



## Your one-stop shop for **Genetic testing**

**Improve  
your herd  
with  
genomics**

### **Charolais Bundle**

**\$58+GST**

**Includes:**

100K SNP Profile  
Parentage (run by PBB)  
Horn / Poll Test  
Myostatin  
Myophosphorylase  
Coat  
Tenderness  
Progressive Ataxia (BPA)

Processing time approx. 7 weeks

### **Charolais Bundle + BVD**

**\$66+GST**

**Includes:**

**BVD**

100K SNP Profile  
Parentage (run by PBB)  
Horn / Poll Test  
Myostatin  
Myophosphorylase  
Coat  
Tenderness  
Progressive Ataxia (BPA)

Processing time approx. 7 weeks

### **Other test options available include:**

#### **SeekSire Test**

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

**\$27+GST**

#### **Myophosphorylase Test**

**\$31+GST**

#### **BVD Add-on**

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

**\$8+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.



PBB is the New Zealand distributor for Neogen Australasia.  
Visit [pbbnz.com/genomics](http://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](mailto: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.