



Lifetime Dairy Dollars (LD\$)

Taking confident selection to a higher level

What is LD\$?

Designed by leading researchers at Neogen, LD\$ is a genetic index for Holstein cattle that optimizes all-around performance.

Each Holstein tested with Igenity® Select receives a value for LD\$ allowing a producer to gain a true assessment of her genetic value.

While enhancing production capabilities, LD\$ is formulated to emphasize health, fertility, and longevity traits, optimizing economic success. Using LD\$ to select and breed Holstein cattle drives improvement across all the key areas that determine profitability (see Figure 1).

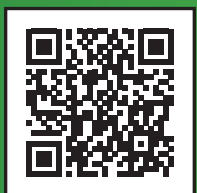
Why is LD\$ Different?

As seen in Figure 2, LD\$ is a tool to recognize greater profit potential as compared to traditional industry indexes.

Bring more value to each animal by implementing LD\$ into your breeding and selection decisions.

LD\$ is exclusively on Igenity Select at no additional cost.

You have a plan for your herd. Igenity can get you there.



LD\$ RELATIVE EMPHASIS

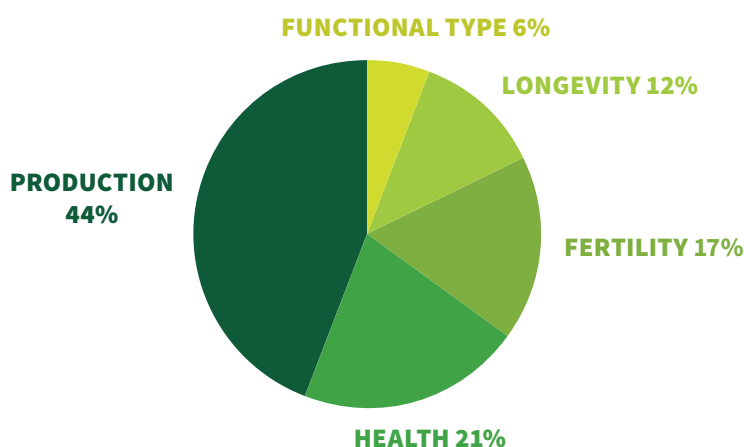


FIGURE 1 Relative emphasis for each major trait category in the LD\$ index

LD\$ vs NM\$

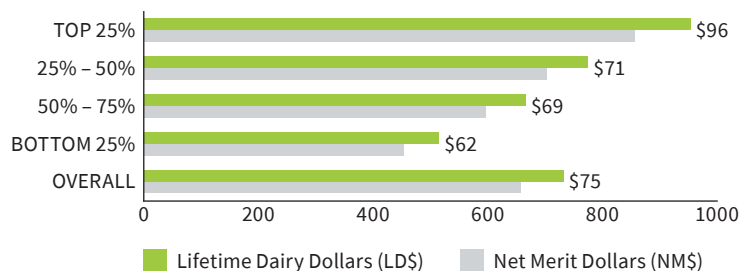


FIGURE 2 Quartile analysis for cattle selected using LD\$ and NM\$



402.435.0665 | DNAhelp@neogen.com

Neogen Corporation, 620 Lesher Place, Lansing, MI 48912 USA.

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