

Trusted technology now delivers more value



GeneSTAR® was one of the first genomic tests for production traits available to the U.S. cattle industry. Now this tool provides even more value, with new information to help make selection, mating and marketing decisions easier.

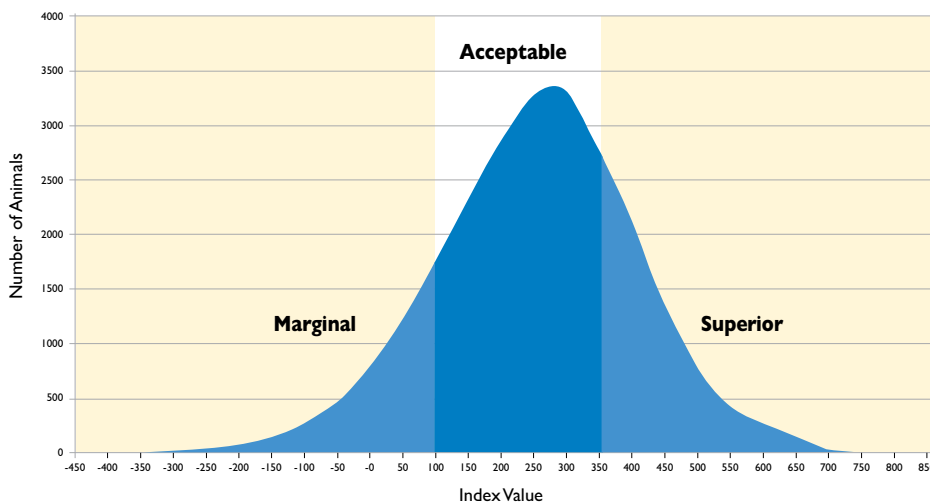
GeneSTAR now includes:

- Molecular Value Predictions (MVPs®)
 - Feed Efficiency
 - Marbling
 - Tenderness
- Palatability Index
- Palatability Zones
- Black Coat Color

New Palatability Index distills eating satisfaction traits

The new GeneSTAR Palatability Index combines the traits of tenderness and marbling, and ranks animals according to described genomic merit for those combined qualities that impact tenderness, juiciness and flavor. This composite score helps to more accurately predict which animals will provide the most favorable eating experience. It was designed using data from more than 25,000 cattle representing more than 40 breeds and breed composites.

Palatability Index Simplifies Selection and Marketing



Index adjusted such that 100 is the threshold for acceptable palatability.

Superior

Scores above 355. Indicates highest level of combined tenderness and marbling (juiciness and flavor).

Acceptable

Scores ranging from 100 to 355.

Marginal

Scores below 100 suggest mating and management recommended for improved palatability.

GeneSTAR now includes genotypes for coat color

Because black animals frequently yield premiums in the marketing chain, GeneSTAR now delivers information for black coat color. This feature is part of the test's standard reporting package. It indicates whether an animal is homozygous or heterozygous for black color and the wild type marker. This allows you to make more informed breeding decisions that produce offspring of the desired color.

Use GeneSTAR for more informed selection and mating

These new offerings, combined with its original traits, make GeneSTAR an even greater value for improving key traits that affect cattle profitability. GeneSTAR helps you to:

- Select breeding stock that transmits desired genetic merit for color, efficiency and palatability traits, including tenderness and marbling
- Easily identify animals with desired genetics for consumer satisfaction – for more effective selection and specialized marketing
- Make more informed mating decisions
- Accelerate genetic progress

GeneSTAR offers an affordable, easy-to-use means of evaluating key efficiency and palatability traits associated with beef production. And it is brought to you by Pfizer Animal Health, a company with a longstanding history of improving cattle health, productivity and profitability.

Use GeneSTAR to sharpen your focus on affordable evaluation, breeding and marketing strategies for hard-to-measure efficiency and palatability traits – to set your sights on improved returns for you, your customers and consumers.



Targeted start means faster progress with GeneSTAR

The best place to start using GeneSTAR is with the animals that have the most genetic influence on your herd. Consider targeting the following groups of cattle that represent the genetic future of your operation.

- Existing and prospective herd sires
- Influential cow families and donors
- Replacement heifers
- Embryo transfer full siblings

Use GeneSTAR today to help take some of the risk out of decisions about these influential animals and jump-start genetic progress in your herd.

For more information, visit www.pfizeranimalgenetics.com, contact your Pfizer Animal Genetics representative or call our customer service team at 877-BEEF DNA.

