GeneMax® Advantage™ is a genomic test created from a collaboration between Angus Genetics Inc., (AGI) Certified Angus Beef® (CAB) and Zoetis. The offering is for use in commercial Angus replacement females (75% or greater) to help you make better informed selection, mating and marketing decisions.

**TESTING KIT MATERIALS**
GeneMax Advantage delivers three economic index scores that allow for easier, more dependable decision-making:

**THREE ECONOMIC INDEX SCORES**
- **Cow Advantage** – Predicts differences in profitability from heifer development, pregnancy and calving, to the sale of weaned progeny
- **Feeder Advantage** – Predicts differences in net return of feeder calf progeny due to growth, feed efficiency and CAB carcass merit
- **Total Advantage** – Predicts differences in profitability from genetic merit across all economically relevant traits captured in the Cow and Feeder Advantage index scores

**COW ADVANTAGE SCORE**
Conception to Weaning

**FEEDER ADVANTAGE SCORE**
Weaning to CAB Carcass

**TOTAL ADVANTAGE SCORE**
Conception to CAB Carcass
Implementing GeneMax Advantage

GeneMax Advantage information enables more timely and efficient breeding decisions for increased productivity and net return:

- Select based on Cow, Feeder and Total Advantage index scores
- Eliminate outliers for feed cost and docility
- Mate to complement GeneMax Advantage index scores and outliers
- Minimize inbreeding

Ordering Tests

More information and electronic ordering of Zoetis HD 50K, GeneMax Advantage and GeneMax Focus™ can be found at www.angus.org/agi and all samples must be submitted to:

Angus Genetics Inc. (AGI)
3201 Frederick Ave.
Saint Joseph, MO 64506
Phone: 816-383-5100
www.angus.org/AGI

Blood cards or Allflex® tissue samples may be used for GeneMax Advantage. AGI is the exclusive distributor of HD 50K for Angus, GeneMax Focus and GeneMax Advantage.

Learn More

GeneMax Advantage Technical Summary is available by contacting AGI, your CAB or Zoetis Genetics representative, or visiting genomexchange.com.

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