



THE FUTURE OF DNA – ONLY GENETIC EVALUATION IS HERE!



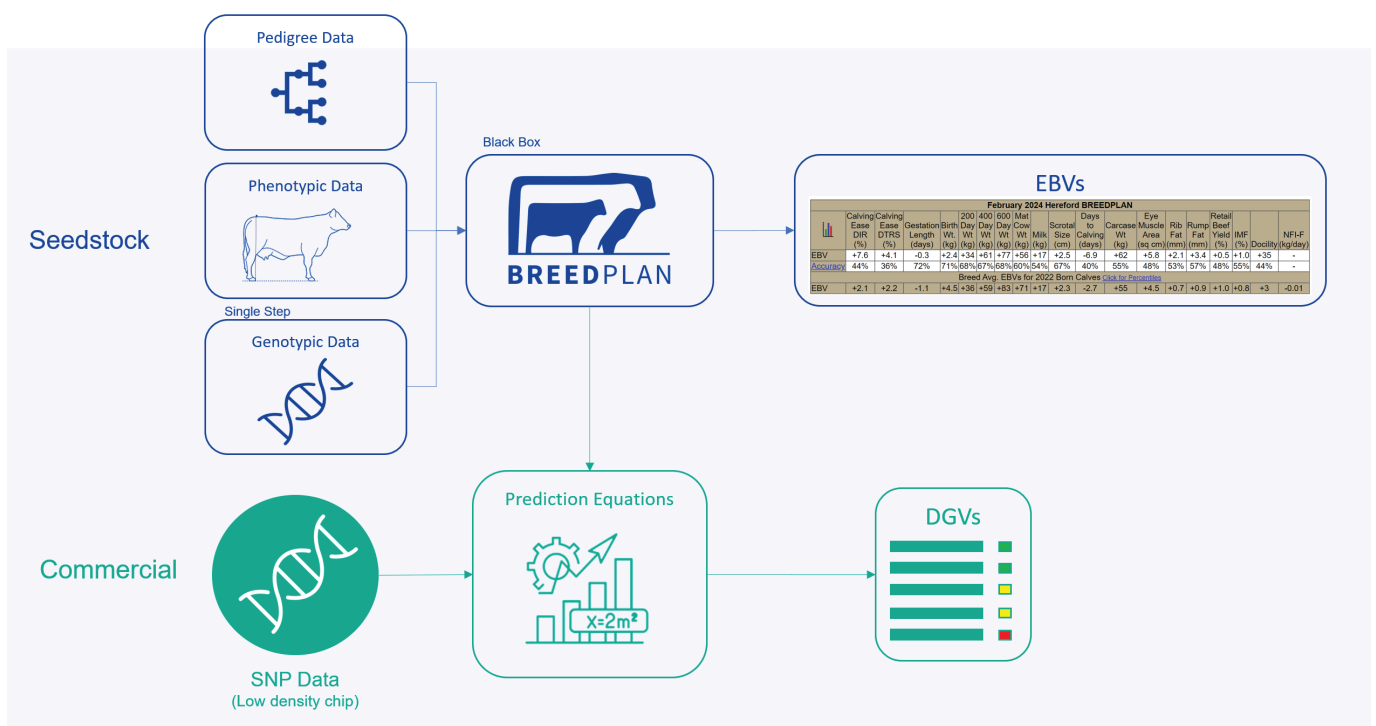
ABRI is very proud to unveil the biggest addition to BREEDPLAN in over 50 years!

In partnership with Herefords Australia and NEOGEN, ABRI proudly presents **BREEDPLAN Select** – a revolutionary DNA-Only genetic evaluation powered by BREEDPLAN.

This innovative product marks a significant milestone, leveraging the power of DNA to enhance the profitability of your commercial cattle herd.

Traditionally, commercial breeders relied solely on Estimated Breeding Values (EBVs) for insights into bull breeding potential, capturing only 50% of the genetic picture. However with the introduction of Direct Genomic Values (DGVs) a comprehensive understanding of both bulls and dams becomes attainable.

Through integrating EBVs and DGVs, commercial farmers gain unparalleled insight into the genetics of their herd mitigating guesswork towards their breeding objectives.





EXPERIENCE THE FUTURE OF FARMING WITH BREEDPLAN SELECT!

UNLOCK THE GENETIC POTENTIAL OF YOUR HERD with data-driven decision-making capabilities to select animals based on predicted performance in carcass weight, increased fertility, higher growth rates, and more.

HOW IT WORKS

- Farmers purchase DNA tests from NEOGEN or the respective Breed Society, providing the data to ABRI for analysis.
- Leveraging BREEDPLAN's prediction equations (SNP Effects), ABRI delivers precise DGVs powered by BREEDPLAN.

This seamless integration offers commercial beef cattle farmers access to continuously updated results and analysis to make informed decisions validated by science.

Elevate your cattle herd management to new heights with BREEDPLAN Select



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