Genez Ltd

The fresh approach to beef genetics

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"

Why ?

- Little exposure to performance genetics for dairy
- No pathway for beef farmers to easily access performance dairy beef calves

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

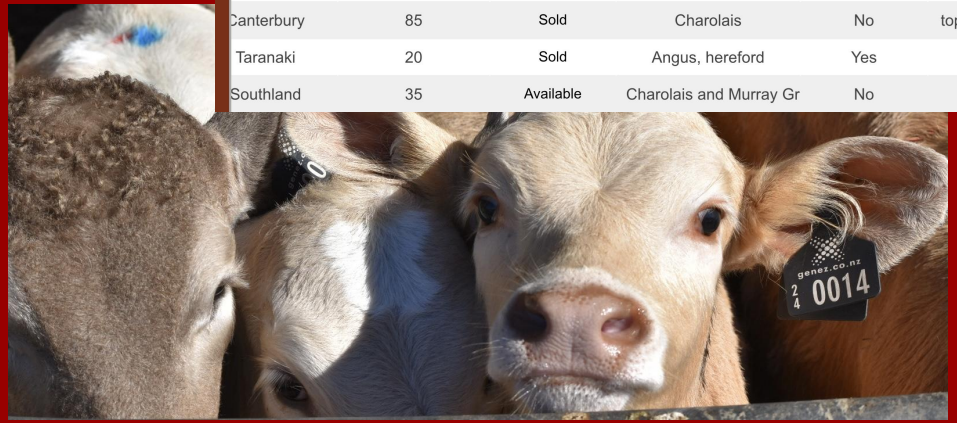
- Proven elite sires
- Target known and future premiums
- Carcass Weight focus alone is $204/Hd (34x $6) - Jason
- Beef farmers can’t afford to farm poor performers - $500/hd diff

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