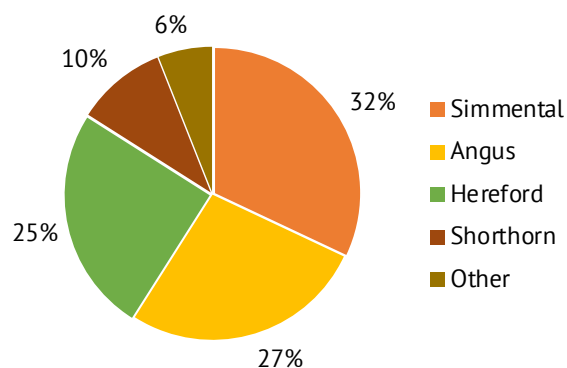


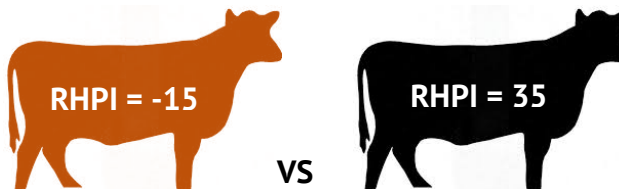


A tool to help you select the most  
fertile, efficient, and profitable,  
heifers for your herd



The **Replacement Heifer Profit Index (RHPI)** calculates the **Genomic Breed Composition** allowing for:

- Determination and management of hybrid vigour (HV) within the herd
- Better-informed replacement heifer selection to optimize breed complementarity
- Informed sire selection to HV and production traits.



### Complex to Simple:

The **RHPI** takes multiple traits and calculates a **single** number allowing you to **compare** heifers and select the **best** replacements.

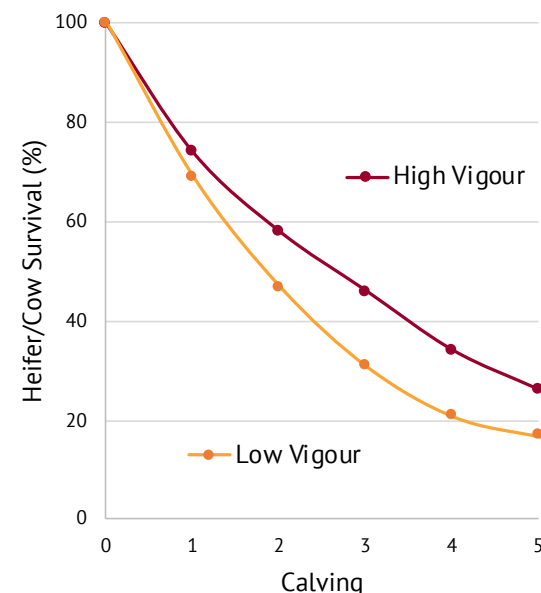
The higher the **RHPI** the better

An RHPI > 0 is above the population average.

The greater the **RHPI** the greater the:

- Hybrid Vigour
- Feed Efficiency
- Fertility
- Longevity

**RHPI increases the lifetime net return (\$)** of each heifer and cow in the herd.



### High Vigour Herds Deliver:

- **Higher fertility, longevity, and feed efficiency** resulting in
- **Less replacement heifers** needed over time – 47% of high vigour heifers produce 3+ consecutive calves vs. 32% of low vigour heifers;
- **More lbs of weaned calf sold** per year, and
- **Reduced feed costs**



Retained Heifer Profit Index Traits
Birth weight
Pre/Post-wean ADG
Residual feed intake
Feed intake
Age at first calving
Feeding event duration
Backfat thickness
Intramuscular fat

### Customize the RHPI to Your Herd:

- To improve **hybrid vigour** and **the 8 fertility** and **production traits** (above)
- Using the only indexes developed and validated in Western Canadian commercial cattle
- RHPI increases **net return** by **increasing longevity** and **fertility** in the herd
- Free consultation and financial assistance are available

### Livestock Gentec:

- Has the largest database of Canadian commercial cattle from which to develop genomic tools.
- Validates and demonstrates these in Alberta; Alberta producers, in Alberta's climate zones, and under Alberta's feed, and management practices.

### \$15 Gets You Started

Save 67% and up 90% off on your genotyping with help from Gentec's funding partners.

### You Receive:

Parentage  
Breed Composition  
Hybrid Vigour Score  
Feeder Profit Index Values  
RHPI Values

### Funding Support Provided by:



## Replacement Heifer Profit Index (RHPI)

Select Replacement Heifers for Fertility, Longevity and Efficiency

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