

72K

**THE INDUSTRY
STANDARD**
NOW HAS HIGHER
STANDARDS.

Next Generation Genetic Testing
For Best Generation Angus.

ANGUSGS
Powered by Neogen®



ANGUS. BETTER THAN EVER.

The standard in genetic testing for Angus cattle is raising its standards. Now equipped with an additional 22,000 markers, Angus GS™ is the highest density Angus specific DNA profiler. The Angus GS™ expanded content provides greater power for traits including calving ease, birth weight, marbling, heifer pregnancy and more.

Angus GS delivers the best aspects of our powerful traditions and market success for whole-herd genomic selection, now, more so than ever.

Empowering Your Future With Genomics

Pick the best cattle from your seedstock herd. Use genomics to guide mating, management and marketing decisions. Use the power of DNA prediction to compete at a higher level.

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The Genomic Profile That's All About Angus.

- Angus-specific gene markers for improved accuracy
- A full 72K for genomic prediction
- Novel DNA content full of future opportunity
- A business opportunity for rapid, whole herd advancement

Saturated With Angus-Specific DNA Content

We've added 22,000 informative new Angus gene markers to our core content.

- High quality gene markers will improve prediction accuracy
- We'll better understand the inherited contributions from all ancestors

Novel DNA Traits For Our Future Success

The future is bright for mating plans that improve fertility and other key traits.

- With ongoing discovery built in, Angus GS™ gives you head start on future opportunity
- New potential to better understand healthy embryonic development, feed efficiency and meat tenderness

THE FULL 72K. BETTER FOR ANGUS THAN ANY OTHER 50K. EVER.

Neogen team,
how would you
like to word
this?

By moving to a new standard for genetic predictions, we can take full advantage of all 72K of Angus-specific content on the new Angus GS.

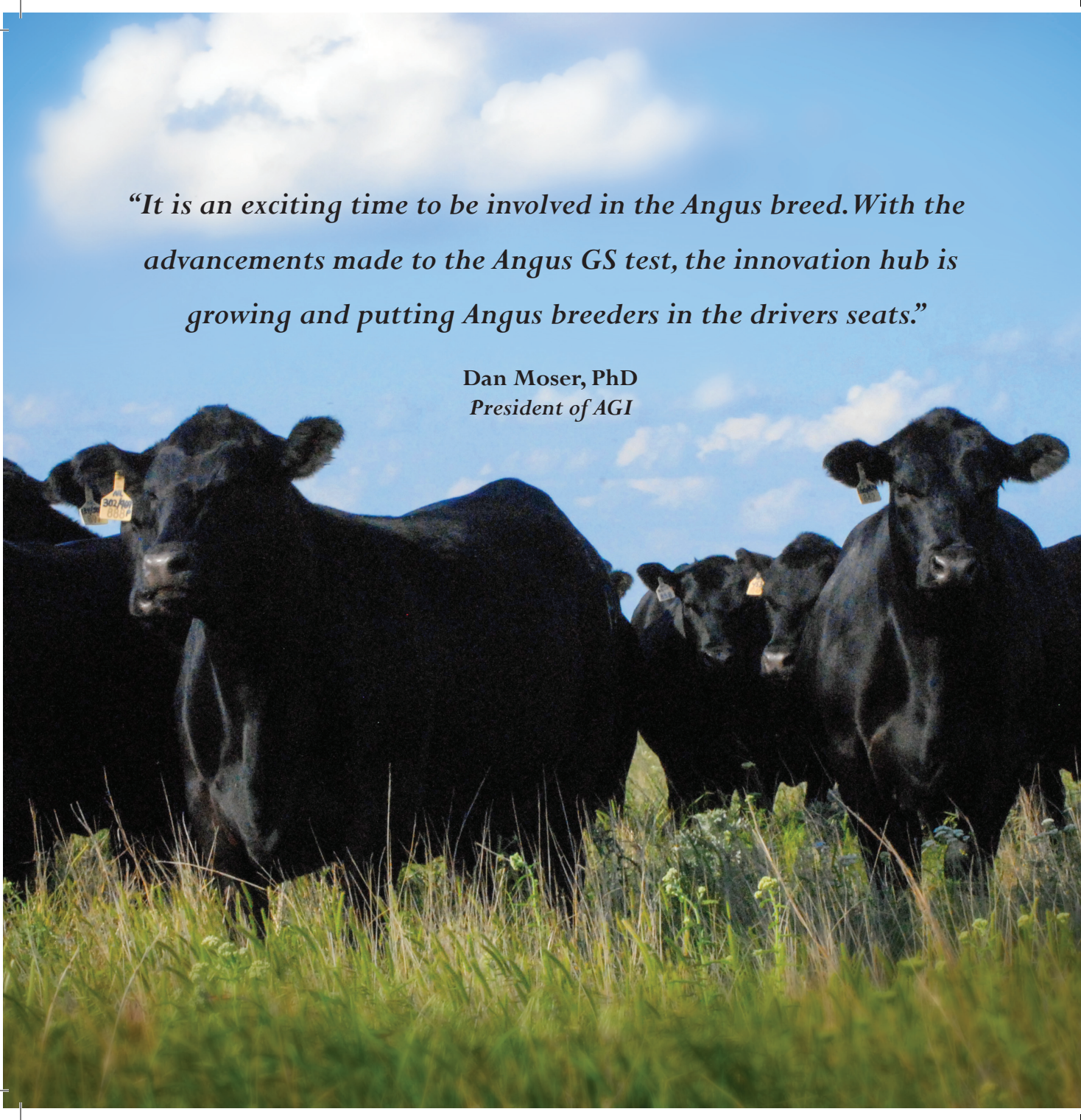
- More informative DNA data in the genetic evaluation
- XX% more genetic markers for greater insight
- Has all markers used in the Angus evaluation, no imputation required

A Business Opportunity

The Angus GS is more than a DNA test. It's a new opportunity.

- You will know your cow herd better when you use DNA testing on your females
- Make mating decisions that better meet your customers' seedstock needs

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“It is an exciting time to be involved in the Angus breed. With the advancements made to the Angus GS test, the innovation hub is growing and putting Angus breeders in the drivers seats.”

Dan Moser, PhD
President of AGI

PUTTING ANGUS GS TO WORK: THE ADVANTAGES OF WHOLE HERD GENOTYPING.

Powerfully Affordable – Easy to Use, Angus GS™ Is The Best DNA Profiler For Angus Seedstock Production.

It Starts with DNA Sampling

Angus Genetics now welcomes Allflex Tissue Sampling Units (TSU), a practical DNA collection system during routine cattle handling. Collect DNA in seconds. Fast. Clean. Easy.

Make the Best Plan for Your Whole Herd

Once, we only DNA-tested the top end of sale bulls. Today, Angus GS will help us select both males and females to produce future generations of superior sale bulls.

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“Angus GS is designed to work hand in glove with AGI’s genetic engine to calculate EPDs. This is the best EPD technology to pair with advanced reproductive technologies.”

Stephen Miller, PhD
Director of Genetic Research, AGI



	Sire & Dam EPD	Sire GE-EPD & Dam EPD	Sire & Dam GE-EPD
Increased Rate of Genetic Gain	31.94%	37.81%	44.56%

MANAGE BREEDING AND MATING PLANS PROACTIVELY.

Knowing Both Sides Of A Mating, We Can Improve Beneficial Traits While Breeding Around Less Desirable Qualities.

Genomically Enhanced -EPDs – A Brand Builder for Your Herd


Heifer bulls with superior calving ease. Terminal sires with outstanding \$B . Thrifty bred heifers with strong fertility. Your customers count on these accuracies to achieve their goals.

Make Faster Progress, Reducing Generational Interval

Using Angus GS™, profile males and females soon after they are born, saving years of risk and investment.

- AGI’s single-step EPD methodology differentiates full-sibs, early in life
- Angus GE-EPDs, used with A.I. and E.T. tools, can move your program even faster

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*“With this power, the Angus breed will
pull ahead of the competition even faster as we collect
genotypes and phenotypes on more animals.”*

Kelli Retallick, PhD
Director of Genetic Service, AGI

STAYING ON TOP OF THE FIELD.

**As Angus GS™ Results Pour In, Scientists At AGI Will Hone
Prediction Accuracies For Exciting Novel Traits.**

A Very Bright Future Ahead

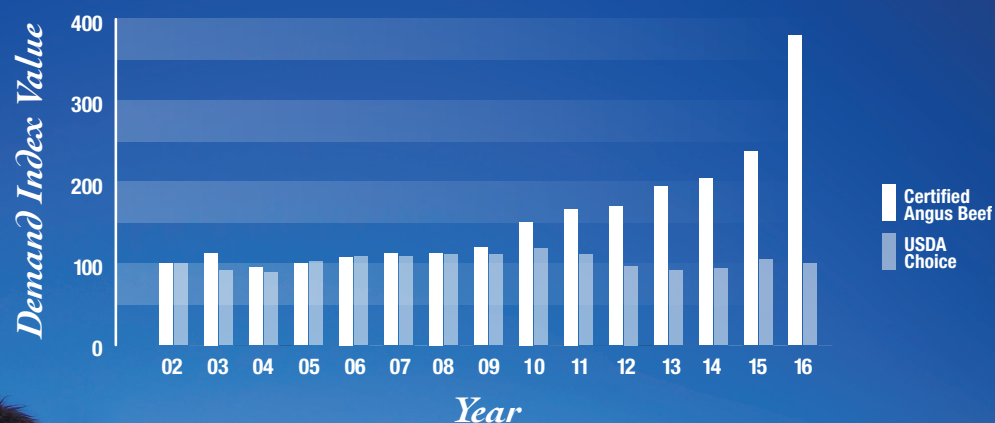
The Angus GS is a powerful new product. As is. And, it is going to get better and better.

- **Fertility** – Angus GS detects blocks of DNA scientifically associated to embryo health. AGI scientists aim to pinpoint genes that enhance fertility.
- **Feed efficiency** – Angus GS detects genetic regions that affect feed efficiency in the Angus breed. AGI will continue to push ahead on efficient feed conversion.
- **Tenderness** – Angus GS contains standard tenderness markers plus genes that may influence meat quality in Angus cattle.
- **Great promise on the genomic frontier** – Included with Angus GS are potential markers for health traits and environmental adaptability. Bottom line: Angus producers using Angus GS will be ahead of the pack.

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“We have had tremendous success as breeders, producers and marketers of the Angus brand. And we are building an even more exciting future. Angus GS is part of that plan.”

Jerry Connealy
Owner of Connealy Angus



Wholesale Beef Demand Index Values Source: USDA, Urner Barry & Certified Angus Beef LLC

READY TO GO?

Visit angusaustralia.com.au to learn more about the new standard for genetic testing in the Angus breed.

Here you can access the website to purchase Angus GS and see how to submit orders and samples.

Make A Plan.

To schedule a discussion about your goals, please contact Angus Australia or your local Neogen Territory Manager (07 3736 2134 | naa@Neogen.com | 14 Hume Drive, Bundamba QLD 4304).

Tool Up For Success.

Angus GS™ marketing support materials are available to members at www.angusaustralia.com.au

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Enhancing & Promoting
the value of Angus

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