



A selection index for crossbred replacement heifers

A genomic tool to help you select the most **efficient, productive, and profitable** heifers



For Western Canadian Commercial Cattle



Improved:

- Hybrid Vigour
- Feed Efficiency
- Fertility
- Longevity

The index will increase the lifetime net return (\$) for each heifer/cow in the herd



Agriculture and Agri-Food Canada

Agriculture et Agroalimentaire Canada





The RHPI was developed from nearly 10,000 mating opportunities from commercial cows in Alberta.

- Incorporates Hybrid Vigour and 7 fertility and production traits (below)
- Analysis using Gentec's proprietary genomic database
- Ongoing validation in commercial herds before availability to producers

Hybrid Vigour

+

Trait
Parity
Re-breeding
Age at first calving
Feed Intake
Residual feed intake
Birth weight
200d weaning weight

Help improve beef in Canada while benefiting your herd

We are looking for young sires and replacement heifers for genomic testing



Genotyping only \$15 per test (vs. \$45) for a limited time!

Ask us how you can apply these benefits within your herd

"DNA testing at Gentec has led to a direct improvement in the decisions made around genetic selection and overall herd management"

- Troy Drake (Herdtrax Inc.)



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