



Optimised Heifer Selection: Integrating Genomics and Phenotypic Data

PDS Update Webinar

 Wednesday, 29 July 2026 | 5:00pm AEST

 Online

Can you afford to rely on looks alone for the next 10 years?

Join our free upcoming webinar to learn how integrating genomic tools with phenotypic data for heifer selection can transform your commercial breeding enterprise, accelerate genetic gain and build a more profitable herd.

Funded by MLA and delivered by neXtgen Agri, this webinar will feature presentations from neXtgen Agri CEO Mark Ferguson and PDS Project Manager Georgia Pugh and will cover:

- An overview of the MLA PDS project: Optimised Heifer Selection
- An introduction to the principles of integrated heifer selection using genomics and phenotypic data
- Practical steps to get started using genomic tools in your breeding enterprise
- Updates and early insights from the PDS demonstration sites
- Next steps for the project and how to stay informed

What you'll learn:

- **See beyond what you can observe:** Learn how genomic information can identify differences in fertility, maternal performance, growth and carcase traits that may not be visible when assessing heifers in the yards
- **Make more informed replacement decisions:** Understand how genomic and phenotypic information can be combined to select females that are better suited to your breeding objectives
- **Build a more productive and profitable herd:** Discover how earlier and more accurate selection decisions can improve herd performance and support long-term genetic progress

Who should attend

Commercial beef producers who want to improve their breeding enterprises, accelerate genetic gain, and build a more profitable herd.

Don't miss this opportunity to learn how integrated heifer selection can help you identify and retain the females that will deliver the greatest value to your breeding enterprise.

Optimised Heifer Selection is a Producer Demonstration Site (PDS) project funded by Meat & Livestock Australia and facilitated by neXtgen Agri

For more information:

Georgia Pugh, neXtgen Agri
+61 408 947 488
georgia@nextgenagri.com



Register here

RSVP by 29 July, 9:00am AEST