

# SELECT WITH CONFIDENCE

## NEW PREDICGEN™ IS A HEIFER SELECTION TOOL FOR COMMERCIAL CATTLE\*

An affordable easy-to-use genetic tool that helps producers increase returns from improved carcass merit and value added to feeder and fed cattle.

- Predicts genetic merit for marbling score, USDA yield grade, carcass grid value and tenderness
- Better female selection and mating decisions
- Supports sire verification

\* *Bos taurus*: Straight-bred or crossbred British/Continental animals that are less than 75% Black Angus

### EASY-TO-USE PREDICGEN RESULTS

PredicGEN™ results are reported as easily interpreted scores from 0 to 100 where 50 is average. Higher scores are desirable for all traits. The grid merit index results are reported on the same scale and represent underlying economic index values for combined marbling and yield grade.

### SIRE VERIFICATION BENEFITS

Known sire information informs breeding decisions (selection and mating) to evaluate and improve maternal, feedlot and carcass traits. PredicGEN also allows producers to evaluate and better manage bull replacement decisions.

### A RETURN OF MORE THAN \$100 PER HEAD

In this Tech Two-Step project, the use of PredicGEN results to select replacement heifers and breed them to superior, proven Angus sires resulted in carcass **grid premiums of more than \$113 per head in just one generation!**

PredicGEN itself can add \$60 – \$80 per selected heifer from improved progeny carcass merit?

PredicGEN guides decisions regarding marketing, including retained ownership and merchandising through special feeder cattle marketing programs such as Reputation Feeder Cattle and Top Dollar Angus.

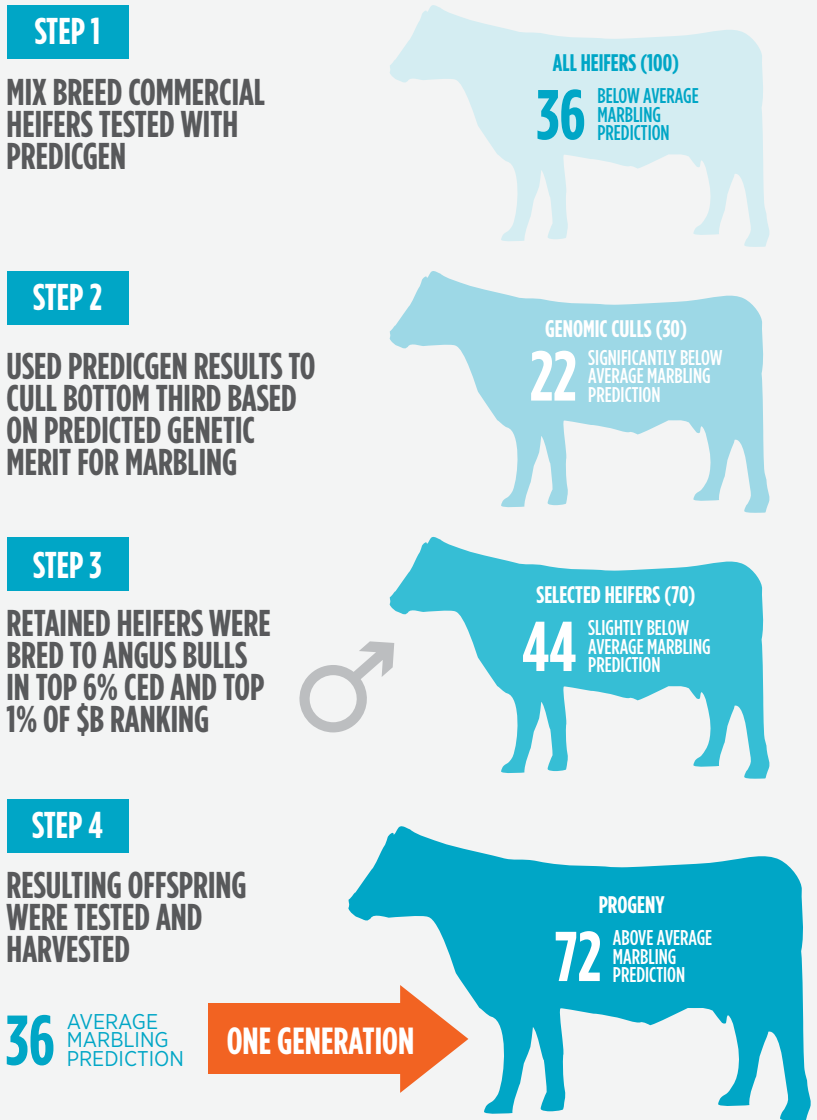


### EXCEPTIONAL SERVICE AND SUPPORT

You can count on Zoetis to provide the same exemplary service and support the cattle industry has come to expect.

To learn more about PredicGEN, contact your Zoetis representative or visit [PredicGEN.com](http://PredicGEN.com).

# PREDICGEN HELPS YOU IMPROVE CARCASS PERFORMANCE IN JUST ONE GENERATION<sup>1</sup>



RESULTING IN PERFORMANCE GRID PREMIUM OF MORE THAN \$113 PER HEAD



**BETTER CALVES. BETTER BEEF. BETTER RETURNS.**

1. Data on file, Outcomes Research Project, Zoetis Inc.  
2. Assuming typical herd variation in genetic merit for marbling and yield grade where half of replacement heifer candidates are selected based on PredicGEN grid merit, the increase in average genetic merit in selected heifers would result in \$10 – \$11 additional carcass value per progeny. This is incremental and complementary to any increase in genetic merit associated with sire selection strategies. Over a typical commercial female's lifetime, this represents an additional \$60 – \$80 or more in progeny value attributed to PredicGEN selection. Assumes typical grid parameters with an \$8 Choice-Select spread.

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