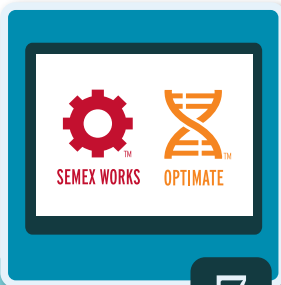


A SEMEX EXCLUSIVE

Includes Immunity+® genomics to
bolster your herd's disease resistance



7

NOW WHAT?

Results are automatically fed into
your customized herd strategy
using SemexWorks™ & OptiMate™
for easy decision making

1

**SIGN UP WITH
YOUR WESTGEN
REPRESENTATIVE**

**NO MANUAL ENTRY
OF HERD DATA**

Use the herd extractor for
automated upload of data
to the Elevate phone app

2



COLLECT YOUR DNA SAMPLES

You will receive ear tissue sampling units
to collect samples from animals
identified in your herd strategy

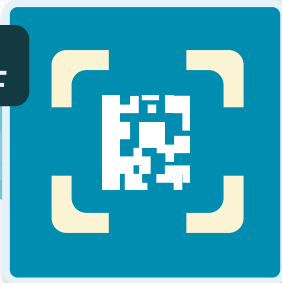
3



4

**SCAN SAMPLES
WITH PHONE APP**

Automatically match
to your list of individuals to test



5

SHIP SAMPLES

Mail to the lab for testing
in preprinted envelopes



6

**NO MORE
SPREADSHEETS!**

Receive official genomic
results on your phone in
an easy-to-read format



ELEVATE YOUR GENETICS**IT'S EASY**

A simpler way to manage your
herd genetic strategy



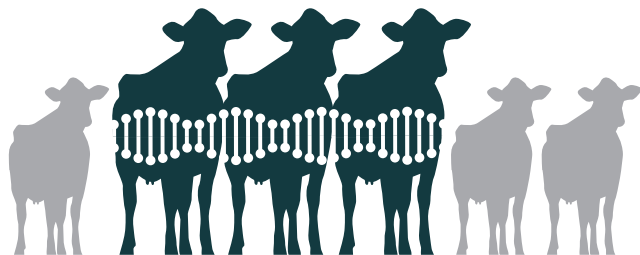
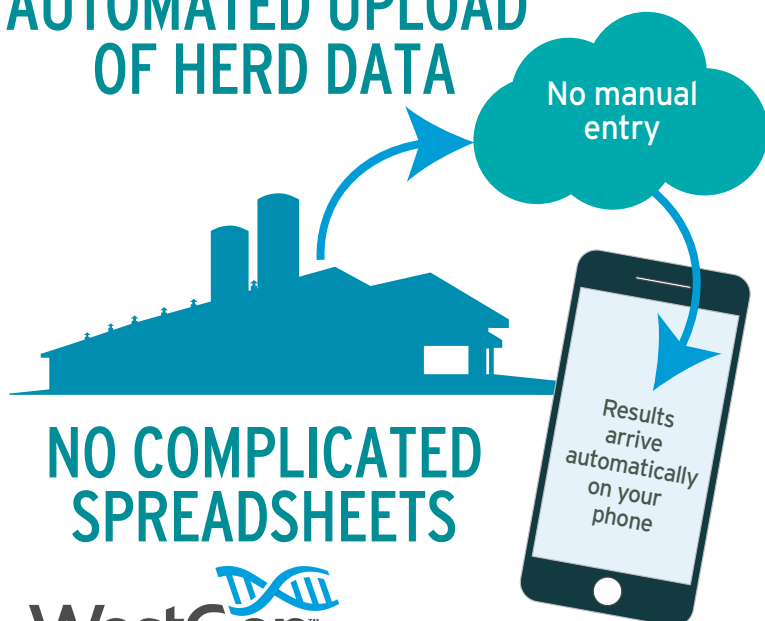
**BEST
ROI**



**LOWER
TESTING
COST**

ELIMINATE COSTLY MISTAKES

Know which replacements to raise

**AUTOMATED UPLOAD
OF HERD DATA**

**NO COMPLICATED
SPREADSHEETS**



WestGenTM

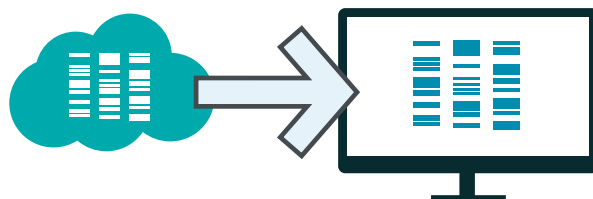
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**BOLSTER YOUR
HERD'S DISEASE
RESISTANCE**

Receive Immunity+[®] genomics
at no extra charge

**IT'S REAL-TIME
& CLOUD-BASED**

Track your DNA samples
status every step of the way

**EASY DECISION MAKING**

Results are fed into your customized
herd strategy tools



SEMEX[®]

Genetics for Life[®]