



Nothing is more dependable for predicting genetic potential.

Genomic Enhanced EBVs powered by HD 50K.

Angus breeders and their customers now have access to genomic enhanced estimated breeding values (GE-EBVs) powered by the High Density 50K (HD 50K) platform.

- Combines Angus group BREEDPLAN EBVs with the industry's first and only 54,000-marker panel
- Nothing delivers greater dependability to help predict the genetic merit of young, unproven Angus cattle, and enhance the scope of selection for relatively proven animals for difficult, time-consuming and hard-to-measure traits

<p>Angus Group BREEDPLAN EBVs: Now including full integration of the HD50K for Angus</p>	<ul style="list-style-type: none"> • Combines pedigree information, performance data from the animal, its relatives and progeny, and HD 50K genomic information • A single Genomic Enhanced EBV value for each trait enables simple, dependable comparisons of genetic merit between Black Angus animals
<p>HD 50K: The industry's first and only commercially adapted high-density marker platform</p>	<ul style="list-style-type: none"> • More than 54,000 DNA markers • 16 economically important traits • Results reported as Molecular Value Predictions (MVPs) and associated percentile ranks
<p>Together, more dependable predictions for more profitable decisions</p>	<ul style="list-style-type: none"> • HD 50K information, when combined with Angus Group BREEDPLAN EBVs, provide the most accurate and complete picture of the animal's genetic potential • Enhances selection, mating and marketing decisions to accelerate genetic progress

Powerful information to help accelerate genetic improvement.

Sire Prospects and Herd Sires

With Genomic Enhanced EBVs powered by HD 50K, you can more dependably identify:

- Sires to use extensively, strategically or sparingly, based on your breeding objectives
- Genetically superior young sires to accelerate genetic improvement
- Calving-ease sires for use on replacement heifers
- Sires more likely to produce more productive replacement females
- Sires that excel in feedlot growth, efficiency and carcass merit

Replacement Heifers and Donor Prospects

Genomic Enhanced EBVs powered by HD 50K enable:

- More accurate and complete evaluation of genetic strengths and weaknesses in females at an earlier age, for a lifetime of wiser mating decisions
- Prediction of genetic merit in females with increased reliability
- Reduced risk associated with embryo transfer (ET) production through more informed donor selection

ET Progeny

The addition of HD 50K data to EBVs helps you:

- Determine differences in genetic merit among ET full siblings at a young age and independent of recipient dam effects
- Make more informed selection, mating and marketing decisions about ET calves



HD50K for Angus... 50,000 Ways to Make Better Decisions



Traits with HD 50K genomic predictions

- Calving
 - Birth Weight
 - Calving Ease Direct
 - Calving Ease Daughters
- Growth
 - Weaning Weight
 - Milk
 - Yearling Weight
 - Mature Cow Weight
- Carcase
 - Carcass Weight
 - Rib Fat
 - Eye Muscle Area
 - Intramuscular Fat
 - Tenderness
- Feedlot
 - Dry Matter Intake
 - Net Feed Intake
 - Feedlot Daily Gain
- Fertility
 - Scrotal Size

For more information, please visit, or contact your Pfizer Animal Genetics representative:

QLD: Terry Farrell 0437 226 122 | NSW & WA: Steve Parker 0407 822 465

VIC, SA & Tas: Jeff Doolan 0419 664 834 or call our Customer Service team on 1300 768 400.