Ensuring cattle meet consistent standards of feeder and fed cattle marketing programs can be challenging. Not meeting those standards can make a huge difference in how much ends up in your pocket.

GeneMax Focus was created to help you select and breed cattle with genetics that can consistently qualify for carcass premiums and value-added feeder cattle marketing programs.

GeneMax Focus helps you identify replacement heifers with superior genetic merit for growth and marbling, leading to continuous improvement in feedlot performance, quality grade and associated economic returns.

GeneMax Focus was created through a collaboration between Zoetis, Angus Genetics, Inc. (AGI) and Certified Angus Beef®.
JUST BY LOOKING AT YOUR HEIFERS, can you really tell which ones are going to transmit desirable growth and grade to future offspring?

GeneMax® Focus™ delivers genetic predictions for four traits:

- Weaning weight (WW)
- Post-weaning feedlot gain (Gain)
- Carcass weight (CW)
- USDA marbling score (Marb)

GeneMax Focus from Zoetis is a simple, affordable genomic test for commercial Angus replacement females (75% or greater) designed to enhance the production efficiency of Certified Angus Beef®.

GeneMax Focus’ economic selection index – called GMX Score – ranks animals for net returns due to combined genetic merit for growth, carcass weight and quality grade (marbling). Scores for individual traits and the index benchmark animals against a reference population of more than 37,000 genotyped commercial Angus cattle. GeneMax Focus results includes Sire Match to HD 50K and i50K™ tested Angus AI and natural service bull batteries.

Here’s how:

- Collect samples during pre-weaning, weaning or vaccination processing from two-thirds or three-quarters of the heifer crop that were earliest born and meet visual appraisal criteria. GeneMax Focus tests are priced at $17 per head.
- Select roughly the top 50% of tested heifers based on GMX Score, desired individual trait scores, Sire Match results and associated GE-EPDs, especially for maternal traits.
- Minimize inbreeding by selecting the best unrelated bulls for breeding to tested commercial heifers.
- Use GeneMax Focus information to inform marketing and price discovery of untested steer and unselected heifer mates through various feeder cattle marketing programs.
- Use accumulated GeneMax Focus information from the cow and replacement inventory to provide insight into Angus bull-buying decisions.

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With GeneMax Focus, you can have more knowledge and confidence when making replacement heifer selection and breeding decisions.

You can also mitigate risks associated with feedlot performance and quality grade premiums/discounts by integrating GeneMax Focus scores into feeder cattle marketing programs including AngusSource®, Top Dollar Angus and Reputation Feeder Cattle for enhanced price discovery of untested steer mates. Help insulate yourself from price volatility by using reliable, consistent information from GeneMax Focus for decision-making.

EASY-TO-USE SCORES MAKE DECISION-MAKING – AND HERD PROGRESS – MORE EFFICIENT AND RELIABLE.