

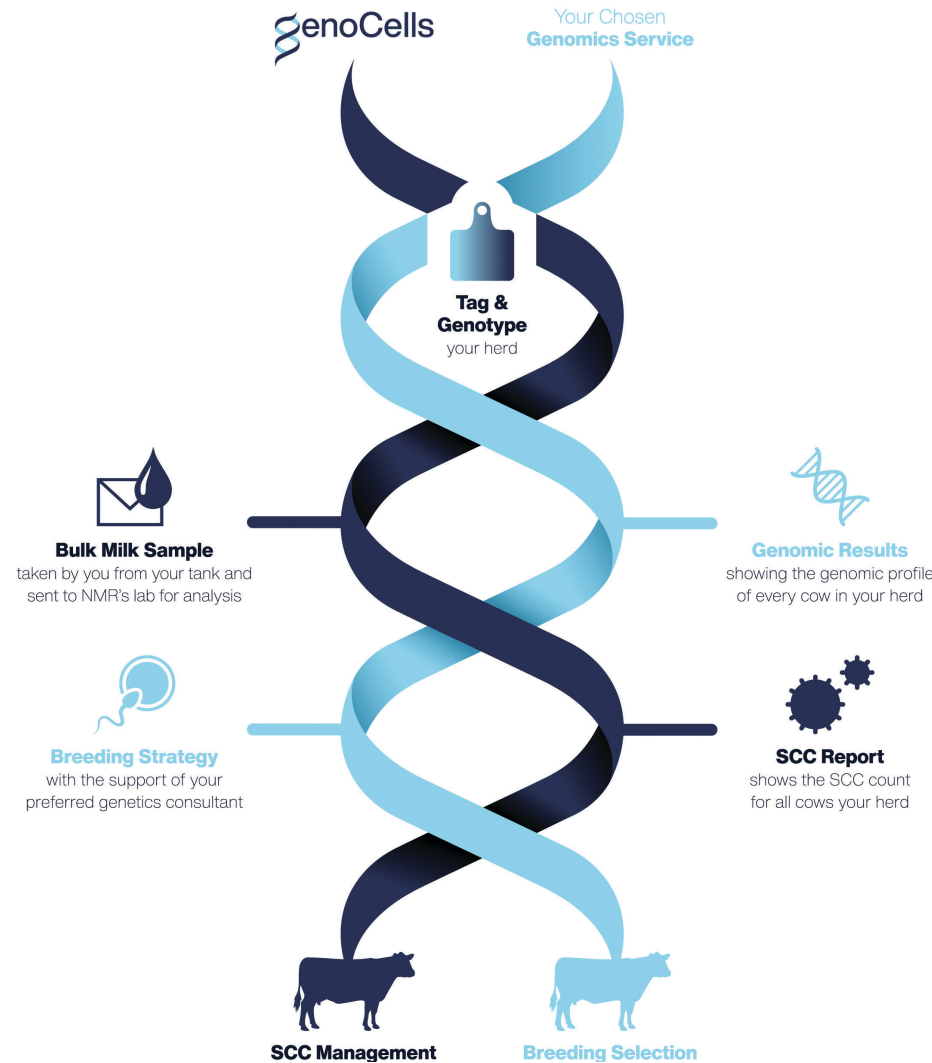
The *how* and the *why*... **GenoCells** From NMR

The remarkable, easy to adopt solution to SCC measurement and breeding strategy development.

The benefits of genomic testing to accelerate genetic improvement in the herd are widely recognised - genetic data enables farmers to make informed decisions on breeding to realise their goals.

Now there is scope to gain further benefit from genomic testing through a new innovative service offered exclusively by NMR: the calculation of individual cow SCCs through genomic testing of bulk milk samples.

The service works simply by matching the genomic profiling of the SCCs in the bulk tank sample with a database containing genomic data for all the milking cows in the herd.



Using a bulk milk sample for this purpose offers huge benefits in terms of speed, flexibility, saving on labour costs and minimising disruption to the milking routine.

This service is new to the UK, but its effectiveness is already proven in European markets. GenoCells is rapidly emerging as an effective way of identifying culprits causing elevated bulk tank SCCs, as well as being a valuable aid to Selective Dry Cow decision making. It also offers the perfect solution for dairy farms milking pure breed herds when individual cow sampling is difficult.

Results are reported in a PDF document or CSV file for import into farm software. The results confirm the SCC for each milking cow, and as well as percentage contributions to the bulk tank.

GenoCells
From NMR

Your GenoCells "cows to review"

Line number	Eartag number	Yield	% contribution	Somatic cell count	Tank cells excluding these animals
8107	341533103107	17.0	14.73%	2333	130
8019	341538308019	18.2	8.17%	1906	115
7998	341537307998	18.2	8.85%	1742	100
5199	341538515199	19.7	8.79%	1723	93
2252	341539010252	22.2	4.98%	1283	78
5240	341540010240	28.2	5.30%	944	64
5444	341545705444	23.5	2.94%	703	62
7996	341541205444	17.7	2.21%	520	58
2342	341541207342	20.4	1.79%	426	57
5319	341543805319	30.4	1.88%	343	49
5253	341545705253	26.4	1.92%	336	52
5238	341546605238	22.5	1.34%	360	50
5414	341547705414	29.6	2.02%	343	47
7981	341548707981	22.0	0.90%	341	44
3089	3415504053089	27.3	1.84%	318	45
5432	341551105432	17.8	1.11%	219	43
5408	341552705408	34.3	0.84%	195	42
1460	341553705511	18.2	1.16%	192	41
	341553705582	30.2	0.69%	185	39
		19.1	0.46%	175	38
		14.8	0.80%	158	37

Herd ID: 18847801
Date: 18/08/2023
Herd SCC: 169

The *benefits*



Flexibility

You can submit samples as and when you require*



Labour Saving

No need for individual cow sampling - and by association time saving



Quick Treatment

Your results arrive quickly and are easy to interpret so you can treat the individual animal in good time



Accuracy

A paper presented at the ICAR 2019 Annual Conference confirms that GenoCells has equivalent accuracy to other SCC measurement methods



Herd Improvement

Genetic consultation is available to ensure you gain maximum value from genomic results



Fascinated?

Please contact us to arrange a 1:1 consultation on how GenoCells can work for you

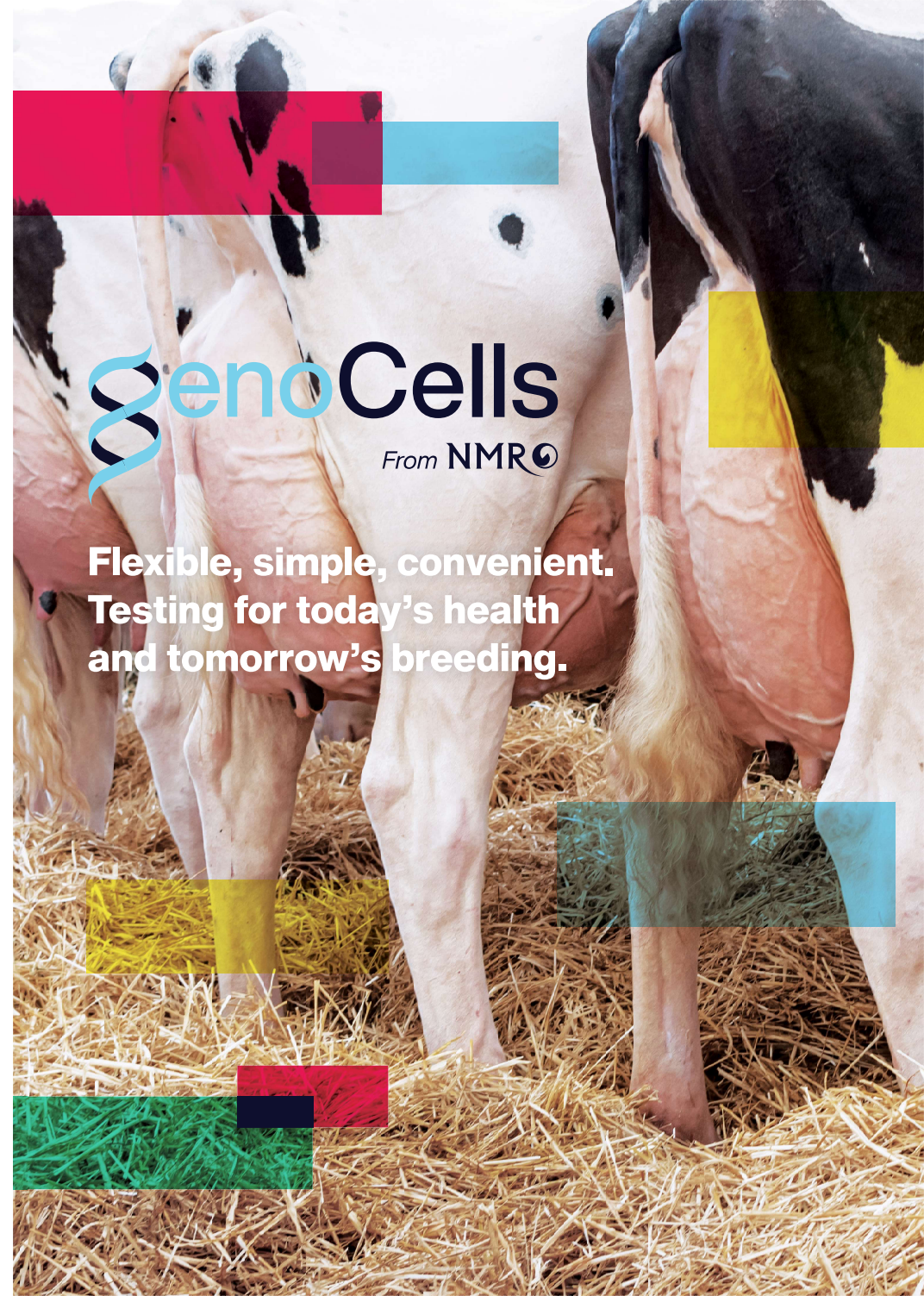
* When subscribing to the service a choice can be made on the number of samples to be submitted for analysis during the year. Frequency and timing of sample submission is up to you.



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Testing for today's health
and tomorrow's breeding.**