



FOR IMMEDIATE RELEASE  
Nov. 16, 2017

Media Contacts:

Cheryl Marti  
Zoetis

608-206-0635

[cheryl.f.marti@zoetis.com](mailto:cheryl.f.marti@zoetis.com)

Kristina Hopkins

Bader Rutter

262-938-5577

[khopkins@bader-rutter.com](mailto:khopkins@bader-rutter.com)

**Zoetis and American Guernsey Association Announce Genomic Testing Agreement**

*Association leverages Clarifide® and Clarifide® Ultra to improve breed performance, production*

KALAMAZOO, Mich., Nov. 16, 2017 — Zoetis and the American Guernsey Association (AGA) today announced a genomic testing agreement to help improve Guernsey breed performance and production objectives. With this agreement, AGA elected to partner exclusively with Zoetis for its leading genomic testing solutions. Association members can make confident genetic selection decisions to advance progress toward a dairy's goals using [Clarifide®](#) and [Clarifide® Ultra](#), two powerful genomic selection tools from Zoetis. Additionally, producers will have access to the new online genomic data management tool, SearchPoint™. With SearchPoint, users can quickly access their genetic test results and easily view them in custom reports, tables and graphs that are shareable with partners and herd advisers.

“Partnering with Zoetis will provide our breed access to the best combination of technology and support in the genetics field, and we are excited to work with the industry leader,” said Doug Granitz, CEO and board of directors executive secretary at AGA. “We want to expand the Guernsey breed with the most profitable, well-performing animals possible. Through our exclusive agreement with Zoetis, we hope to even further improve the assets of this great breed.”

**Using [Clarifide](#) and [Clarifide Ultra](#) from Zoetis, AGA members can:**

- Make better-informed decisions on young animals when it comes to selection and breeding.

- Recognize higher-genetic females earlier in life to prioritize and apply advanced reproductive technologies such as sexed semen, embryo transfer and *in vitro* fertilization to drive faster genetic improvement progress.
- Identify which heifer groups may be of lower economic value, thus better used as recipients for high-quality embryos, bred with conventional semen (taking the normal 50% odds of a heifer) or sold as young calves before an economic investment is made in them.
- Validate and discover parentage to more correctly manage risks of inbreeding with the use of mating programs.

Garnering improved reliability at a very young age is the cornerstone of why producers leverage genomic testing. They can have more confidence in decisions with *more than a lifetime* of information provided in one test.

“We look forward to working with the American Guernsey Association to help accelerate genetic progress in the Guernsey breed,” said Cheryl Marti, associate director, U.S. Marketing, Dairy Genetics and Reproduction, Zoetis. “Our support network has worked with more than 1,000 producers on genetic improvement strategies, often involving whole-herd testing in young heifers and utilizing results in multiple ways. AGA members will now have access to that support and be able to use the genetic selection tools Zoetis offers, like SearchPoint, to make better-informed decisions for their herd situation and track herd genetic goals going forward, whatever they may be.”

AGA members may leverage [Clarifide](#) and [Clarifide Ultra](#) by submitting samples through the association or directly to Zoetis. To learn more about genomic testing to reach your Guernsey herd’s potential, please visit [Clarifide.com](#) or contact AGA or your Zoetis representative.

### **About Zoetis**

Zoetis is the leading animal health company, dedicated to supporting its customers and their businesses. Building on more than 60 years of experience in animal health, Zoetis discovers, develops, manufactures and markets veterinary vaccines and medicines, complemented by diagnostic products, genetic tests, biodevices and a range of services. Zoetis serves veterinarians, livestock producers and people who raise and care for farm and companion animals with sales of its products in more than 100 countries. In 2016, the company generated

annual revenue of \$4.9 billion with approximately 9,000 employees. For more information, visit [www.zoetisUS.com](http://www.zoetisUS.com).

**# # #**

All trademarks are the property of Zoetis Services LLC or a related company or a licensor unless otherwise noted.  
© 2017 Zoetis Services LLC. All rights reserved. CLR-00282

Zoetis Inc. • 10 Sylvan Way • Parsippany, NJ • 07054  
888-ZOETIS1 • [www.zoetisUS.com](http://www.zoetisUS.com) • [Unsubscribe](#)