GeneMax® Advantage is a genomic test created from a collaboration between Angus Genetics Inc.® (AGI), a subsidiary of the American Angus Association® and Zoetis. The test, which includes individual trait reporting for specific maternal, feedlot and carcass traits, is for use in commercial Angus replacement females (75% or greater) to help you make better-informed selection, mating and marketing decisions.

Three Economic Index Scores
GeneMax Advantage features three economic index scores that allow for easier, more dependable decision-making:

- **Cow Advantage** – Expressed as a score of 1 to 100 (the higher the score, the more genetic potential), this index predicts differences in potential profitability from heifer development, pregnancy and calving to the sale of weaned progeny. Plus, the report now includes individual trait reporting for ten maternal traits for more specific breeding decisions – birth weight (BW), calving ease maternal (CEM), weaning weight (WW), yearling height (YH), heifer pregnancy (HP), milk, mature weight (MW), foot conformation - claw and angle composite (CAC), docility (DOC) and cow cost.

- **Feeder Advantage** – Expressed as a score of 1 to 100 (the higher the score, the more desirable), this index predicts differences in net return of feeder calf progeny due to growth, feed efficiency and Certified Angus Beef® (CAB) carcass merit. Plus, the results include individual trait reporting for seven feedlot and carcass traits for more specific breeding decisions – gain, feed to gain (F:G), carcass weight (CW), marbling (Marb), ribeye area (RE), fat and tenderness (TND).

- **Total Advantage** – Expressed as a score of 1 to 100 (the higher the score, the more genetic potential), this index predicts differences in potential profitability from genetic merit across all economically relevant traits captured in the Cow and Feeder Advantage index scores.

Now with more traits and updated indexes
IMPLEMENTING GENEMAX ADVANTAGE

GeneMax Advantage information enables more timely and efficient breeding decisions for increased productivity and net return:

- Select females based on Total Advantage Score and correctively mate to improve Cow Advantage and/or Feeder Advantage Scores.
- Eliminate or correctively mate females with especially undesirable genetic merit for traits such as docility, foot soundness and tenderness.
- Minimize inbreeding and use results to better inform future Angus bull buying.
- Plus, GeneMax Advantage test results can be used in feeder cattle marketing programs to better inform retained ownership, and/or price discovery when selling untested steer mates.

ORDERING TESTS

More information and electronic ordering of Zoetis HD50K® for Angus and GeneMax Advantage can be found at www.angus.org/agi or genemaxadvantage.com. Samples and completed order forms must be submitted to:

Angus Genetics Inc. (AGI)
3201 Frederick Ave.,
Saint Joseph, MO 64506
Phone: 816-383-5100

Allflex® tissue samples for GeneMax Advantage, and may be ordered by contacting your Zoetis Genetics representative or AGI. AGI is the exclusive distributor of HD50K for Angus and GeneMax Advantage.

LEARN MORE

GeneMax Advantage Technical Summary is available by contacting AGI or Zoetis Genetics representatives, or visiting www.angus.org/AGI or genemaxadvantage.com.