Since the launch of genomics in 2009, there has been a strong demand for a high value/low cost genomics service. This service was launched in February 2011 based on the Illumina Bovine 3K chip. Initially animals had to be genotyped on the more expensive 50K chip. The 3K service costs €50 per animal for bull and heifer calves. Animals need a minimum of 50 percent Holstein and the sire and maternal grandsire must be recorded on the ICBF database. In December 2011 we advanced from the 3K chip to the BovineLD 7K chip at no extra cost to farmers. This system gives even greater accuracy and can be applied with fewer restrictions. Friesians can now be genotyped on the 7K chip if the sire has already been done on the 50K (54,001) panel. An initiative to genotype 10,000 females on the 7K chip was also launched in December 2011. This will enable dairy farmers make more informed breeding decisions before the abolition of milk quotas in 2015.