

**ON THE OUTSIDE,
HE LOOKS LIKE A GOOD BULL.**



IGENITY® is changing the way you see your herd. It gives you the inside information you need to make more confident and informed decisions. From a single DNA sample, it creates a comprehensive profile of key economically important traits; traits like marbling and stayability that can help improve genetic selection and advance breeding programs. Simply put, it's an easy-to-understand genetic profile that gives you an earlier, more accurate look at your herd's potential.

Start moving your operation forward at IGENITY.com or call 1-877-IGENITY.



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