

THE POWER OF CONFIDENT SELECTION



INTRODUCING

Igenity[®] *Santa Gertrudis*

NOW EXCLUSIVELY FROM
SANTA GERTRUDIS BREEDERS INTERNATIONAL

**Profitable Selection Made Simple –
*Put More Dollars in Your Pocket***

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



THERE IS NO BETTER EXAMPLE OF BREED COMPLEMENTARITY AND HETEROSIS THAN THE SANTA GERTRUDIS GENETIC PACKAGE.

Using Santa Gertrudis Breeders International genetic tools will help you take advantage of these characteristics in your operation.

Igenity Santa Gertrudis will positively identify animals that fit your operation's environment, perform at the highest level and bring the greatest profit potential.

Go for Quality with Santa Gertrudis

A recent feedlot trial of Santa Gertrudis and SG-influenced feeders showed outstanding performance and carcass quality. Data for 3,500 head in the program include:

PERFORMANCE DATA

<i>In Weight</i>	646 lbs.
<i>Out Weight</i>	1,285 lbs.
<i>ADG</i>	3.07 lbs.
<i>DMC</i>	5.67 lbs.
<i>DOF</i>	209 days

HARVEST DATA

<i>Dressing Percentage</i>	64.3%
<i>Prime/Choice</i>	70.9%
<i>YG1</i>	47.7%
<i>YG5</i>	6.5%
<i>Live Premium</i>	\$40

ROLE OF THE SANTA GERTRUDIS-CROSS FEMALE – POWER OF HETEROSIS

Santa Gertrudis can be used to maximize maternal heterosis. Research indicates that *Bos indicus* genetics in the cowherd improves longevity, environmental and forage adaptability, disease and parasite tolerance, maternal ability and calving ease for greater overall efficiency.

- The Santa Gertrudis-cross female passes 47.5% of her hybrid vigor to her calf.
- Santa Gertrudis genetics bred to British or Continental cattle fit your climate and market.
- The Santa Gertrudis-crossbred cow thrives in a wide variety of environmental conditions.



This report describes results of our analysis of the sample(s) of biological materials provided by you and described herein. Santa Gertrudis Breeders International warrants only that it and its affiliates have applied its best commercial efforts to determine the presence and identification of specific alleles of bovine genes in DNA from the sample(s) provided from you. No other warranty of any kind, whether express or implied, is provided. Results of analysis are predicated on the assumption that each sample was obtained from a single bovine and was correctly identified. Results of analysis are reported herein in association with the sample and animal designations provided by you.

Igenity[®] *Santa Gertrudis*

Confident Selection

What is Igenity Santa Gertrudis DNA Testing and How Do You Use it?

Select, Manage and Market Your Cattle Using Igenity Santa Gertrudis

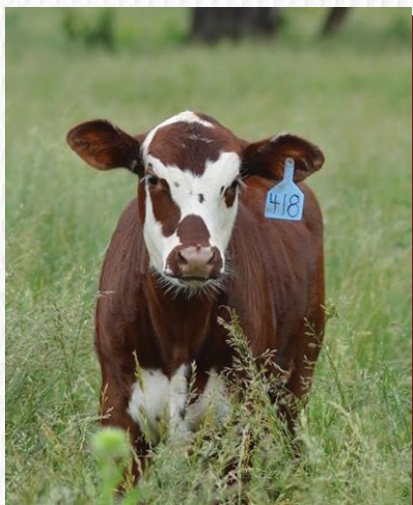
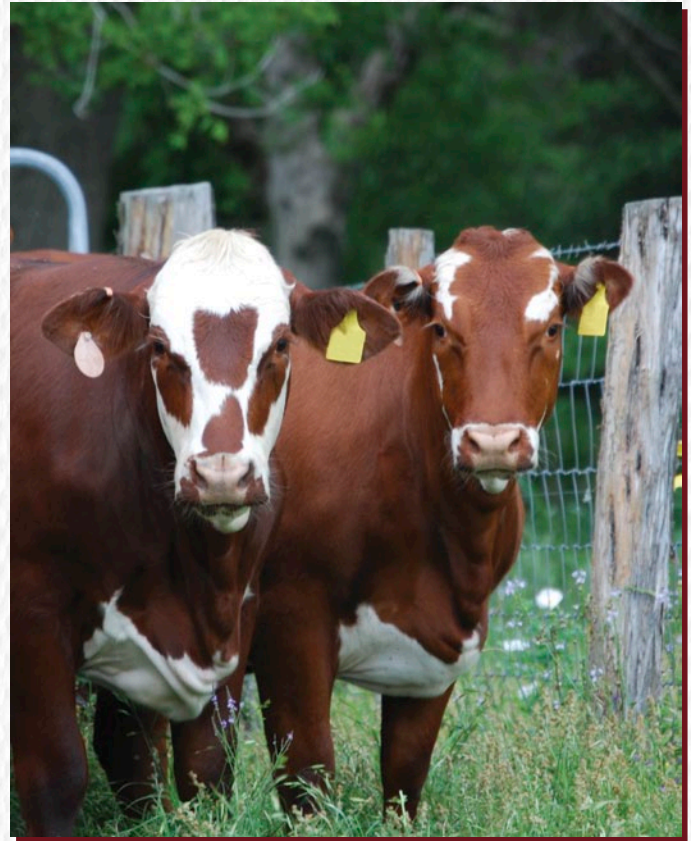
- Pick the best replacement heifers for your future.
- Verify your top-performing bulls via parentage testing.
- Aim for quality calves with strong gain and carcass profiles.

Predict Maternal, Performance and Carcass Traits

- Easy-to-read 1 to 10 scoring for heifer traits.
- Scores based on SGBI EPD categories; same standards for females and sires.
- Guide genetic improvement goals for climate and market.

Indexes for Selection Decisions

- Designed for multi-trait selection.
- Pinpoint herd strengths for growth and quality.
- Use reports to market or retain ownership of feeder calves.



SGBI GROWTH INDEX

Weaning Weight
Yearling Weight

RELATIVE WEIGHT

50%
50%

SGBI CARCASS INDEX

Carcass Weight
Ribeye Area
Marbling
Backfat
Tenderness

RELATIVE WEIGHT

17%
15%
15%
11%
26%

Igenity Santa Gertrudis provides “free” SeekSire™ multi-sire parentage verification for profiled calves. SeekSire is a unique test that uses a globally recognized set of USDA, ISAG, *Bos taurus* and *Bos indicus* gene markers. When you verify the parentage of your best heifer or steer calves, you also are identifying the ideal bulls for your future cow herd.

What is in your Igenity Santa Gertrudis Profile?

<i>TRAIT</i>	<i>DESCRIPTION</i>	<i>IMPACT</i>
BIRTH WEIGHT	Variation in birth weight that a heifer or bull will pass along to its offspring.	Most calving difficulty is caused by heavy calves at birth. Heavier calves also have more growth potential.
WEANING WEIGHT	Difference in average 205-day weight.	The higher the number, the greater the weaning weight.
YEARLING WEIGHT	Difference in average 365-day weight.	The higher the number, the greater the yearling 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 that is also related to daughters' age at puberty.	Larger circumference is a proxy for puberty at a younger age.
HOT CARCASS WEIGHT	Unchilled weight of a beef carcass. (Dressing percent x live weight.)	The higher the HCW, the greater the pounds of dressed beef produced.
MARBLING	Intramuscular fat – related to USDA marbling score among cattle at a similar end point.	The higher the marbling, the higher the USDA quality grade potential.
FAT THICKNESS	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.
RIBEYE AREA	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.
(TENDERNESS	Genetic potential for beef tenderness as measured by Warner-Bratzler Shear Force.	A lower score indicates greater tenderness.
GROWTH INDEX	Weaning weight Yearling weight	Higher score indicates more growth.
CARCASS INDEX	Carcass weight Ribeye Area Marbling Backfat Tenderness Emphasis on quality parameters	Higher score indicates more favorable carcass.
SEKSIRE™ PARENTAGE	Igenity Santa Gertrudis uses globally recognized SNP markers for <i>Bos taurus</i> and <i>Bos indicus</i> parentage validation.	Discover better-performing sires, make breeding decisions, inform bull-buying needs and identify bulls causing calving problems.

How to Test with Igenity Santa Gertrudis

Step 1 – DNA Sampling

Igenity Santa Gertrudis uses the DNA in a small piece of tissue, drops of blood or hair follicles. A small sample can open a whole world of possibility through trait predictions that guide selection, management and marketing.

Today, the industry is turning to a new tool called the Allflex Tissue Sampling Unit (TSU) that makes DNA collection fast, clean and easy. TSUs are recommended. Hair follicle and blood cards are also accepted. Hair may require an added processing charge.

Be sure during collection and ordering that DNA sample IDs and animal IDs are a perfect match.

Step 2 – Ordering Igenity Santa Gertrudis

After you have collected DNA from animals to be profiled, order your tests online at the SGBI website, www.santagertrudis.com. For your convenience, a tear-off order form is included with this brochure.

Step 3 – Shipping Samples

Send your DNA samples and payment to: Igenity, SGBI, P.O. Box 1257, Kingsville, TX 78364. Make a copy of your order form for your records.

SGBI will send your order to Neogen GeneSeek Operations in Lincoln, Neb., for processing. After arrival at Neogen, samples will take approximately 21 business days for processing. Results will be returned to SGBI, which will review the report and send it to you.



Tissue Sampling Unit (TSU) Applicator in use on calf



Tissue Sampling Unit (TSU) Applicator



Tissue Sampling Unit (TSU) Box Set



Easy to store and archive

**For information about Igenity Santa Gertrudis
or other SGBI programs, contact:**

SANTA GERTRUDIS BREEDERS INTERNATIONAL

PO Box 1257 Kingsville, TX 78364

Phone: (361) 592-9357

Executive Director: John E. Ford • jford@santagertrudis.com

www.santagertrudis.com

Reap the Benefits of Profitable Selection

How to Take Advantage of Multi-Sire Parentage Verification

Multi-sire parentage verification is one of the most overlooked profit strategies in commercial beef production. The tool is powerful when all candidate sires are DNA-typed for comparison.

DNA from your bull battery is needed to compare to the DNA of calves that you are profiling with Igenity Santa Gertrudis. Bull DNA can come from two sources:

- For SGBI-registered bulls, their DNA may already be on file. Provide these registration numbers on your order form.
- For sires not registered with SGBI, take DNA samples on these bulls and profile them with Igenity Santa Gertrudis. This will put their DNA into the parentage system for multi-sire parentage verification of your calf crop.

Selecting Replacement Females

Profit starts with a live calf. Developing heifers that will grow into functional, efficient females that bring a healthy and heavy calf to the weaning pen each year is key. Identify females that reach puberty and breed early, offer calving ease and provide superb weaned-calf performance. Invest your valuable resources in development of heifers that get the job done, producing calves that are profitable for you and the beef industry.

Identifying Profitable, Predictable, Productive Sires

Take non-productive bulls off the operation's payroll with multi-sire parentage verification. By knowing which bulls are siring the most profitable calves, you can manage your bull battery better and reach your breeding objectives faster. Don't let non-productive bulls take money out of your pocket. SeekSire parentage comes with your Igenity Santa Gertrudis profile and will help you know which bulls are performing, productive and profitable.



Selecting for Marketing Options

Igenity Santa Gertrudis provides the information necessary to market your operation's calf crop for the most money possible.

- **Selling by the pound at weaning?**
The higher the Igenity number, the greater the weaning weight your heifers will pass on to offspring.
- **Retaining ownership?**
Using information from SGBI's large carcass traits dataset, heifer calves can be profiled for retained ownership or grid-marketing programs.
- **Developing a consumer direct market?**
Identify animals with consumer-pleasing tenderness.
- **Taking advantage of the replacement female market?**
Target females that optimize milk production, reach puberty quickly and bring a profitable calf to the pen.

TAKE THE NEXT STEP

Use Igenity technology to take your operation to the next level. Evaluating your heifers will enable you to keep the best for your future. You can use this information to manage your operation, reducing heifer development costs while increasing revenue. Your herd's overall scores from Igenity Santa Gertrudis also will help you identify strengths and areas to improve before you go shopping for new bulls. More informed genetic-selection decisions will result in an operation that is predictable, productive and profitable.

A MARKETPLACE INNOVATOR



SANTA GERTRUDIS BREEDERS INTERNATIONAL

In 2013, SGBI was the first American (*Bos indicus*-influenced) breed association to provide genomically enhanced EPDs. DNA data makes a GE-EPD more accurate and predictable than pedigree and performance predictions alone. SGBI was also the first beef breed association to use the powerful new single-step method of GE-EPDs.

The association is a leader in its field and has been collecting animal phenotype and scan data for three decades. SGBI's genetic evaluation ensures cattle producers can make sound comparisons, identifying animals that will perform at the highest level in the most challenging environmental conditions. This spirit of innovation – along with decades of solid data and partnerships with world-leading animal scientists, geneticists and service providers – is the foundation for Igenity Santa Gertrudis.

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