

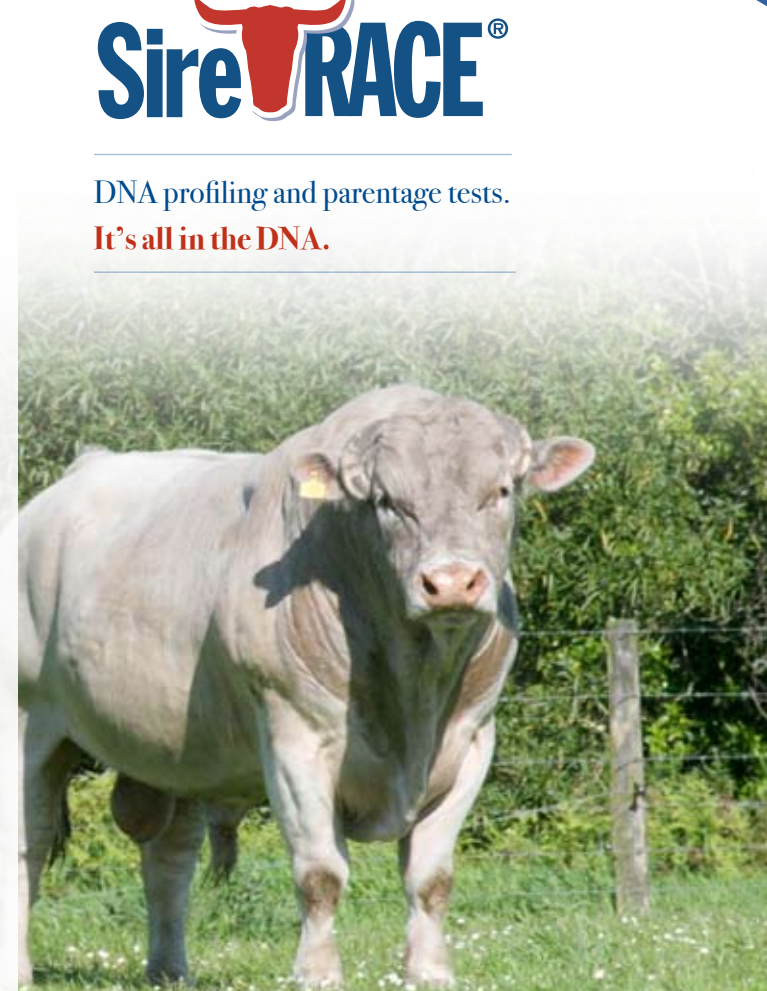
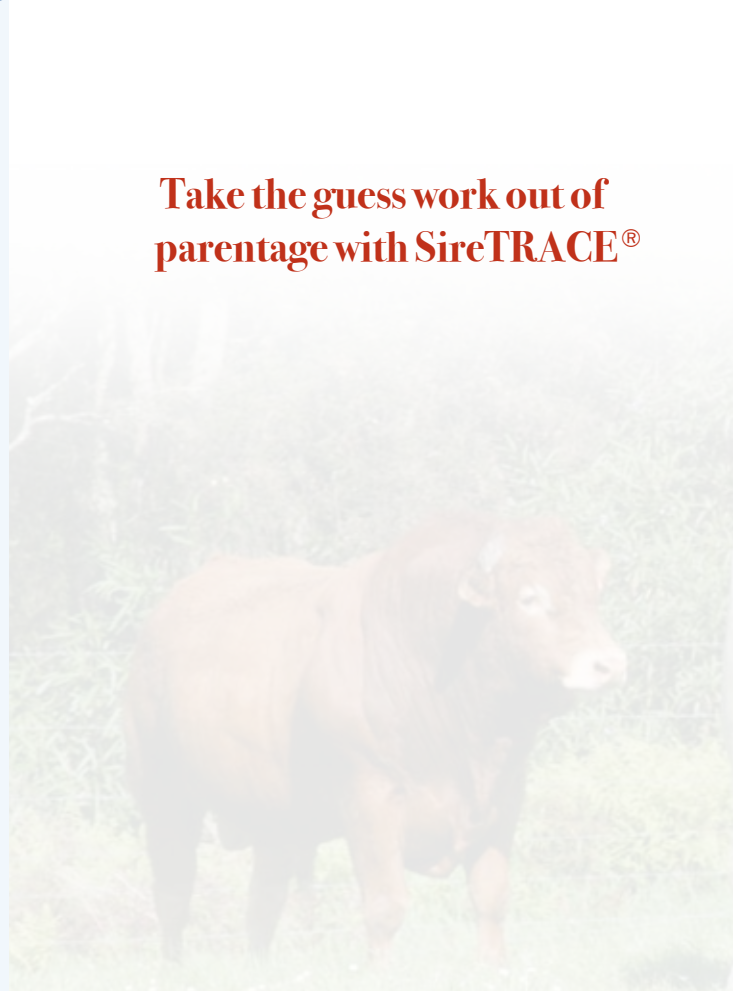


- ✓ DNA parentage tests made easy
- ✓ Use for pedigree verification and sire evaluation
- ✓ Identify high and low performing parents
- ✓ Highly accurate – no more guesswork

Take the guess work out of parentage with SireTRACE®



DNA profiling and parentage tests.  
It's all in the DNA.



Pfizer Animal Genetics  
P: 1300 768 400  
P: +61 7 3633 3555  
F: +61 7 3633 3500  
E: [pahgenetics.au@pfizer.com](mailto:pahgenetics.au@pfizer.com)  
W: [www.pfizeranimalgenetics.com.au](http://www.pfizeranimalgenetics.com.au)



**Pfizer Animal Health**  
Animal Genetics

## No more guess work

**SireTRACE**® uses DNA profiling to identify parentage in multiple sire mating situations or where back up bulls have been used after an AI program. **SireTRACE**® is a brand of Pfizer Animal Genetics, a business unit of Pfizer Animal Health.

It can also be used as a management tool to assign parents, enabling animals to be selected using individual performance information.

**SireTRACE**® enables breeders to obtain pedigree information without substantial changes to management approaches and is thus suitable to more extensive situations where single sire mating is difficult and expensive.

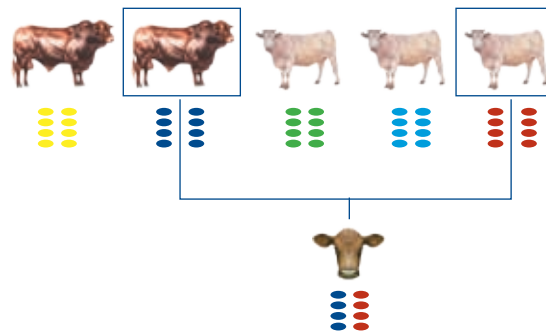
The **SireTRACE**® analysis is based on the comparison of DNA profiles which are created using microsatellite markers.

The analysis compares the DNA profiles of all progeny tested against tested potential sires in your herd. By eliminating those sires that don't match, the accurate outcome is determined.

## DNA Profiling for Pedigree Integrity

Pfizer Animal Genetics offers a complete DNA profiling and parentage verification service. We use a high resolution panel of DNA microsatellite markers including those recommended by the International Society of Animal Genetics (ISAG) and additional markers that have been proven under commercial conditions to separate closely related animals. **SireTRACE**® enables pedigrees to be verified and allows you to make the most informed management and breeding decisions possible.

### Parentage Verification



## Customer Service

At Pfizer Animal Genetics we strive to provide not just tests but solutions. Each **SireTRACE**® job is unique and the analysis is tailored to suit your situation. Our customer service staff will work with you to achieve the best possible results and most informative report possible. Our customer service staff all have experience in the cattle industry and appreciate the challenges that are unique to your breeding program. If we have any questions about your samples we will contact you before running the tests.

By using **SireTRACE**® in your herd you can:

- Identify sires of calves in multi-sire herds
- Identify high and low performing sires
- DNA profile individuals for breed society registration and parentage verification
- Confirm parentage to sires and/or dams
- Trace an outstanding animal or carcass back to its sire and dam
- Analyse feedlot and carcass data on commercial progeny of identified sires



DNA profiling and parentage tests. **It's all in the DNA.**