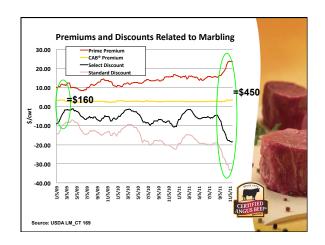


### Outline

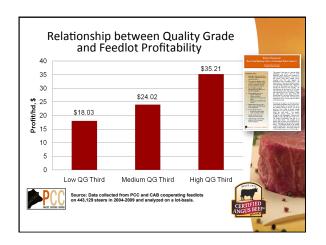
- Demand signals for beef producers
- Antagonisms with production?
- Genetic tools for selection
- Results of using the tools



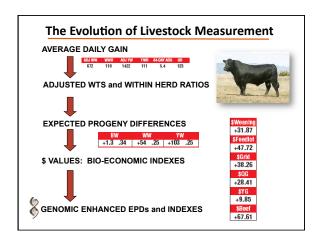


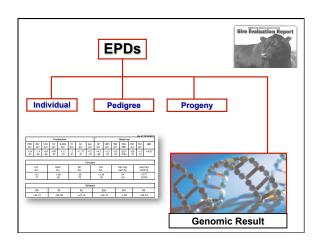


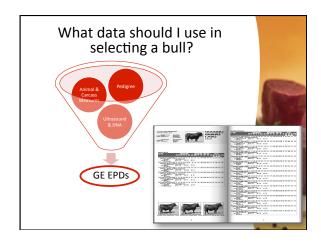


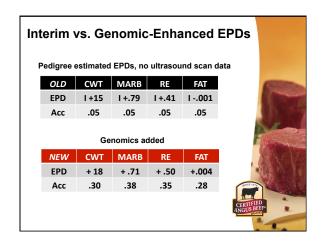


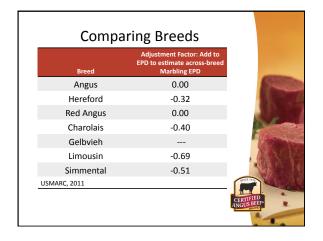


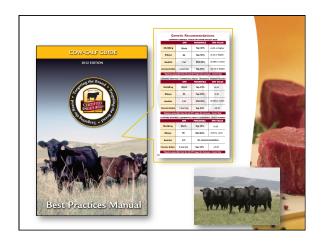


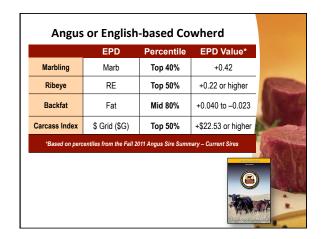


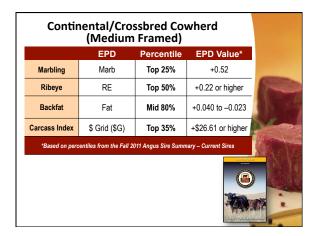


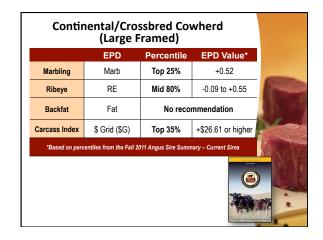


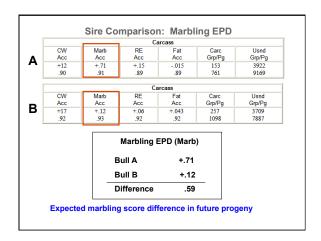


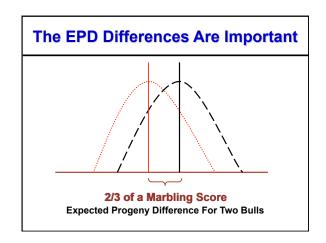














# **GENEMAX™** *Overview*

- Angus-specific DNA test for Marbling and Growth
- Designed for commercial cattlemen using registered Angus bulls
- Purpose:
  - Selection and marketing tool for replacement heifers
  - Decision and marketing tool for feeder cattle
    - At ranch
    - At feedlot
- Available early 2012



## GENEMAX™

#### How it works

- Test kits ordered through AGI (AAA Login)
  Cost \$15-20/test
- Samples returned to AGI and sent to PAG for genotyping
- AGI provides test results to customer



#### **GENEMAX™**

#### **Applications**

- Test replacement heifer candidates for in-herd selection
- Value-added feature for selling commercial heifers
- Testing of feeder calves (all or partial) for marketing decision tool, carcass merit feedback, and/or value-added marketing feature
- Management tool at feedlot





