

Abstract by Sue DeNise - Delivering Valued Genomic Products to Livestock Customers

Pfizer entered the genomic space to address a global need for enhanced productivity for protein production and to provide our customers complementary products to the current Animal Health portfolio. Pfizer Animal Health is committed to investing in the most comprehensive and accurate predictions and providing tools that help our customers use the genomic information to reach their goals. Products can be developed with collaborators, exist in the public domain, or result from basic research within the R&D team. These genomic predictions may be in the form of a targeted panel for a few traits to a prediction based on a high density panel depending on the value proposition to the customer. The customer may receive a direct genomic value or a genomically-enhanced breeding value and tools to apply the information to their operation. Through a dedicated R&D, Technical Services and Sales team, Pfizer currently offers products to beef cattle, dairy cattle and sheep in North America, South America, Australia and New Zealand.