

# FERTILITY. POUNDS. PROFIT.

The first and only genetic tool to improve your bottom line

Igenity<sup>®</sup> + Envigor is an advanced, accurate and economical DNA profile that reveals the genetic potential you need to build a stronger herd. Paired with the industry's first, and only heterosis tool, Envigor, increased Igenity + Envigor scores can lead to greater fertility in your females, and more profit at the rail.

Envigor describes an estimate of heterosis in crossbred cattle. Reported on a scale of 1 to 10, the results can be used as an indication of hybrid vigor. A higher score indicates increased heterosis.

## BENEFITS

Hybrid Vigor<sup>1</sup> leads to:

- Increased fertility
- Lower cull rates
- More pounds weaned per cow exposed
- Greater feed efficiency

1-score increase in Envigor can lead to<sup>2</sup>:

- 4% increase in the probability of a heifer breeding as a yearling
- 4% increase in the probability of the cow staying in the herd for 6 years
- 2% decrease in the probability of an animal having a health event

<sup>1</sup> Basarab et al. (2018; Can J. Anim. Sci. 98:642-655)

<sup>2</sup> Data on file at Neogen, Lincoln, NE

**Igenity<sup>®</sup> + Envigor<sup>™</sup>**  
Select with Confidence at [IGENITYBEEF.com](http://IGENITYBEEF.com)



# SELECTION DECISIONS MADE EASY

Pair Envigor with Igenity Beef so you can confidently select heifers that maximize future opportunity

Get the power of genomic prediction with the first and only selection tool for crossbred commercial cattle

- Clear, actionable scoring on 16 maternal, performance and carcass traits
- Production, maternal and terminal selection index options help with multi-trait selection
- Powerful dashboard assists in visualizing data and sorting cattle
- NEW Igenity Total Cow Index to combine heterosis and genetic potential in your females

## GET IGENITY BEEF + ENVIGOR

1. Purchase sampling materials at [order.igenity.com](http://order.igenity.com)
2. Collect samples when working young calves
3. Download and complete the order form from [igenitybeef.com](http://igenitybeef.com)

## SEND SAMPLES TO:

NEOGEN Genomics  
4131 N. 48th St.  
Lincoln, NE 68504

## RESULTS ARRIVE IN JUST 21-28 DAYS

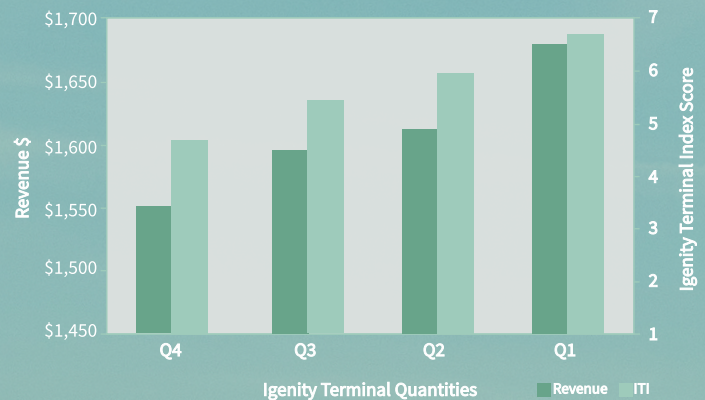
- Contact your local territory manager
- Email [igenity.support@neogen.com](mailto:igenity.support@neogen.com)
- Visit [igenitybeef.com](http://igenitybeef.com)

## Envigor Scores can increase fertility



A 1-point increase of Envigor can lead to a 3.8% increase in the probability of a heifer breeding as a yearling

## Higher Igenity Terminal Index (ITI) scores means more profit at the rail



In a study conducted on over 2,000 crossbred heifers, the top 25% of heifers based on ITI

- Increased REA of 0.60 in<sup>2</sup> (P < 0.01)
- Increased HCW of 48 lbs (P < 0.001)
- Increased ITI of 2 points (P < 0.001)

Resulting in a revenue difference of over \$100 per animal when compared to the bottom 25%.



**Igenity**<sup>®</sup> + Envigor<sup>™</sup>