



GenSELECT Hereford

March 2026



NZ Herefords



HEREFORDS
AUSTRALIA

GenSELECT



GenSELECT Heifer is a genomic tool to help inform the selection of commercial heifers.

GenSELECT Heifer provides:

Genetic predictions for six (6) maternal traits, and five (5) carcass traits, reported as a 0 to 100 score for each trait to help inform selection decisions for replacement heifers.

A relevant market index is also included; for New Zealand based animals this is the Hereford Prime Index.

Suitable for commercial female beef cattle.



GenSELECT Steer is a genomic tool to help inform the selection of commercial steers.

GenSELECT Steer provides:

Genetic predictions for one (1) key growth trait and five (5) carcass traits to help identify steers with the potential to finish well and deliver better carcass results.

Suitable for castrated male beef cattle. Not to be used for Bulls.



GenSELECT Profile is a genomic tool to benchmark your herd and help inform bull selection decisions.

GenSELECT Profile provides:

A herd snapshot of six (6) maternal traits and five (5) carcass traits by sampling 30 females to create an 'average' set of Genomic Breeding Values (GBVs) along with a relevant market index figure to support bull buying decisions.

Suitable for commercial female beef herds.

Genetic evaluation is conducted by ABRI



GenSELECT Traits

| Name | Trait | Heifer | Steer | Profile |
|--|-------|--------|-------|---------|
| Calving ease | CE | ✓ | | ✓ |
| 200 day weight (weaning) | 200 | ✓ | | ✓ |
| 400 day weight (yearling) | 400 | ✓ | ✓ | ✓ |
| Mature cow weight | MCW | ✓ | | ✓ |
| Milk | MILK | ✓ | | ✓ |
| Days to calving | DTC | ✓ | | ✓ |
| Carcase weight | CWT | ✓ | ✓ | ✓ |
| Eye muscle area | EMA | ✓ | ✓ | ✓ |
| Rib fat depth | RIB | ✓ | ✓ | ✓ |
| Retail beef yield | RBY | ✓ | ✓ | ✓ |
| Intramuscular fat | IMF | ✓ | ✓ | ✓ |
| Index: Sustainability Production - AU Only | \$SP | ✓ | | ✓ |
| Index: Hereford Prime - NZ Only | \$HP | ✓ | | ✓ |

Ordering Process

Collect your samples then register your order on the GenSELECT portal.

Send your samples to PBB.

Results are presented on the portal.

Genetic Evaluation for Commercial Cattle

Designed to lift herd performance, these genomic tests from ABRI give cattle producers the information they need to choose the right animals and improve breeding outcomes.

[→ Sign In](#)

[+ Sign Up](#)

| GenSELECT Powered by BREEDPLAN | | GenSELECT - Animal Sample Information | | NEOGEN | |
|--|----------------|---|-----------|------------|------------------|
| Please email this form to: dna@pbbnz.com | | | | | |
| Client ID: | PBB Commercial | GenSELECT Batch #: | | | |
| Client Email: <i>(required)</i> | | | | | |
| Breed Code: | NZHF | USE A NEW ORDER FORM FOR EACH ORDER. EACH ORDER NEEDS A UNIQUE BATCH NUMBER | | | |
| Sample Type | Sample Barcode | Birth year | Year code | Visual Tag | NAIT RFID or EID |
| TSU or Hair | 12345678 | 2019 | Q | 001 | 982 000000000000 |
| | | | | | |
| | | | | | |
| | | | | | |



Results - Heifer

- Export to Excel
- Not directly comparable to BREEDPLAN

Animal Search

Order Filter

User Filter

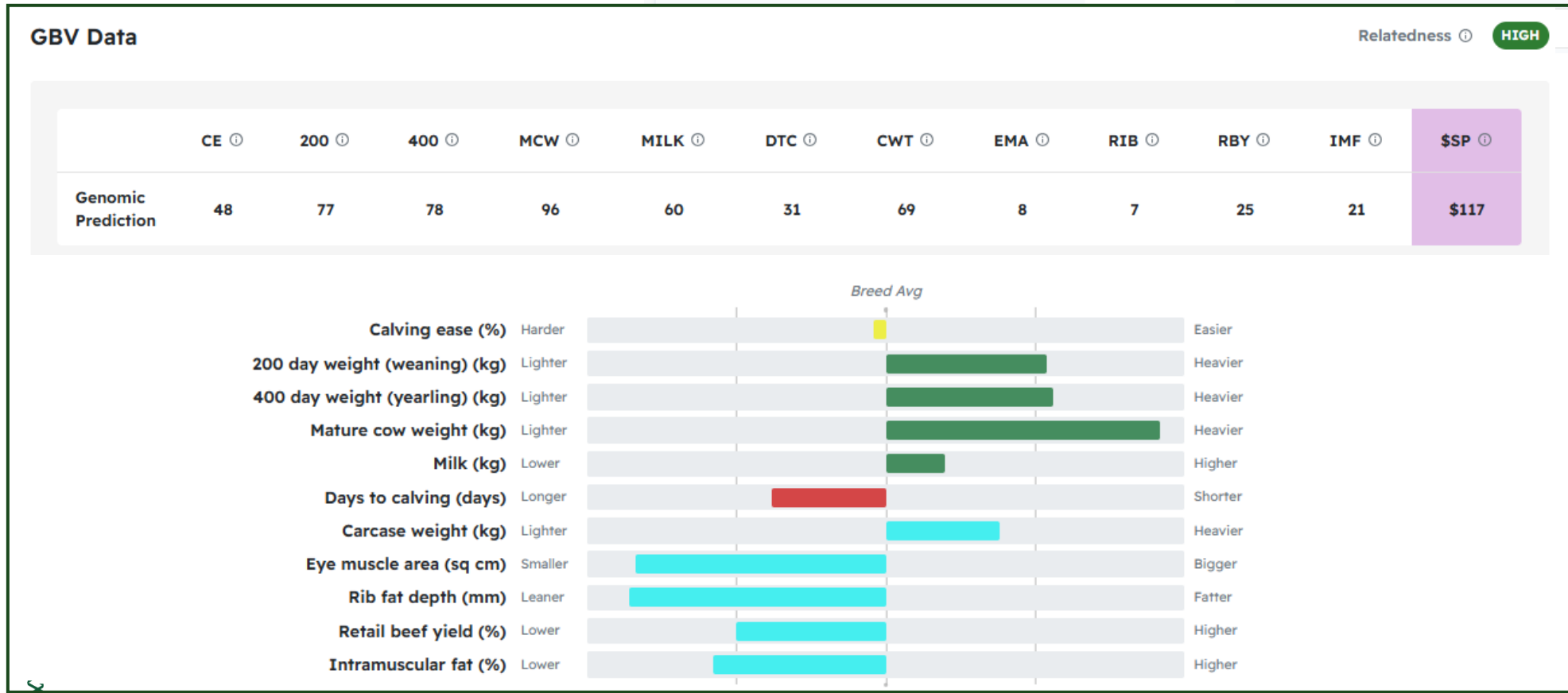
Number of animals in Order
145

Order Date
27/01/2026

Available Results
143

Failed Results
2

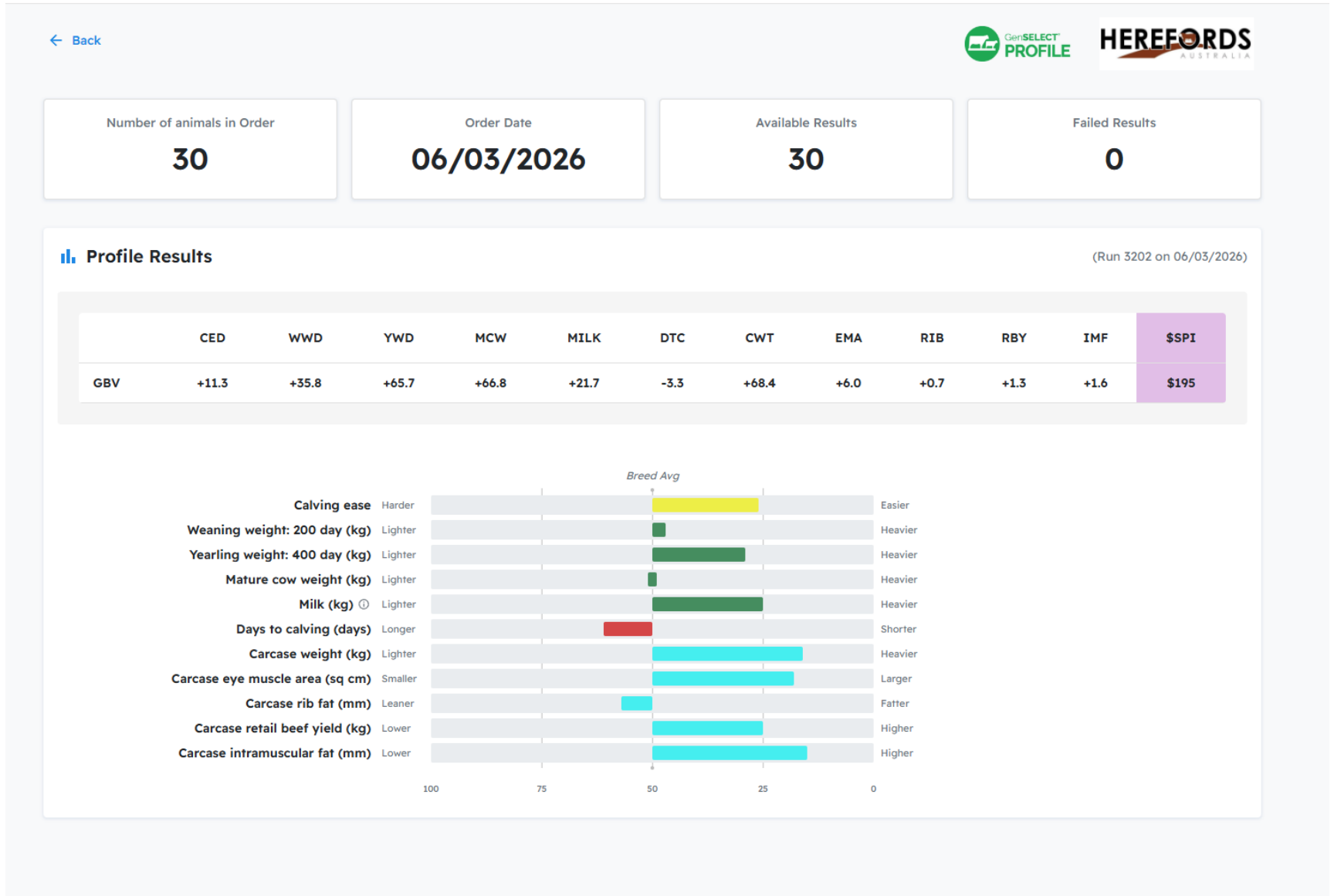
| <input type="checkbox"/> | Name (Visual Id) | Birth Year | Sex | User | CE | 200 | 400 | MCW | MILK | DTC | CWT | EMA | RIB | RBV | IMF | \$SP | |
|--------------------------|------------------|------------|-----|------|----|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|-------|-------|
| <input type="checkbox"/> | W145 | N/A | ♀ | | 48 | 77 | 78 | 96 | 60 | 31 | 69 | 8 | 7 | 25 | 21 | \$117 | |
| <input type="checkbox"/> | W144 | N/A | ♀ | | 49 | 50 | 31 | 47 | 57 | 3 | 20 | 8 | 16 | 48 | 26 | \$117 | |
| <input type="checkbox"/> | W143 | N/A | ♀ | | 78 | 15 | 8 | 16 | 8 | 7 | 16 | 29 | 19 | 63 | 7 | \$125 | |
| | | | | | | | | | | | | | | | | | \$153 |



Results – Profile



- The GBV figures are comparable to BREEDPLAN EBVs for benchmarking purposes
- More informed bull selection – recommend bulls that will provide the most return
- Benchmark progress over time





GENETIC EVALUATION FOR COMMERCIAL CATTLE

What is GenSELECT?

GenSELECT puts the power of genomics in the hands of commercial beef farmers. Developed by ABRI, powered by BREEDPLAN, and backed by NZ Herefords and Herefords Australia, it's built for the realities of commercial cattle production right here in Australasia.

Choose from three targeted tests - Heifer, Steer, or Profile - each designed to sharpen your selection decisions and accelerate genetic progress in reproduction, growth, and carcass traits, so your herd works harder for your bottom line.

Suitable for commercial Hereford cattle.

Contact PBB for material for your sales catalogues and info for your clients.

PBB – pricing, ordering & sample logistics

Thanks to NZ Herefords & Herefords Australia for being the pioneering breed for GenSELECT.



NZ Herefords



AVAILABLE IN NEW ZEALAND EXCLUSIVELY THROUGH PBB WITH THE SUPPORT OF NZ HEREFORDS.

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