



NZ Herefords

Your one-stop-shop for genetic testing

Hereford Bundle

(required for joining sires born after 2019 and for stud transfers)

\$58+GST

Includes:

100K SNP profile, Parentage (run by PBB)

Genetic conditions: Hypo/IE/Dil/MSUD, Horn/poll test, Tenderness test

Will provide Genomic Evaluation

Processing time approx. 7 weeks

Hereford Bundle + BVD

\$66+GST

Includes:

Hereford Bundle with the addition of BVD add-on

Will provide Genomic Evaluation

Processing time approx. 7 weeks

Other test options available include:

30K (uLD) SNP Profile - TSU Only

Includes: Parentage if requested at the time

\$42+GST

Horn/Poll Test

\$35+GST

30K (uLD) TSU Only + BVD Add-on

Includes: Parentage if requested at the time

\$50+GST

MD Stand-Alone Test (TSU Only)

\$36+GST

BVD Add-on

(if requested with any other test i.e. SeekSire Test)

\$8+GST

SeekSire Test

This SNP test does not provide a profile for genomic evaluation but is a useful tool for parentage only

\$27+GST

Introducing the PBB Genomics & Sales Team



Megan Ellett
Manager
Data & Genetics

Megan is familiar with animal recording, DNA requirements and systems (e.g. BREEDPLAN) through years of working in PBB Registry. She has transitioned into a genomics role and works closely with Neogen and other service providers, such as Helical.



Sonya Knowles
Customer
Engagement
Agent

Sonya takes care of the tag and TSU orders, processes the Neogen DNA samples and assists with all general DNA enquiries.



Christel Blyth
Genetics
Technician

Christel runs the parentage analysis for majority of the breeds under the PBB umbrella, using Helical TREE parentage system. She also looks after data transfer, working with a variety of overseas breed associations and other service providers.



Rochelle Addenbrooke
Genetics
Data Analyst

Rochelle analyses diagnostic reports (produced following genomic evaluations) to identify genotype issues and seeks improvement on genotype processes. Communication and support for our customers to resolve and prevent issues, wherever possible is a priority.



Ella Holland
National
Territory Manager

Ella is working closely with the entire team to promote all of PBB's products and services including Igenity that is offered as part of PBB's genomics partnership with Neogen and provides in-herd evaluation that's been calibrated to NZ beef data.



Trudy Bensted
South Island
Territory Manager

Trudy is helping Ella out on the road in the South Island promoting all of PBB's many products and services.

We make building your genetic profile easy

For fast turnaround, send your DNA tests to PBB and we will take care of the rest.

1 <p>Select animals to test</p>	2 <p>Order your wet TSU or Birthset</p>	3 <p>Tag and sample selected animals</p>	4 <p>Fill out order form and email to dna@pbbnz.com</p>	5 <p>Courier samples to PBB</p>	6 <p>All results are uploaded into BreedPLAN and emailed out to you</p>	7 <p>Your herd records and EBVs are updated</p>
--	--	---	---	--	--	--

PBB is the New Zealand distributor for Neogen Australasia.
Visit pbbnz.com/genomics

PBB & Neogen prefer Allflex wet TSUs. The easy DNA sampling method which is reliable, easy to transport, user friendly and easy to process in the Lab.



When ordering please ensure your form is completed electronically

Complete the spreadsheet form electronically (save a copy of the form to your computer and type in the details), print a hard copy to mail with your samples and email the electronic copy to dna@pbbnz.com. This improves the efficiency and accuracy when processing orders, as the order details can be imported direct into the Neogen ordering system from the emailed form. For large orders where animals are already registered with your Society, please contact the DNA team as we can assist you with extracting animal details to speed up the order form process! Fees may apply if the correct form/data is not supplied to PBB.