

GENETIC TECHNOLOGIES IN HIGH DEMAND IN THE INTERNATIONAL MARKET

BY: WORLD WIDE SIRES, LTD.

With the depressed global dairy market place, World Wide Sires, Ltd. (WWS), the international marketing arm for Accelerated Genetics outside of the Americas, has noticed an increased interest in new genetic technologies from customers in search of improving productivity and profitability. Dairy producers the world over are turning to new technologies such as sexed semen and genomics to maximize the return on their genetic investment. World Wide Sires is fortunate to have access to the World's best genetics in sexed semen and genomically enhanced young sires from its supplier-owners.

World Wide Sires distributor, Holstein Genetika in Hungary was one of the first users of sexed semen, selling initial product in 2006. Immediately, there was interest in the product. Superior results for heifer ratio and higher-than-expected fertility lead to even more interest in the product the following year. In 2007, sexed semen accounted for 11% of the total number of doses sold in Hungary. By 2008, that number increased to 16%, and is projected to reach 16% of total sales again in 2009. Holstein Genetika does not promote sexed products heavily, but states that interest has increased as the word spreads from satisfied customers.

Zoltan Supek, of Holstein Genetika, stated "During the starting period farmers did

not care about the genetic quality of the bull they just wanted sexed semen, but now we can see an increasing demand in both aspects of genetic merit and price."

In Germany, the results are similar. World Wide Sires-Germany reports that demand continues to increase as news of positive results from the field spreads and more of the best sires become available in sexed product.

Mr. Dieter Schlunke, co-owner of Milchhof Diera, Saxony, Germany, and a satisfied user of sexed products, reports the following: "Out of 420 to 450 first inseminations per year in virgin heifers, 300 inseminations are with sexed semen. On 300 first A.I. with sexed semen we average 167 pregnancies which result in 152 female calves. The pregnancy rate is 10% lower than with regular semen, but we end up with 60 extra female calves per year."

In Pakistan, dairymen are using sexed semen on local breeds to make more rapid genetic gains in their herd. Mr. Shehzad Iqbal, owner of S.B.E. Foods in Jassar, Distt. Narowal was extremely pleased with the results of using sexed semen in his herd.

He had 43 calves born; 42 were heifers. News of these results is spreading and so is interest in sexed semen.

Interest in genomically proven young sires is also on the rise. World Wide Sires is currently marketing product from genomic young sires in 20 countries. Top markets with interest in genomically proven young sires are located in Asia, Europe and the Middle East. There is some question as to the interpretation of European law which currently prohibits the sale of young sires based on genomic proofs in some countries, but there is significant interest from customers who are asking for the product.

World Wide Sires and its distributors believe that this will be an important product and increasing part of our business moving forward, and is working hard to gain acceptance for the new product. We hope that this will be a topic of discussion at the next World Wide Sires Distributors' Conference scheduled to be held in Izmir, Turkey, May 2010, where distributors and suppliers will meet and learn about the latest happenings in the industry.



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