

THE TIME TO i50K IS NOW



i50K IS A COST-EFFECTIVE OPTION TO HELP ANGUS BREEDERS BEGIN TESTING OR TEST MORE ANIMALS FOR MORE INFORMED SELECTION, MATING AND MARKETING DECISIONS

If you are looking for one of the beef industry's most affordable, accurate and dependable genomic solutions, consider new i50K.™

- Effectively the same accuracy for GE-EPDs as HD 50K
- With i50K more can be known than if an animal had 10 – 20 progeny records¹
- One sample for GE-EPDs, genomic percent ranks and parentage verification
- Industry-leading turnaround times
- Enables Sire Match for GeneMax® Focus™ and GeneMax® Advantage™



THE ADVANTAGES OF i50K TESTING

With i50K, producers can know earlier, accurately and with confidence if their animals should be:

**SELECTED TO ENTER
THE BREEDING HERD**

**USED AS A DONOR FEMALE IN AN
EMBRYO TRANSFER PROGRAM**

**MARKETED BASED ON UNIQUE
GENETIC ATTRIBUTES**

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WITH i50K, YOU CAN AFFORD TO MAKE GENOMIC TESTING A PRIORITY

The i50K™ genomic test from Zoetis uses fewer markers to get the same results as the HD 50K test, making it a more cost-effective option for breeders seeking GE-EPDs and genetic information. So whether you've always wanted to try genomic testing or you've tested just a small percentage of animals, i50K gives you the opportunity to **take full advantage of the technology by testing more animals.**

i50K HELPS BREEDERS AFFORDABLY SELECT AND MATE FOR BETTER HERD AND BREED PRODUCTIVITY.

One sample delivers GE-EPDs, parentage verification and Sire Match for GeneMax®-tested progeny. All at an improved value to breeders.

WHAT MAKES i50K UNIQUE?

i50K uses a process called imputation to dependably determine HD 50K genotypes from a strategically selected lower-density subset of genotypes, with effectively the same accuracy for GE-EPDs as HD 50K. Because fewer

markers are used, i50K is available as a more cost-effective option, allowing breeders to test more of their herd.

i50K is an innovative breakthrough that now makes it even more cost effective to get GE-EPDs, indexes, parentage verification and genomic percentile ranks on the broadest range of animals possible.

And since the markers used for GeneMax® Focus™ and GeneMax® Advantage™ are directly included in the i50K and HD 50K genotyping platforms, Sire Match remains an exclusive benefit for the progeny of i50K- and HD 50K-tested bulls.

SERVICE AND SUPPORT THAT'S SECOND TO NONE

Since its launch in 2010, HD 50K has become the trusted gold standard in beef genomic testing. Now, with the introduction of i50K, it's more affordable than ever to decide earlier, decide accurately and decide with confidence.

As more breeders adopt genomic testing and use GE-EPDs, it will quickly advance and accelerate the genetic improvement of the breed.

As always, Zoetis stands behind our entire product portfolio with the same exemplary service and support the cattle industry has come to expect.



THERE'S NO BETTER WAY TO IMPROVE GENETICS

To learn more about ordering i50K and how it can help revolutionize your decision-making process, contact your Zoetis or breed representative today or visit i50K.com.

¹Approximate progeny equivalents associated with accuracy of GE-EPDs powered by HD 50K based on verified pedigree and HD 50K information.

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