

Benchmark Genetics Bioeconomic Services

BreedValue[™], Bioeconomic modelling
for genetics and genotyping

What the service answers

Breeding and genotyping decisions
are strategic investments.

BreedValue[™] quantifies & assesses
the productive and economic impact
of alternative breeding strategies,
genomic uptake, genotype marker
density and trait-weight decisions
so clients can select the best
cost-benefit strategy.

One holistic value layer
connecting genetics,
breeding and genotyping
to your financial
performance.



For further information
about our genetics services,
please scan the QR code

The value for your business

ROI

Return under
different scenarios.

ΔValue

Net economic
impact.

Payback

Time to recover
investment.

A transparent, financial-based view to support business strategy,
breeding investment and rapid management decisions.

A scalable platform with distinct service tiers

Start with a single service tier or build tiers
into a complete decision layer.

- 1 BreedValue[™] Calculator**
Fast initial estimate of breeding performance and the financial impact,
for quick decisions on engagement.
- 2 BreedValue[™] Business Case**
Specific model to assess ROI, payback and break-even under a selected
genetic strategy, for breeding investment decisions.
- 3 BreedValue[™] Strategy Case**
Links traits, economic weights, business objectives
and expected returns, for business strategy decisions.
- 4 BreedValue[™] Monitoring**
Tracks live impact of breeding strategy against projections,
for rapid management decisions.

How to get started



Execution in 3 simple steps

Input

Genetic, production
and economic data.

Assessment

Traceable assumptions
and comparable scenarios,
with bioeconomic logic.

Roadmap

Investment, genotyping,
breeding and value follow-up.

1

Input file

Production data, costs, traits
and genetic strategy.

2

Agreed assumptions

When data are missing or confidential, we can use
clearly identified reference assumptions validated
with the client.

3

Model and executive output

Calculator, initial assessment or bioeconomic model
with dashboard, decision case or monitoring
framework.

What the client receives

Decision baseline and scenarios

Production, economic
and genetic assumptions
aligned to the strategy, with
comparable alternatives and
traceable assumptions to
make investment decisions.

Monitoring and validation

KPIs, follow-up data
and validation to strengthen
the decision and review
the value capture
over time.

Economic decision view

Δ CoP, Δ EBIT, ROI,
payback and break-even
for investment & breeding
strategy decisions.

Recommended next step

Path to scale from initial
assessment to business
case, strategy and
monitoring.

Commercial structure

Level	Main use	Model	Indicative price logic
Calculator	Fast assessment	Self-serve	Self-serve
Business case	ROI / payback / break-even	Per case	On request
Strategy case	Traits and return	Per case	On request
Monitoring	Annual follow-up		