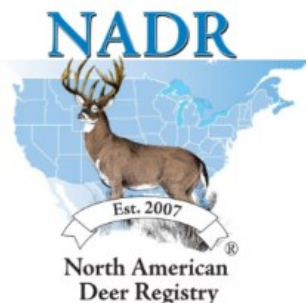




NADR to Rollout New Technology

The North American Deer Registry (NADR) continues to lead the industry with science-driven innovation- empowering breeders to achieve faster, safer, and more sustainable genetic progress.

We are excited to share groundbreaking news from North American Deer Registry (NADR) that marks a major advancement in whitetail breeding science and herd management. NADR, with the scientific leadership of Dr. Chris Seabury has analyzed over 110,000 whitetail DNA samples, revealing a healthy industry average inbreeding coefficient (F_{IBC}) of just 0.037 and observed heterozygosity (Obs HET) of 40%, providing a strong foundation for genetic diversity, CWD resistance, and herd vitality.

Starting Monday, November 17th, two powerful new metrics – **Inbreeding coefficients (F_{IBC})** and **observed heterozygosity (Obs HET)** will be available through Game Management Solutions (GMS), enabling breeders to identify risky inbred outliers, avoid genetic bottlenecks, and prioritize elite, diverse animal with superior GEBV scores and high heterozygosity for faster, safer gains. These tools act as critical guardrails, helping you integrate diversity into breeding decisions, select semen wisely, detect true outcross opportunities, and protect long-term herd health—ensuring sustainable progress beyond bigger antlers to resilient, adaptable deer for generations to come.

Access for Existing Data (First 110,000 Samples)

- **GMS Users:** Free upload and access to your historical NADR-tested samples

Non-GMS Users: \$5 per sample. Please request from NADR Office.

New Sample Testing (with GEBV Request)

- **GMS Users:** \$1 per sample

Non-GMS Users: \$5 per sample

Contact the office for more information and for a detailed article along with FAQ's explaining how these data points can benefit your breeding metrics.

NADR looks forward to continuing utilizing technology to improve the industry.