

Q·select

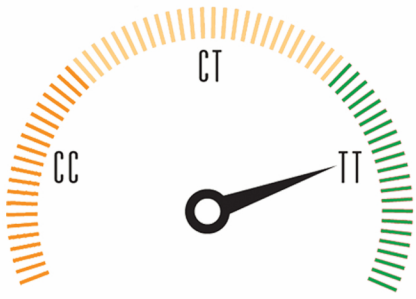
a powerful
selection tool
for your herd



Select the traits you want in your herd

Q-select focuses on beef production traits that are economically important. Choose the traits that are important to you and identify which animals carry the essential genetics to promote those traits in your herd. Pair Q-select genotypes with other physical attributes to select the best bulls and replacement heifers.

Each genetic marker has undergone extensive peer reviewed research studies, and the economic traits that have been associated with each genetic marker have been proven through rigorous large scale testing.

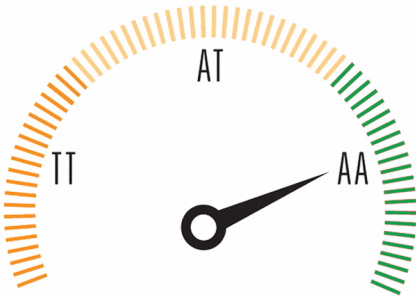


FAT ACCUMULATION

A LEPTIN TT genotype animal has an increased rate of fat accumulation as compared to a LEPTIN CC animal.

OTHER BENEFITS include:

- increased weaning weight
- increased cow productive life
- increased milk production
- increased 12th rib backfat
- impacts marbling & yield grade

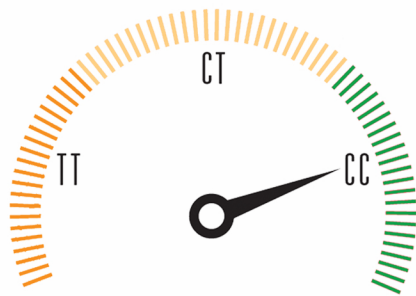


TENDERNESS

A PMCH AA genotype animal has increased fat deposition compared to a PMCH TT animal.

OTHER BENEFITS include:

- increased tenderness
- increased marbling fat
- increased 12th rib backfat

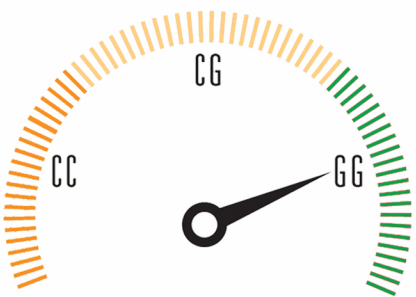


LEAN GROWTH

An IGF2 CC genotype animal has increased lean growth compared to an IGF2 TT animal.

OTHER BENEFITS include:

- larger rib eye



ANIMAL WEIGHT

A CRH GG genotype animal has increased weight compared to a CRH CC animal.

OTHER BENEFITS include:

- increased hot carcass weight
- increased rib eye area

Trait Heritability

Q-select is 100% heritable. Knowing the genotypes associated with desired traits means you can choose mating pairs to introduce desired genotypes into your herd and continue to pass on essential genetics.