



## Igenity<sup>®</sup>

Feeder

# Consistent, Repeatable, Results with Every Pen.

You've bought the cattle; now how do you sort maximize profit, quality, and performance? Igenity<sup>®</sup> Feeder is the newest tool to objectively and consistently manage feedlot pens to achieve end goals.

With user-defined marketing data, Igenity Feeder uses DNA information to predict performance, quality, and economic endpoints for cattle feeders.

### Days on Feed (DOF)

- Igenity Feeder predicts profit curves for an animals' optimal DOF — maximizing genetic potential and saving unnecessary days on feed.

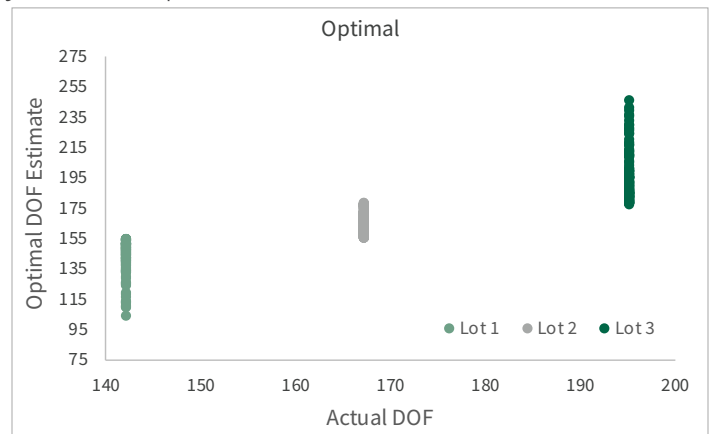
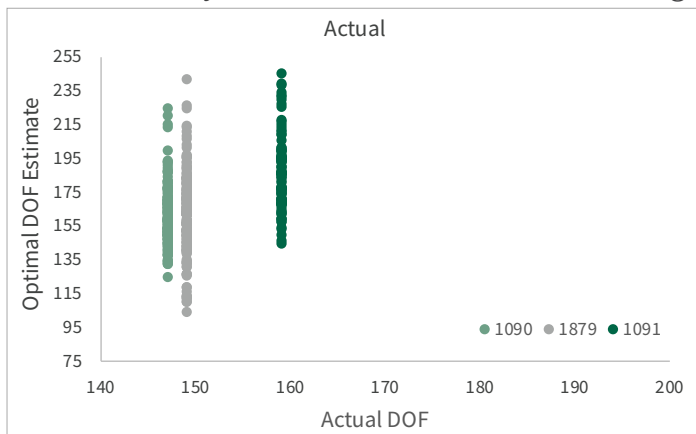
### Manage Feedlot Pens with Precision

- Using Igenity Feeder to see each animals genetic potential, cattle feeders now have an objective and consistent data point to make decisions from.
- Liveweight, yield grade, quality grade, carcass weight, and marbling predictions allow cattle feeders to effectively sort and manage pens of cattle.

### Head Day Optimization

- Maximize the value of each day an animal is on feed.
- Gain greater insight into performance, allowing procurement and marketing decisions to be made with confidence.

## Before Sort by Traditional Methods vs. After Igenity Feeder Optimal DOF Sort



### Manage Variability

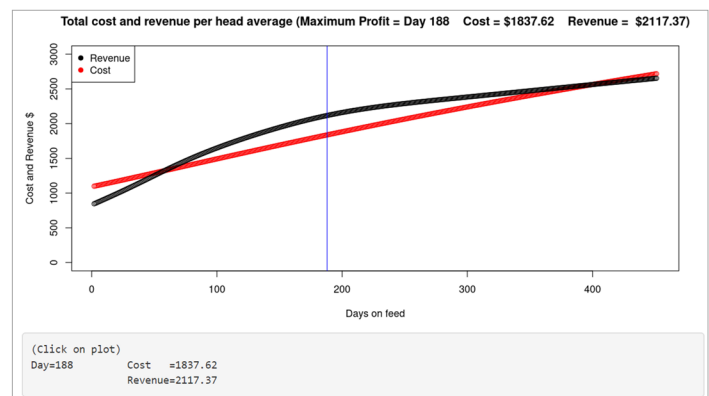
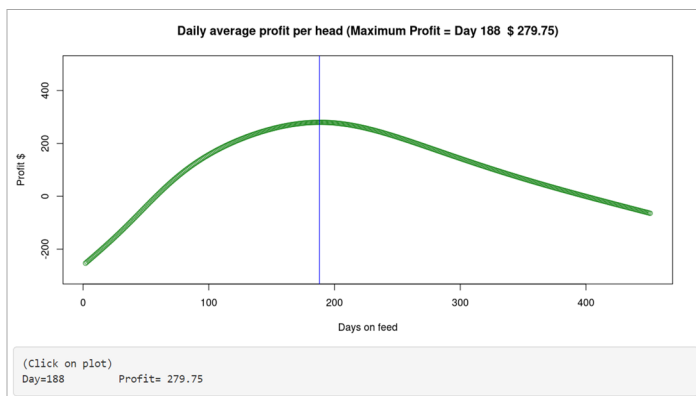
Tight margins, increased costs, and cattle variability play a large role in profitability and risk management strategies. Let Igenity Feeder define, sort, and decrease variability across pens.

Three pens above sorted with Igenity Feeder:

- Increased profit by 10% across three pens of cattle.
- Increased choice or above grade by 11%.
- Reduced unnecessary DOF for 25% of cattle without sacrificing quality or performance.

### Sort Each Pen for Maximum Success

Let the DNA define the sort and showcase each animal and pen DOF profit point.



### DNA That's Fast, Accurate, and Affordable

Neogen® offers an industry-leading turnaround time of 17 days\* and at \$15 per sample — Igenity Feeder brings the power of DNA selection to feeder calves, so producers can provide tangible, real results to their sorting and marketing efforts. If you don't receive results in the 17-day time, you get 20% off of your order\*.

Contact Neogen for more information at [genomicsinfo@neogen.com](mailto:genomicsinfo@neogen.com) or at 877.443.6489.