



# IN CHALLENGING TIMES, YOU NEED AN ADVANTAGE.

Now with predictions on key traits

GeneMax™ Advantage is a genomic test created from a collaboration between Angus Genetics Inc., (AGI) Certified Angus Beef® (CAB) and Zoetis. The test, which now includes individual trait reporting for specific maternal, feedlot and carcass traits, is for use in commercial Angus replacement females (75% or greater) to help you make better-informed selection, mating and marketing decisions.

## Three Economic Index Scores

GeneMax Advantage features three economic index scores that allow for easier, more dependable decision-making:

- Cow Advantage** – Expressed as a score of 1 to 100 (the higher the score, the more desirable), this index predicts differences in profitability from heifer development, pregnancy and calving to the sale of weaned progeny. Plus, the report now includes individual trait reporting for five specific maternal traits for more specific breeding decisions – calving ease maternal (CEM), weaning weight (WW), heifer pregnancy (HP), milk and mature weight (MW).
- Feeder Advantage** – Expressed as a score of 1 to 100 (the higher the score, the more desirable), this index predicts differences in net return of feeder calf progeny due to growth, feed efficiency and CAB carcass merit. Plus, the results now include individual trait reporting for five feedlot and carcass traits for more specific breeding decisions – gain, carcass weight (CW), marbling (Marb), ribeye area (RE) and Fat.
- Total Advantage** – Also expressed as a score of 1 to 100 (the higher the score, the more genetic potential). This index predicts differences in profitability from genetic merit across all economically relevant traits captured in the Cow and Feeder Advantage index scores.



Five Maternal and Five Feedlot/Carcass Traits for GMX Advantage

| Tag   | Assn Num      | Cow Advantage |    |    |      |    |       | Feeder Advantage |    |      |    |     |       | Total Advantage | Smart Outliers |     |      | Most Likely Sire |             |                       |
|-------|---------------|---------------|----|----|------|----|-------|------------------|----|------|----|-----|-------|-----------------|----------------|-----|------|------------------|-------------|-----------------------|
|       |               | CEM           | WW | HP | Milk | MW | Index | Gain             | CW | Marb | RE | Fat | Index |                 | Cost           | Doc | Tend | Tag              | Reg. Num.   | Name                  |
| 353-G | 88P 623015454 | 23            | 67 | 55 | 73   | 57 | 43    | 70               | 62 | 67   | 16 | 47  | 67    | 59              |                |     |      | 100P             | AAA 1709521 | 100% 125P of 6460 JH  |
| 311-B | 88P 623015447 | 22            | 66 | 51 | 47   | 60 | 39    | 65               | 52 | 55   | 18 | 44  | 66    | 54              |                |     |      | 100P             | AAA 1709521 | 100% 125P of 6460 JH  |
| 312-W | 88P 623015427 | 2             | 60 | 77 | 94   | 67 | 30    | 50               | 62 | 50   | 16 | 52  | 35    | 49              | (-)            |     |      | 975P             | AAA 1648512 | 100% 115P of 612 6746 |

## SMART OUTLIER REPORTING

GeneMax Advantage includes Smart Outlier Reporting for quick identification of animals that likely possess less desirable genetic merit for the following traits:

| Cow Cost from Size and Milk  | Docility  | Tenderness   |
|--|---|--|
| Identifies genetic merit for high feed cost from extremes in size and milk (customizable from the bottom 5% to the bottom 35%) | Identifies genetic potential for less desirable temperament (customizable from the bottom 5% to the bottom 35%) | Identifies unfavorable tenderness outliers (customizable from the bottom 5% to the bottom 35%) |

## SIRE MATCH

GeneMax Advantage matches tested females to registered and transferred HD 50K- and i50K-tested Angus sires. Sire identification empowers better mating decisions and management of inbreeding. Angus bull buyers are encouraged to select bulls based on GE-EPDs powered by HD 50K and i50K.

## IMPLEMENTING GENEMAX ADVANTAGE

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

- Select females based on Total Advantage Score and correctively mate to improve Cow Advantage and/or Feeder Advantage Scores
- Eliminate or correctively mate for reduced feed cost and improved docility and tenderness
- Minimize inbreeding and use results to better inform future Angus bull buying
- Plus, GeneMax Advantage test results can be used in feeder cattle marketing programs to better inform price discovery when selling untested steer mates

## ORDERING TESTS

More information and electronic ordering of Zoetis HD 50K, i50K, GeneMax Advantage and GeneMax Focus can be found at [www.angus.org/agi](http://www.angus.org/agi) or [genemaxadvantage.com](http://genemaxadvantage.com)-samples must be submitted to:

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

Blood cards or Allflex® tissue samples may be used for GeneMax Advantage. AGI is the exclusive distributor of i50K, 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 [www.angus.org/AGI](http://www.angus.org/AGI) or [genemaxadvantage.com](http://genemaxadvantage.com).

