



NZ Herefords

Your one-stop-shop for genetic testing

Hereford Bundle

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

\$59+GST

Includes:

100K SNP profile, Parentage (run by PBB)

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

Will provide Genomic Evaluation

Turnaround time within 7 weeks

Hereford Bundle + BVD

\$67.50+GST

Includes:

Hereford Bundle with the addition of BVD add-on

Will provide Genomic Evaluation

Turnaround time within 7 weeks

Other test options available include:

30K (uLD) SNP Profile - TSU Only

Includes: Parentage if requested at the time
Will provide Genomic Evaluation

\$42.50+GST

MD Stand-Alone Test (TSU Only)

MD+DB combined test \$51.50

\$37+GST

SeekSire Test

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

Includes: Parentage

\$33.50+GST

Delayed Blindness stand-alone test

(test code DB or CLN)

\$37+GST

Horn/Poll Test

\$35.50+GST

BVD Add-on

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

\$8.50+GST

One team, better outcomes

Introducing the PBB Genomics & Sales Team



Megan Ellett
Manager
Data & Genetics

Having worked at PBB for a number of years in various roles, Megan oversees everything Genomics related. She supports the data and genetics team with all things from order submissions and interpreting results, to genomic evaluations and diagnostic analysing.



Sonya Knowles
Customer
Engagement
Agent

Sonya looks after our customers throughout the DNA submission process. She checks, processes and submits all New Zealand DNA orders going to Neogen and assists with the processing of SPI orders for Australian members. Sonya supports our customers with all general DNA enquires as well as advising on DNA testing requirements to meet breed rules and regulations. She also processes all TSU orders.



Sophie Carpenter
Genetics
Technician

Sophie runs the parentage analysis for nearly all of the NZ breeds under the PBB umbrella, using the Helical system. She ensures all DNA results are loaded into BREEDPLAN and other relevant systems such as the DNA portal, as well as looking after DNA data transfer requests - working with third parties including overseas breed associations and other DNA service providers. Sophie also supports our customers with all general DNA enquires, including DNA testing requirements to meet breed rules and regulations.



Rochelle Addenbrooke
Genetics
Data Analyst

Rochelle's role involves analysing the breed diagnostic reports to identify genotype issues and seek improvement on genotype processes. Rochelle will be working closely with external service providers and will provide regular updates to the individual breed societies with progress. Communication with our customers to accurately explain errors and support them to resolve genotype issues is a priority. Rochelle will also be working on data analysing projects for PBB and their partners.



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

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.