GBVs).

The result is a powerful snapshot of your herd's genetic merit that allows you to sharpen your selection decisions and accelerate genetic progress in reproduction, growth, and carcass traits, so your herd works harder for your bottom line.

Suitable for commercial Hereford herds

Select with confidence. Breed for progress. Profit from performance.

Make smarter bull buying decisions by matching the right genetics to your herd with the insights GenSELECT Profile delivers – use the data to understand of your herd's genetic strengths and opportunities and select bulls that will move the needle to where it matters most for your farming system.

GenSELECT Profile gives you 'averaged' Genomic Breeding Values (GBVs) for:

Six (6) maternal traits; calving ease, 200-day weight (weaning), 400-day weight (yearling), mature cow weight, milk, and days to calving.

Five (5) carcass traits; carcass weight, eye muscle area, rib fat, retail beef yield, and intramuscular fat.

A relevant market index is also included; for New Zealand based animals this is the Hereford Prime Index.

How will the results be reported?

The sampled group's average GBV is displayed for each trait. The GBV figures are comparable with EBVs and are represented in a bar graph for a visual snapshot of your herd's genetic merit in relation to the breed average.

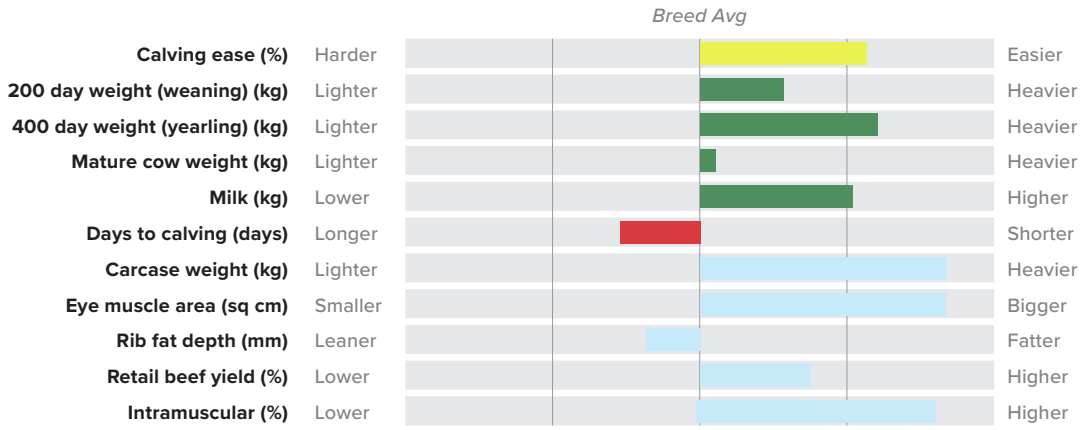
The Index result is reported as a dollar ($) value which indicates profitability.

(see overleaf)

SUPPORTED BY NZ Herefords HEREFORDS Australia

Profile Results

	CE	200	400	MCW	MILK	DTC	CWT	EMA	RIB	RBY	IMF	$HP
GBV	+12.4	+37	+68	+68	+22	-3.0	+70	+6.4	+0.7	+1.3	+1.6	$135



Trait		Result Description
Calving ease (%)	CE	Higher, more positive GBVs indicate genetics for easier calving (less difficulty).
200-day weight (weaning) (kg)	200	Higher, more positive GBVs indicate genetics for heavier calves at 200 days (weaning).
400-day weight (yearling) (kg)	400	Higher, more positive GBVs indicate genetics for heavier animals at 400 days (yearling).
Mature cow weight (kg)	MCW	Higher, more positive GBVs indicate genetics for heavier mature cow weights, with correspondingly higher maintenance requirements and costs.
Milk (kg)	MILK	Higher, more positive GBVs indicate genetics for more maternal ability, with corresponding heavier calves at weaning. Note that producers in harsher environments may prefer moderate values.
Days to Calving (days)	DTC	Lower, more negative GBVs indicate genetics for better fertility (including a shorter interval from bull-in date to calving).
Carcass weight (kg)	CWT	Higher, more positive GBVs indicate genetics for heavier carcass weights.
Eye muscle area (sq cm)	EMA	Higher, more positive GBVs indicate genetics for larger eye muscle area (more muscularity).
Rib fat (mm)	RIB	Higher, more positive GBVs indicate genetics for more rib fat, relative to carcass weight (fatter carcass).
Retail beef yield (%)	RBY	Higher, more positive GBVs indicate genetics for higher yielding carcases.
Intramuscular fat (%)	IMF	Higher, more positive GBVs indicate genetics for more marbling.
Index: Hereford Prime – NZ Only	$HP	Higher, more positive figures indicate genetics for more profitability in a self-replacing commercial herd targeting the Hereford Prime program.

How to order:

1. Purchase tissue sample units from PBB, then collect 30 random samples from across your cow herd (to give you a true representative snapshot of your herd's overall genetic merit).
2. Login to the GenSELECT portal **https://genselect.breedplan.com.au/login/** to generate a unique batch number for your order and download the order form. *(*new users will need to create a login)*
3. Complete the order form then email your form to PBB at **dna@pbbnz.com** and print a copy to include with your samples when you send them to PBB.

AVAILABLE IN NEW ZEALAND EXCLUSIVELY THROUGH PBB WITH THE SUPPORT OF NZ HEREFORDS.

PBB, PO Box 503, 75 South Street, Feilding 4740
P: 06 323 4484 **E:** dna@pbbnz.com | **pbbnz.com**

Genetic evaluation is conducted by ABRI

GenSELECT® Powered by BREEDPLAN