Change in average NMS breeding value of selected animals resulting from genomic testing of heifer calves with no pedigree information, according to proportion selected and proportion tested, as well as prorated costs of full (100%) and selective (50%) genotyping: (a) Focus on identification of superior breeding stock by selecting the top 10, 20, or 30% (left), and (b) Focus on identification of inferior herd replacements by selecting the top 70, 80, or 90% (right).