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Media Contacts:

Mike Layfield
Zoetis
(973) 822-7234
michael.r.layfield@zoetis.com

Dave Harding
Charleston|Orwig
(262) 563-5075
dharding@charlestonorwig.com

Zoetis Partners with Jorgensen Land & Cattle for Custom Genetic Evaluation
Collaboration combines Jorgensen data with Zoetis genomic expertise to help expand the availability of genetic predictions

PARSIPPANY, N.J. (June 17, 2019)—Zoetis today announced a partnership with Jorgensen Land & Cattle (JLC), a South Dakota-based seedstock operation that markets over 3,500 bulls annually and is the largest supplier of breeding bulls in the U.S.¹ Under the partnership agreement, Zoetis has developed an evaluation for JLC that will power their proprietary *Ideal Beef Genetic Evaluation for JLC*, a custom genetic evaluation based on extensive production and pedigree records and DNA samples the ranch has collected.

The evaluation provides JLC with genomically enhanced expected progeny differences (GE-EPD), enabling the ranch's commercial customers to make more informed bull buying and leasing decisions based on their specific goals and needs. This ultimately results in an improved ability to drive genetic improvement within their operations.

"We are confident that the *Ideal Beef Genetic Evaluation*, developed in partnership with the genetics team at Zoetis, will provide us, our multiplier herds and our customers with improved predictive power," said Cody Jorgensen, a partner in JLC. "This will enhance genetic decisions in the multiplier herds and improve our ability to match bulls with the needs of our bull customers; that is a win-win-win solution, all the way around."

The custom evaluation delivers predictions for birth weight, weaning weight, yearling weight, milk, scrotal circumference, intra-muscular fat (marbling), ribeye area, fat thickness, tenderness, the Jorgensen Versatility Index and parentage verification.

“We’re pleased to expand our collaborations with Jorgensen Land & Cattle and help them in their efforts to provide customers with dependable genetic predictions for animals from multiplier herds,” said Dr. Jason Osterstock, executive director, Global Genetics at Zoetis. “Innovation is truly in the Jorgensen DNA. They have a long and rich history of commitment to beef cattle performance recording and, as a result of this partnership, they now have their own proprietary genetic evaluation to help inform customer decisions.”

While Jorgensen Land & Cattle’s nucleus herd of registered Angus animals will continue to be tested with HD 50K™ for Angus from Zoetis through Angus Genetics Inc. (AGI), the new custom evaluation provides JLC the ability to more effectively describe genetic differences among animals within their broader group of cooperating multiplier herds.

“We expect this to be just the beginning of our genetic evaluation partnership with Zoetis,” said Jorgensen. “We are actively working to add additional traits and features in the future.”

Jorgensen Land & Cattle is known for their superior genetics. Martin Jorgensen, Jr. started performance testing in the late 1950s and was a pioneer in performance selection of beef cattle. He started a line breeding program that to this day is one of the most successful line bred Angus herds in the United States.

Zoetis has extensive experience in bovine genetics, including development of the first seedstock Angus bull reference genome in the U.S. and the first commercially available genetic evaluation designed for cow and calf wellness traits in U.S. Holstein, as well as Jersey cattle. Zoetis leadership in technological advancements also includes multiple commercially available genomic offerings across beef and dairy breeds.

To learn more, visit www.zoetis.com/products-services/animal-genetics.aspx and www.jorgensenfarms.com.

About Zoetis

[Zoetis](https://www.zoetis.com) is the leading animal health company, dedicated to supporting its customers and their businesses. Building on more than 65 years of experience in animal health, Zoetis discovers, develops, manufactures and commercializes medicines, vaccines and diagnostic products, which are complemented by biodevices, genetic tests 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 2018, the company generated annual revenue of \$5.8 billion with approximately 10,000 employees. For more information, visit www.zoetis.com.

1 BEEF Magazine Seedstock 100 list

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