

Igenity[®] Brangus[®]

Now available exclusively through the International Brangus Breeders Association:

Welcome to Igenity Brangus
and the Power of Confident Selection



Confidently select heifers before you invest in their development
Make **faster gains** in herd improvement
Showcase your herd **quality with a competitive edge**



Brangus Built — Designed by Brangus for Brangus
Igenity Brangus is ushering in a new style of commercial
calf profile custom-built for the breed.



What is Igenity Brangus, and how do you use it?

Predict maternal, growth and carcass traits in one simple report

- Aim for quality using gene markers for meat tenderness
- Be sure bulls are getting the job done – backed by a unique set of USDA, ISAG, *Bos taurus*, and *Bos indicus* parentage markers

Use Igenity Brangus reports to sort your cattle

- Easy-to-read 1-to-10 scoring for heifer traits
- Scores based on Brangus EPD categories
 - Measure sires and females on the same standards
 - Add convenience in mating decisions

Brangus-specific indexes for selection decisions

- Rely on the **Brangus Built index**
 - Designed for multi-trait selection
 - Well-balanced maternal and terminal traits
- Use the **Maternal Economic Index** to pick heifers destined to produce future cows
- Choose heifers intended to produce feeder calves with our **Terminal Economic Index**
- Use reports to select steers for retained ownership or grid marketing

“By working with IBBA’s Igenity Brangus, and obtaining quality genetics from your Brangus seedstock provider, you can pinpoint the strengths you wish to build upon in your cow herd and confidently plan your future with foresight from DNA profiling.”

IBBA Executive Vice President Tommy Perkins, PhD., PAS

Apply your Igenity Brangus Results

Selecting heifers

The young heifers you pick today are the brood cows of the future. Using Igenity Brangus, predict which offer better calving ease, weaned calf performance, puberty, and mature cow size. Focus heifer development on your best candidates, and make production decisions for feeder heifers. **The sooner you know your best heifers, the better.**

Using parentage

Parentage verification can identify your most productive bulls. Which are siring better calves? Which are dominant? Which are causing issues? Which are getting the job done? With insight, you can assign bulls to groups, make culling decisions, and manage your herd. **The sooner you know how your bulls perform, the better.**

Buying bulls

When you evaluate your heifers, you will see where you are doing well and where you would like to improve. Use this information to buy bulls or bring in new genetics. **The sooner you know your genetics needs, the better.**

Marketing

With an ample range of carcass quality traits and tenderness markers, you can select heifers that will improve carcass composition. Why wait to get carcass data back after slaughter? Use DNA reports to represent herd quality. Steers can be profiled for retained ownership or grid marketing. **The sooner you know your herd quality, the better.**



Setting goals

Your cow herd, along with your land, is a key asset. As you think about your production system, nutrition program, marketing plan, and, eventually, ranch succession, using DNA testing with Igenity Brangus can help you make confident decisions about how you select, retain, manage and market your cattle.

The sooner you know your future plans, the better.

Sold only by the International Brangus Breeders Association

Submit orders for Igenity Brangus via the IBBA office. We, also, can fill your DNA sampling kit needs.

How to test with Igenity Brangus

Step 1 – DNA Sampling

A small sample can open a whole world of possibility – through trait predictions that help you manage your selection, management and marketing practices.

Typically, the industry has used hair cards or blood cards for DNA test sampling. Today, a new tool called the Allflex Tissue Sampling Unit (TSU) makes producer DNA collection fast, clean and easy. TSUs are highly recommended.



Step 2 – Ordering Igenity Brangus

After you have collected DNA from animals to be profiled, order your tests online at the IBBA website. For your convenience, a tear-off order form is included in this brochure. Order online at gobrangus.com/igenity-brangus-profiler/.

Important note on parentage – To obtain parentage verification, DNA from your bull battery is required for comparison with the calves you are profiling with Igenity Brangus. This bull DNA can come from two sources:

- **For IBBA-registered bulls**, their DNA may already be on file. Enter Brangus registration numbers on your order.
- **For sires not registered with IBBA**, take DNA samples on the bulls and profile them with Igenity Brangus. This one-time order will put their DNA into the system. You can use the results for multi-sire parentage verification and insight for breeding decisions. (BSE exams are a good time to collect bull DNA.)



Step 3 – Shipping samples

Make a copy of your order form for your records. Send your DNA samples and payment to *Igenity Brangus Profiling, International Brangus Breeders Association, 8870 US Highway 87 E, San Antonio, TX 78263.*



IBBA will enter the order and forward the DNA to the IBBA genomics partner lab, Neogen GeneSeek Operations in Lincoln, Nebraska. After arrival at GeneSeek, samples will take 14 to 21 business days for processing. Results will be returned to IBBA to score the results and IBBA will send them to you.

For questions about Igenity Brangus, contact the IBBA.
office: (210) 696-8231
email: info@gobrangus.com

What's in your Igenity Brangus Profile?

| Igenity Brangus Traits | Variation Assessed | Benefit |
|---------------------------------------|---|--|
| Indexes | | |
| Brangus Built Index | Equal weighing of Maternal Traits and Carcass Traits (see below) | A well-balanced index for multi-trait selection pressure to build a cow herd with optimum maternal, performance and carcass traits. |
| Maternal Economic Index | Maternal and Direct Calving Ease Weaning Weight Milk Mature Cow Size Yearling Weight Scrotal Circumference | A useful predictor of maternal strengths for a management system that retains their own heifers and markets steers and feeder heifers at weaning. |
| Terminal Economic Index | Yearling Weight Ribeye Area Fat Thickness Marbling | A valuable predictor of performance and carcass composition traits for a post-weaning production system where calves are marketed on a value-based grid. |
| Maternal Traits | | |
| Birth Weight | Variation in birth weight a heifer or bull will pass along to its offspring. | Most calving difficulty is caused by heavy calves at birth. Heavier calves, also, generally have more growth potential. |
| Calving Ease Direct | The probability a first-calf heifer will calve unassisted. Genetic factors such as birth weight and shape of the calf. | A higher value is greater calving ease. |
| Calving Ease Maternal | The probability a daughter will calve unassisted. Includes genetic factors such as pelvic area and birth weight. | A higher value is greater calving ease. |
| Maternal Weaning Weight (Milk) | Pounds of calf weaning weight due to dam's milk production. | Optimize "milk" to the forage environment. |
| Scrotal Circumference | An indicator of bull fertility is also related to daughters' age at puberty. | Larger circumference is a proxy for puberty at a younger age. |
| Performance and Carcass Traits | | |
| Weaning Weight | Difference in average 205-day weight. | The higher the number, the greater the weaning weight of calves. |
| Yearling Weight | Difference in average 365-day weight. | The higher the number, the greater the yearling weight. |
| Ultrasound IMF | Intramuscular fat – related to USDA marbling score among cattle at a similar end-point. | The higher the IMF, the higher the USDA quality grade. |
| Ultrasound REA | Ribeye area as measured by ultrasound. REA estimates muscling in a beef carcass in square inches of the ribeye at the 12th rib. | Larger REA progeny have more muscle and higher percentage of retail product. |
| Ultrasound Fat | Backfat as measured by ultrasound. Fat thickness is scored as depth of fat in inches over the ribeye muscle at the 12th rib. | Higher fat thickness scores equate to lower lean yield. |
| SeekSire parentage | Igenity Brangus uses globally recognized standards of <i>Bos taurus</i> and <i>Bos indicus</i> gene markers for parentage validation. | Discover your better-performing sires, make breeding decisions, inform your bull-buying needs and ID bulls causing calving issues. |
| Tenderness | Genetic potential for beef tenderness as measured by Warner-Bratzler Shear Force. | A higher score indicates greater tenderness. |

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