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**Genez Ltd**

**The fresh approach to beef genetics**

[www.genez.co.nz](http://www.genez.co.nz)

# What we do at Genez

- ❑ New Zealand's only genetics company that solely provides beef genetics specifically selected for dairy
- ❑ Elite beef genetics from breeders NZ wide
- ❑ Focus on value for both the dairy and beef farmer "Pricing and Performance"

## OUR BEEF BREEDER PARTNERS

We scoured the length and breadth of New Zealand to find the best possible beef genetics. These elite genetics suit our desire to provide real improvement in genetic gain for dairy beef.

Our beef breeders are the leading suppliers of seed stock to the beef industry. They also happen to have some incredible calving ease genetics suitable for dairy cows.

The map shows the following breeder partners with their logos and names:

- Twin Oaks** ANGUS STUD — TE AKAU NZ
- Starth Oaks** ANGUS
- MORRISON ARMBING** HEREFORDS
- ORARI GORGE** HEREFORDS
- KAKAHU** ANGUS & CHAROLAIS
- KERRAH SIMMENTALS** PROFIT-A-BULL EXCELLENCE
- TE MANIA** ANGUS Breeding Better Beef
- SILVERSTREAM** CHAROLAIS, HEREFORDS [www.silverstreamcharolais.co.nz](http://www.silverstreamcharolais.co.nz)
- GLENACARDOCH** BELGIAN BLUE
- BLUESTONE** HEREFORDS
- GLENSIDE SIMMENTALS**

# Why ?

- ❑ Little exposure to performance genetics for dairy
  - ❑ No pathway for beef farmers to easily access performance dairy beef calves
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# Drive genetic gain in your dairy herd with targeted beef use

- ❑ 25% of NZ dairy replacements are bred from the bottom 26% of dairy cows - peak cow was 10 years ago.
- ❑ Beef to bottom 20 - 70% on BW or PW - Herd test - \$8 vs \$30/straw
- ❑ Our herd - bottom 25% is everything under 208 PW - 128 cows to beef
- ❑ Collars & Wearables: game changer for sexed and beef semen use
- ❑ Sexed semen will accelerate genetic gain, top 30% only for dairy semen in some cases - seek advice, what can my team execute?
- ❑ The decision to use any beef semen at all will drive genetic gain.

# Proactive mating plans

## Weeks 1-5 Replacement period

- ❑ Strong Marker
- ❑ Most valuable early calves
- ❑ Extend 3-5 days to isolate repl.
- ❑ Consider gestation opportunity
- ❑ Charolais, Hereford, Simmental,  
Murray Grey



# Weeks 5-8 Performance beef period



- ❑ Tailor to calf market
- ❑ Performance sires only - DBPT
- ❑ Dam/breed specific to create value
- ❑ Consider birth weight & Gest
- ❑ Breed back + 0.67MS/Kg B.W.
- ❑ Select specific sires - curve benders
- ❑ Genez likes Angus here - Scale
- ❑ Hereford, Angus, Stabiliser,

# Weeks 8-11 Short Gestation Period

- ❑ Short gestation beef options only
- ❑ Consider beef performance
- ❑ NZ inc decision, beef farmer profitability
- ❑ Proven gestation & curve benders, low B.W.
- ❑ Great options @ 277-278 day gestation
- ❑ Angus, Charolais and Hereford
- ❑ Other option 270-274 days - Social license



# Calf Marketing & Outlets

There is demand for calves that beef farmers know will grow

- Proven elite sires
  - Target known and future premiums
  - Carcass Weight focus alone is \$204/Hd (34x \$6) - Jason
  - Beef farmers can't afford to farm poor performers - \$500/hd diff
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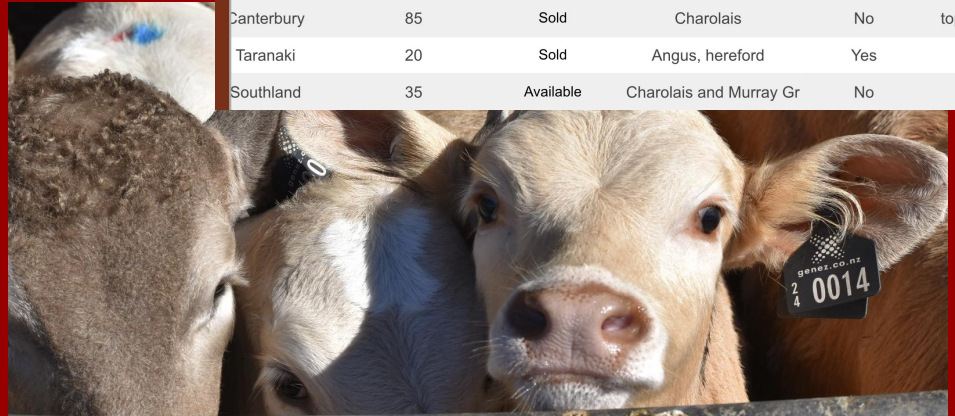
# Beef Calf Finder

What we are trying to do:

- ❑ Identify better genetics by tagging
- ❑ Online platform for calf search
- ❑ Region specific
- ❑ Transparent genetic story
- ❑ Traceability for future markets
- ❑ Avg DB calf traded 2.6 times



			Beef Sire Breed	Genez Sire	Sir
			Belgian Blue	Yes	
			Simmental	Yes	
			Charolais	Yes	
Waikato	750	Sold	Charolais	Yes	top 1%
Waikato	80	Sold	Angus	Yes	top
Waikato	25	Available	Simmental	Yes	to
Taranaki	30	Sold	Simmental, B Blue	Yes	
Canterbury	85	Sold	Charolais	No	top1%
Taranaki	20	Sold	Angus, hereford	Yes	
Southland	35	Available	Charolais and Murray Gr	No	Top



# Take home messages

- ❑ **Beef calf solutions with proven calving ease, gestation and performance are available**
- ❑ **Dairy farmers are making a decision with big supply chain consequences for profitability**
- ❑ **Consider bolstering your license to operate**
- ❑ **Breed from the best - beef the rest!**
- ❑ **Select a sire not a breed**