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Datamars Livestock has revolutionized tissue collection for genetic testing in the cattle industry

The exponential growth in demand for high quality protein has been a major topic of discussion in the cattle industry for the past decade. The main question – how will cattle producers meet the demand with fewer natural resources and larger strain from input costs?

Enter the latest technologies, novel hormone-based growth implants, innovative reproductive technology, and most recently, unprecedented insight from genetic testing. As science continues to identify traits directly related to profitability (such as feed efficiency and disease susceptibility) and consumer preference (like tenderness and flavor), the opportunities for producers to use genetic testing to inform better herd management seem endless.

Until now, there have been a few problems. The amount of added labor required to collect blood or hair samples, as well as the added stress from working animals more than required, have been barriers for large scale genetic testing. Datamars Livestock is hoping to change that with the Z Tags Tissue Range.

The Z Tags Tissue Range offers two options: a Tissue Sampler only and a Tissue Sampler + Tag. The tissue sampler takes a fast, clean, and accurate sample in an easy, low stress way. The Tissue Tagger is easy to load and works like any other tag applicator. For the Tissue Sampler, just squeeze the handles until you hear a click, which lets you know the sample has been collected.

The all-in-one Tissue Sampler + Tag also has the added value of applying a visual tag at the same time. The process is straightforward and identical to applying a conventional ear tag – just squeeze the tagger until you hear two clicks and you're done.

Unlike blood or hair, tissue samples are robust and longer lasting. Z Tags also uses a dry desiccant; this allows the sample to last for up to 6 months without refrigeration. Other tissue samplers use a wet desiccant, which risks sample destruction if the vial is cracked and the liquid leaks. Furthermore, tissue samplers take a larger sample, giving you the ability to run more tests than with a conventional blood or hair sample.

Verne Atmore, VP Datamars Livestock, says: "With the exponential growth in demand for high grade protein, the ability to prove and test genetics is crucial for producers of these quality breeds. Being able to select high value production traits that increase productivity, not costs, is key to maximizing a farmer's bottom line."

"We've combined ease and quality into a product that is not only a great compliment to our Z Tags suite of management and official identification tags, but sets us apart from the market with the unique dry desiccant for tissue preservation."

The Z Tags Tissue Tagger can also be used to apply most of the two-piece range including EID tags, reducing the number of tools you need.

Making the right decisions for livestock productivity is crucial. The new Z Tags suite of tissue products gives producers credibility with proof of genetics and information to maximize profitability. Producers can be confident making decisions to improve genetic traits and produce high-quality, disease-resistant cattle.

About Datamars Livestock

A business division of Datamars, Datamars Livestock is a global leader in animal identification products, farm infrastructure products, animal performance and monitoring, and animal health delivery products. Datamars Livestock includes globally recognized brands Z Tags, Temple Tag, Tru-Test, Speedrite, Patriot, NJ Phillips and Simcro.

This combination enables animal health, precision livestock management, and improved protein production. All of this is underpinned by a cloud software solution called Datamars Livestock, which connects producers with information about their livestock, bolstering their intuition and enabling them to make precise, informed decisions.

For more information, please visit livestock.datamars.com.