

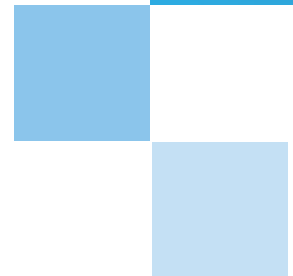
Whatman FTA® Cards. The easy way to collect cattle DNA and improve the value of your herd.

DNA is fast becoming the preferred means of improving herd quality, making genetic testing a necessity for the modern beef producer. Fortunately, Whatman has developed a simple way to make DNA work for you. With Whatman FTA® cards, you can store an animal's genetic information with a single drop of blood, making it easy to prove calf lineage, track desirable traits, and improve the value of your herd through superior breeding. Whatman FTA: It's simply the fastest, easiest way to join the DNA revolution.

Whatman®

What is Whatman FTA?

Whatman FTA cards are made of a chemically-treated paper that extracts the DNA from a blood sample. Simply place a drop of blood on the card and your cattle DNA is instantly captured. FTA cards can be mailed without special handling to a lab for analysis, or stored indefinitely at room temperature, providing you with instant access to your herd's genetic information.

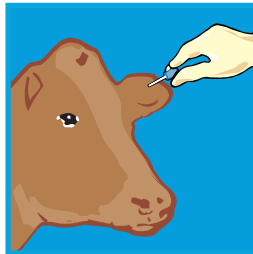


You don't have to be a scientist to use FTA Cards.

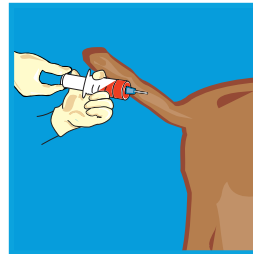
As a beef producer, the quality of your herd is your number one priority. By identifying and breeding in positive traits like marbling and tenderness, you will improve your herd's value and increase profits. To help you take advantage of DNA, Whatman is committed to making DNA collection, and analysis by testing labs, as simple as possible. FTA cards are so easy to use, anyone on your ranch can get started right away without special training. For step-by-step instructions visit www.whatman.com/animal_ID.

Collecting blood samples

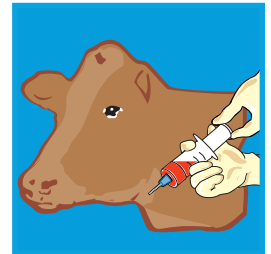
It's easy to take samples from the ear, tail or neck



The back side of the ear is rich in blood vessels that can be found by massaging the skin. Prick the blood vessel using the smallest needle you have available.

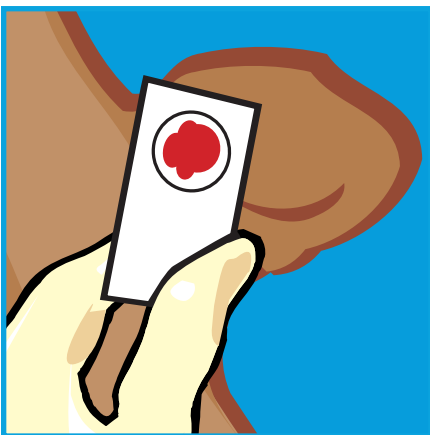


Blood can be collected from the underside of the tail using a syringe.

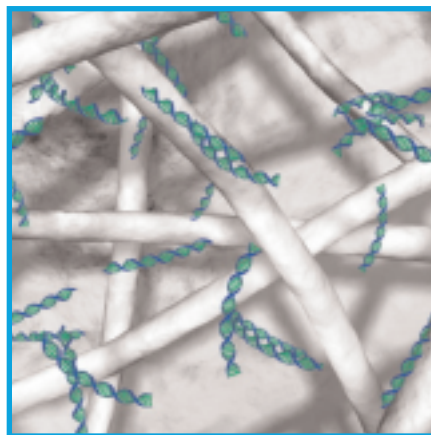


Use a syringe to extract blood from the underside of the neck. No matter where you collect the blood, make sure the animal's head is properly restrained.

How FTA works



A drop of blood is applied to an FTA card. Blood cells, which contain DNA, are captured in the chemically-treated fibers of the card.



A commercial laboratory can extract the cattle DNA from the FTA card, analyze it, and send you the results. Here, DNA strands are shown on an FTA card.



Cards can be stored on the ranch at room temperature. FTA keeps your cattle DNA safe and secure for years without refrigeration.

Whatman FTA cards are ideal for:

- Breed registration and certification
- Identifying superior breeding traits
- Increasing the value per head of animals with the best genetic characteristics, such as marbling and tenderness
- Verifying breed types so you can buy and sell with confidence
- Keeping track of specific cattle on the ranch—a foolproof addition to ear tags, which can be lost
- Proving ownership of stray cattle
- Parentage testing

Why use FTA cards?

- Easy field collection
- No need to hire skilled personnel to collect samples
- By breeding animals based on their genetic traits, you will sell desirable cattle at a higher price
- Room-temperature storage means you will always have access to your herd's genetic information
- FTA is a proven technology trusted by genetics labs worldwide



Now every beef producer can take advantage of the latest genetic technology and make more money.

Ready to get started? Contact Whatman today. Our genetic experts are ready to help you build your business by harnessing the power of DNA on your ranch. You will soon find that Whatman FTA is a fast, easy and cost-effective way to track genetic traits within your herd and breed the very best cattle for higher profits. Whatman FTA—it's the DNA brand for the 21st century.



Whatman FTA cards are available in a range of configurations to meet your needs.

Call 1-800-WHATMAN, or visit www.whatman.com/animal_ID for more information.

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