



**INVEST  
IN YOUR  
HERD'S  
FUTURE**



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

**PBB, PO Box 503, 75 South Street, Feilding 4740**  
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Scan the QR  
code to find  
out more



## **Unlock the Power of Genomics with the GGP 100K Test.**

Get the genetic insights you need to make smarter breeding decisions, reduce risk, and maximise herd potential.

GGP 100K is the ultimate genomic profiler.

Look for the GGP 100K logo on sale lots—it shows that the animal has undergone SNP testing (via Neogen & PBB) and has been included in a Genomic Evaluation, with “Genomics” listed under Traits Analysed.

## **THE VALUE OF GGP 100K**

- 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 Simmental reference population.
- High-density SNP profiling— approx 100,000 SNPs for deeper genetic analysis.
- Trusted parent verification—conducted in-house by the PBB DNA team.

**Power your breeding  
program with GGP 100K —  
because better data leads  
to better cattle.**

