



The First Power In Genetics

GENESUS

Genesis Genetics Inc.

- Canadian/North American based swine genetics company started in 1995
- Nucleus programs in several countries outside of NA including Russia, China, Spain, France, UK, Germany and Philippines
- Genetic R&D team of 9 people
- Long history of R&D, both internally focused and collaborative
- Bob Kemp, VP Genetic Programs and R&D



What do you wish you could do today but cannot due to cost or lack of technology

- Technology and laboratory processes that provide quicker turnaround on individual animal assessment (eg 2 week turnaround on genotyping)
- More objective measurements of consumer eating experience traits, eg. shear force tenderness
- Monitoring of individual behaviour/activity, body characteristics (eg temperature), etc.

Biggest current /10 year challenges that changing traits in your animals might be able to address

- Disease resilience of individual animals
- Visual and eating quality of meat
- Understanding impact of gene expression, transcription etc. on phenotypic performance of pigs
- Impact of different microbiomes (gut, respiratory, etc.) on animal health and production and the potential impact of animal driven genetic variation in control of microbiomes
- Animal welfare issues and concerns

Opportunities between different segments of the industry

- Certainly a need to get genetic/production industry understanding what retail and HRI needs are and how to drive needed change
- Need more collaboration and being more pro-active on solutions for health issues
- Need to have an understanding and discussion with our customers on the value and impression/acceptance of all technologies (not just genomic technologies)