



The First Power In Genetics

GENESUS

We made the promise to
deliver results...and we did !

2018

**Customer
Testimonials**

THE TOTAL PACKAGE

“

Genesis Genetics has only one business; which is developing and providing quality swine genetics. Our only focus is delivering to our customers the best pigs in the world.

It is simple - customer success is our success!

At Genesis, we realize producers demand genetics that will produce large litters of healthy, fast-growing pigs that will produce high-quality carcasses. Genetics must be profitable...Genesis genetics delivers on this promise.

”

Size matters!

To maximize genetic progress Genesis has established one of the worlds largest pedigree purebred herds on Landrace, Yorkshire and Duroc

- Six primary and secondary nucleus units.**
- Utilization of time-tested, classic population genetic principles based on thousands upon thousands of yearly performance tests.**
- Rapid generation turnover and high selection intensity at the nucleus level accelerate positive genetic change.**
- A performance records database seven generations deep on pedigreed, performance-tested boars and gilts to elevate the accuracy and efficiency of using estimated breeding values.**

Focused Selection on:

28.9
PMSY



60 pigs/sow lifetime

Frank Family Farms

“The Genesis Female have helped us steadily improve the performance of our sow farm. They have been producing consistent groups of quality weaned pigs in our batch farrow system achieving 28 pigs per mated females in the first quarter of 2018.

The T300 terminal sires on the Genesis females have given us good throughput from nursery and finisher. Barns are empty on schedule with **over 95% reaching packer target weights.**”

Clearwater

We have been using Genesis for a few years.

We were getting good results, but we thought we should have better results. So, we asked Mike for Genesis Nutrient Specs for the Genesis Pig; which we got for use.

Bellow before and after date for gilts.”

Before

After

- | | | |
|--------------------|---|--------------------|
| • 12.30 total born | ➔ | • 14.94 total born |
| • 11.02 born alive | | • 13.79 born alive |

Currently carcass cutout is very good:

- | | |
|------------------------|--------------------|
| • Live weight 128.4 kg | • Back Fat 18.8 mm |
| • Carcass 103.3kg | • Loin 66.8 mm |



“ **better efficiency** ”

Valley View

“Genesis is a very strong and a very prolific sow. Will wean 18-20 lbs piglet (25 days) and over 12 per litter. Finisher floor pigs have improved with loin index and weights; so, we went 100% Genesis.”

- 13.65 born alive
- 95.4% farrow rate

28.25
PMSY

Brant

We changed to Genesis 3 years ago, so we’re like 100% Genesis now.

Biggest results – more pigs of course, good F1 selection and higher feed intake which leads to better health status and **10-14 days earlier to Market** with better and more consistent grades.”

- | | |
|--------------------|--------------------|
| • 15.14 total born | • Index 110.94 |
| • 12.6 born alive | • Carcass 94.56 kg |

Camrose AB

We are happy with the Total Genesis Package **Performance and Grading is excellent !”**

productivity

28.42
PMSY



fast growth

Spring Point

Genesis sows are very productive and easy to work with. Performance and production are excellent and **carcass quality is excellent.**”

high yield

Pat Bray

My family and I are very pleased with Genesis animals, very calm and gentle, they have a nice under-line and milk very good. Also, easy to check heat.”

From some of our partners: **heavy birth weights** **prolific animal**

Norquay (YY & LL nucleus)

“We’re with Genesis for 24 years, with an increase in both quality and production from year to year, our time with Genesis has been an outstanding experience from genetics to services provided by Genesis staff, and we are proud to continue our housing of the Genesis genetics.”

- 15.58 total born • 90.73% Farrow Rate
- 13.92 born alive • 3.7% Sow Mortality

28.89
PMSY



“

Prairie Blossom (Duroc nucleus)

We are a Duroc Nucleus for Genesis and we hear every year from customers how Genesis are improving. We can see it also at our site. Easy animals to work with.”

strong feet and legs



27.80
PMSY

Little Bow (F1 multiplier)

“Little Bow has been a multiplier with Genesis for many years. Genesis provides a high health prolific breeding animal.

We have achieved excellent results with a heavy birth weight to excellent mothering abilities that in return produces high weaning weights. We can easily do a antibiotic free program with the health status. It is both economic and production choice.”

Pine Grove (F1 multiplier)

“Being a part of Genesis company has been a pleasure. The sows are docile and easy to work with. **Wean to 1st service is excellent.** Pine Grove is excited to see what Genesis has in store for the future.”

easy to work with

Big Stone AI (boar stud)

“In 2006 we depopulated our boar stud and started exclusively handling the Genesis Boars. Since then, Genesis has consistently increased the customer base in our service area. Our clients on the Full Genesis Genetic Program have a high live born, appear to be very satisfied and have stayed with the program. Since we have started handling the Genesis boars, all of the genetic lines have had strong feet and legs. The dedication to the rigid selection process at the nucleus level is definitely noticeable.”

30.57
PMSY

“

Sundale

The maternal mother continues to milk and nurture their big litters. This allows the piglet to eat and thrive going into the nursery. They are at the feeder from the start and never regress. We have raised F2 gilts, F1 gilts and now we raise pures. We have seen this pures can grow right along with the rest of them.”

big litters

“

Airport (F1 grower)

Hello Producers. Just want to “Thank You” for what you’re all doing for the world – feeding it

Lots keep doing our best with the intent to always improve and leave something good behind for our children. Thanks also to Gensus for being there, for what seems to be a bright future. Let’s keep working towards a sustainable future. God Bless.”



Genesis all the way!

30+

Camrose MT

31.66
PMSY

“Genesis animals’ performance genetics continue to improve; profitability per head, year by year.

Performance, feed conversion, days to market, along with viability are second to none. We are happy with the Genesis program; it serves us well.

Help from the one above, makes all things possible, through wisdom & knowledge.”



Rosedale



“It’s not bragging if you can do it.

- 32 pigs per sow
- 29 pigs sold per sow
- 123 kgs in 159 days award winning cut-outs.

We really enjoy additional production success year after year with our Genesis Duroc + York animals.”

30.72
PMSY

Hartland

30.45
PMSY

We have been with Genesis since 2003. We have tried a different company, but we weren’t happy, so we went back. A very productive animal, good feed intake, nice even litters and great weaning weights. The Duroc boars are very easy to work with and are finishing very well.

Our Packer is very satisfied with the carcass. Genesis is a good fit for our barn.”

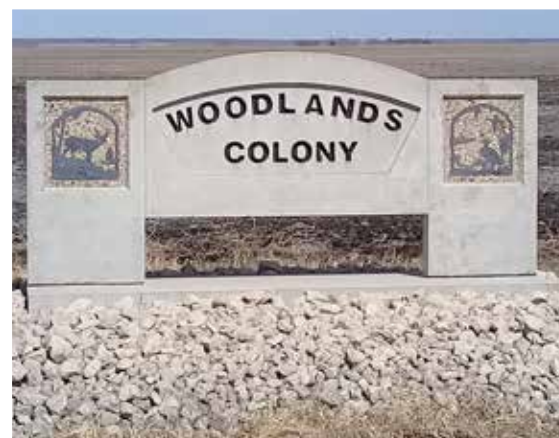
- 14.20 total born
- 13.31 born alive
- 94.3 Breed by 7 days
- 92.2% Farrow Rate

Woodlands

30.52
PMSY

With the full Genesis farrow to finish genetic program you can expect **lots of pigs weaned** with low mortality, that grow fast and go to market.”

- 15.74 total born
- 3.6% wean to market mortality
- 14.15 born alive
- 0.84 kg - ADG wean to market



Riverview

30.04
PMSY

We have used the Genesis “Total Package” for many years. What we see is continued product, performance & production improvements. The sows do everything on aspects of wean and more. The litter size & weights at birth is exceptional. The carcass and meat quality according to our packer is what he needs more of.”

Midway

31.60
PMSY

Genesis sows have a nice structure, good feet and legs and are very durable. They are good mothers, good milkers and produce large litters. Super feed intake in lactation, results in good body condition at weaning, which makes for good breed backs, positively impacting their next parity.”

Big Bend

30.58
PMSY

Genesis is good all the way!”

100% Genesis



www.genesus.com

**Calm Sow
Strong Sow
Better Mother**

Genesis Sow:

Freitag Farms

26.16
PMSY

“I switched to Genesis a couple years ago as I wanted a more **durable female**. Their feet and leg structure is superior. I also find them to have **excellent temperament** and am especially impressed how easy they maintain their body condition thru lactation and in Gestation. This helps them return to heat and have better breed back. Evident by my 91% farrow rate. They take almost **1lb. less feed per day in gestation.**”



H.E Trettin

On our farm the Genesis sow is a proven good mother. She has large litters and has **improved our wean weights significantly**. Her calm temperament makes her an easy animal to work with.”



CCPC Swine

We have gained 1.38 pigs in average total born since 2012 and gained 1.72 in pigs weaned per litter. The sows do well in our pen gestation and **are very durable.**”



Neudorf

28.38
PMSY

“The Genesis Sow perform very well. They produce large litters with good birth weaning weight. Sows eat well, maintain condition, easy to breed back. Sow death loss is low as is in the grower finisher units. **Our incoming genetic cost is lower by the year.** Animals are uniform, growing to heavier weights in less days with improved FCR, less cost. Packer Grades are well above average for the plant.”

Son D Farms

When we took over this farm, there were a lot of genetic lines from various companies. The total born was 13.5 and wean average 8.6 pigs. We then began to roll the Genesis gilts into the farm and the 2017 average is 14.9 total born and 11.1 weaned. We are at 28 pigs/mated/ female. **These sows have better temperament to raise their litters.** In my experience with different lines I like how they farrow out quickly and get up and eat and drink when done. This helps with better breed back and longevity.”

Bluegrass Hogs

We are very happy with Genesis product. The genetics provide us with a very tough animal, which gives good production and performance sows are excellent mothers and produce large amounts of milk. This gives us large uniform litters at wean. The sow is very fertile, and an easy breeder, and maintain condition with less feed than many other genetics. **Genesis is still the sow of the future.**”

Oaklane Farming

The Genesis sows are strong performers in all aspects of production. What we see with Genesis: Performance, ease of management, good F1 high milk ability, high weaning weights and numbers, low mortality, uniformity, good temperament, longevity, health status, profitability.”

Sunny Site

“We are very Happy with Genesis, sows have good mother ability. Litters are uniform and consistent. Sows stay in very good condition due to their high appetite and therefore **breed back is excellent.**”

28
PMSY



29.22
PMSY



RockLake

We are very pleased with Genesis Genetics. The sows are quiet, easy to work with and good milkers.

The piglets are uniform, grow well and finish well!”

Improved performance year after year:



Cascade

27.22
PMSY

“We chose Genesis Genetics 5 years ago and have seen our weaned **PSY increase every year**. The sows are more than doing their part with 15.5 total born/litter, so if we do our part management wise we will continue to see increases in pigs weaned in the coming years. The pigs also do well with growth rate, feed conversion and carcass quality.”

Clearview AB

We’ve been using the Genesis animal for over a **dozen years** now, and with excellent BA, good mothering ability and excellent breed back, we continually **improve in performance year after year**, good growth in our grow-finish translates to more money in our pocket.”

27.80
PMSY

Fairlane Farming Co.

We have been **100% Genesis for seven plus years** and have seen improvements in overall performance, including ADG, feed conversion and piglet viability. An average of 14 born alive, 30 pigs weaned per sow/year. You can’t ask for much more. And the service and support we have received is second to none. I would recommend Genesis to anyone.”

Rockport

28.80
PMSY

The Genesis “Total Program” fits the bill for us. Sows are easy to manage with good BA, Wean. **Growth rates are exceptional**. Could not wish for a better sow, she does everything well. The Genesis Duroc gives large pigs that grow fast, convert feed well, have good livability in any system. **We see improvements every year.**”



29.71
PMSY

Milltown

28.86
PMSY

“We have been with Genesis from day one. Good sow to work with, growth rate and **FCR from wean to finish is second to none**, 130 kgs in 165 days.”

- 61.21 loin
- 19.11 backfat
- 81 yield
- 130 kg in 165 days

Mayfield

We have been with Genesis for 3 and half years and the **results are getting better and better**. The growth rate on these animals is great, BA is 13 and up, weaning is up, weights up. Breeding back is very good. We would like to thank Genesis, without teamwork we could never accomplish what we have.”

Hidden Lake

We have been with Genesis for over ten years. In the last twenty years I have worked in the barn, we had three different genetics but **Genesis are the best.**”

Lukes Brothers Inc

“With constant genetic improvement and customer service to meet our needs, Genesis has been there to help us stay **competitive in an ever-changing swine industry.**”



Brantwood

We’ve been 100% Genesis for over 25 years, farrow to finish. We think it’s the best Genetic Company Available. With market weights always increasing, **there is no slowing down with the Genesis pigs**. They just keep growing.”



Springwater

We have been a client of Genesis for **10 years**. We have been very satisfied. This last 2 years, sow productivity and performance have been exceptionally good.”



More, Stronger, Better

Is Genesis really better?

Cob Roller Farms

“We have been using Genesis gilts now for close to 2 years and find their temperament great. We have loose housing and hear other genetic lines have problems with feet and legs, but we see nothing like that with our girls. As our herd continues to produce more Genesis market hogs, we have **noticed our premiums increase at our packing plant.**”



Clearfield

29.44
PMSY

We have recently switched back to Genesis Duroc. This decision was easy considering how fast the pigs grow, the significantly decrease in mortality due to durability and appetite that allows the pig to fight health challenges like no other pig can. The Genesis pig is constantly at the feeder. All of this makes us **excited to be back on Genesis full program.**”



Rehmeier Farms

We have been using Genesis Genetics for a few years and we are very happy with the results. The sows are a very productive and calm animal. **Since switching to Genesis, we have seen a big increase in piglets born alive and piglets weaned.** Also, the piglets waste no time putting on the pounds and getting to market.”



29.52
PMSY

Huttenville Farming Co.

“A year and half into the new Genesis adventure and already we are seeing quite a few positives in number of pigs born alive and higher birth weights. Very easily to condition, good growth and now looking forward to seeing the finisher barn having more Genesis animals.”

K+I Swine

We have been using Genesis sow line and boar line, now for 2 years. **Things have never looked better.** Sows are easy to work with, have no problems and produce milk very well. We just completed a new nursery barn this year and are excited to see how the pigs perform in there.”



J&M

We have noticed a big difference in Genesis Full Program females' ability to fight thru everyday health challenges. **The Genesis female is very tough and durable.** Her appetite certainly helps her thru the health concerns we face on an everyday basis. Her legs and feet are a absolute must in this day and age.”



Crossline Farms

We switched to Genesis semen, couple a years ago and we have been very impressed with the way the piglets grow. Immediate impact, recover very well and fast after processing. **We are weaning heavier piglets & more uniform.**”

Shady Lane

27
PMSY

Genesis got a good durable gilt and boars. We tried different, **always come back to Genesis.**”

Top customer service, they say...

Green Acres

27.78
PMSY

"We chose Genesis because we feel the service and support is in the company. The Boars are nice to work with and deliver to our satisfaction. We have only been with Genesis since 2017 and talking to industry partners we have peace of mind in the Genesis Program."

Gadsby South

28.11
PMSY

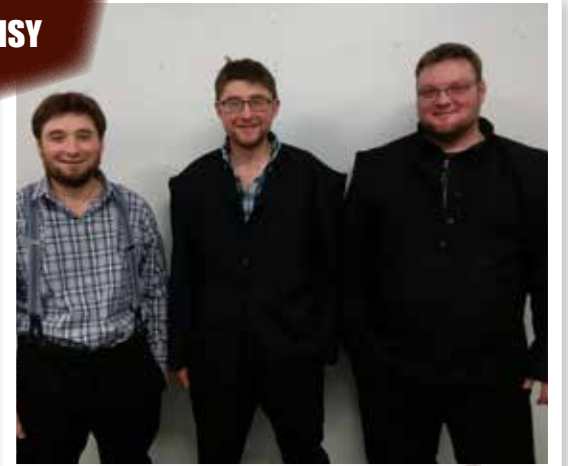
"We have been with Genesis for over 20 years. The sows have great mothering ability and produce lots of milk. Easy sow to condition and maintain. **The service is great** thanks to Art and Misha, we have peace of mind in the Genesis Program."

- 15.23 total born
- 13.71 born alive

Baker Farming Co. Ltd

28.67
PMSY

"**Genesis support staff is 2nd to none.** Starting out a new herd with all gilts was a challenge and without Genesis support we could not have accomplished the numbers that we had. The Genesis Duroc boars are good workers and calm to work with. The Genesis sows give us great numbers born alive with good birth weights that carry over good to good weaning weights and fast growing pigs in the nursery and finisher. The packer is happy with the quality carcass that the Genesis pigs brings."



Dickneite Farms LLC

"We have been purchasing F1 gilts from Genesis Genetics since 2007 and are very pleased with their performance. Sows have great mother ability, they are calm and easy to work with and are structurally sound. Pigs born alive and wean weights are impressive. Genesis also has provided us with excellent customer service through the years."



Mountain View

"Very happy with the service from Genesis. Thank God for all his blessings. Thanks to Stewart Watson, Art Goelema and Misha Oliynyk for all their support over the year. Sows, great intake are calm and weans uniformed pigs. Happy customer."

Kingsland

26.29
PMSY

"Since switching over to Genesis gilts, we have been very pleased with their performance and feet. Seeing big strong litters and looking forward to going 100% Genesis. **Customer Service has been outstanding**"

Sunset

26.92
PMSY

"To the 2017, week after week we have consistently seen a TB of 17. The TB on our maternal herd has shown us the continual work and progress from Genesis Team to improve the product we sell to Genesis customers. Being a part of Genesis team, we see the dedication to the customers and customer to put out great pork."

Prairie Home

27.75
PMSY

"Good appetite, good milkers, and great born alive (12.8) makes us happy customers."

Great service also makes this company a pleasure to deal with."

Starbrite

27.45
PMSY

"As we are going well into the 2nd year ever since we switched to Genesis, we are getting very good tech support from our sales person, and we are receiving nice breeding stock. Keep it Up. Thanks."

Wildrose

"Breeding stock is good up to this point. Service with Art is excellent."

MAX THRU PUT



Hillview

"We are happy with the Genesis Program. The sows have given us more quality pigs, BA weaned. The growth in the nursery, grow finisher on the Duroc sired pigs is excellent.

Carcasses look good, have the meat quality, color, marbling that is second to none.

The health of the animals is very good, we see much less death loss throughout the unit now, than with our previous genetic supplier."



O'Connor Pork

We are very impressed with the **quality and consistency** of our Genesis sired pigs. When our sales rep told us about the benefits of a Genesis sow we were skeptical at first, but they were right. We have increased our weaned PSY by 20%, thanks to Genesis."



Neumuehl

The Genesis Sows are good to work with calm with good mother ability, uniform pigs throughout the barn. Very good growth rate!

The Durocs look great. **Tall frame boars and are excellent breeders.**"



L&L Pork

We have been using the Genesis Program over ten years and have seen our sow productivity increase over 4 PSY. On the terminal side, in the finishers we **consistently see over 2# Average Daily Gain with under 3% death loss.** Those Duroc sired pigs have growth and livability that is hard to beat!"



Coolspring

27.42
PMSY

"The Genesis sow is very fast to adapt to group farrowing and easy to train. Sows are great mothers, good birth weights and have a good appetite. We have noticed that the **Duroc boars have healthy improved body and leg length and are good workers, gentle, give good numbers.**"

Big Stone

The Geneus female is as good as you can get. The sow is easy to work with. Performance is good, we are very happy with the growth rate, uniformity we see throughout the barn. **The pigs are uniform, which the packer likes, along with the color and marbling qualities.**

We are happy with Genesis animals and the service we receive. Genesis, keep up the good work."



27.74
PMSY

Skylight

We are completely satisfied with the Genesis Animals. The boars **have an excellent growth performance and libido.** The Genesis sow is a great milker and a very prolific animal with beautiful off-springs and a decrease in days to Market. So, we would recommend them to anybody. And we thank the Genesis team for their efforts."

Tschetter

"We chose Genesis, because Genesis move good product animals, which give pigs at weaning time. Sows have very good feed intake and pigs growing fast with short days to market, what give us **good financial profit.** We are happy to have Genesis Animals in our barn."

Poplar Point

26.06
PMSY

"Genesis sow is a very low maintenance, high intake, tough sow + market pigs are really high intake pig with unbeatable mortality + **amazing days to market @ heavy weights.**"

Wingen Farms

Working with Genesis Genetics, has been quite an experience. The sows have an excellent born alive and are good mothers. The Duroc boars produce **high quality semen** for artificial insemination and top value market pigs."

Red River Genetics

We are very pleased with the birth weights and wean weights from the Genesis Duroc Boar."

Fairholme

26.21
PMSY

“A noticeable strength of Genesus pigs is their maintainability and vitality when it comes to their health. They adjust well to changes like erratic spring climate or having to bounce back from necessary ration changes that come with running an evolving **least cost feeding program**.

The adaptiveness of Genesus pigs to such stressors is remarkable!”

Maxwell

The Genesus animal continues to handle the everyday challenges and go to market **consistently heavy with uniformity and low death rate**. We have brought in pure York's because of their robustness and great structure. This allows them to stay in the herd and continue having big litters.”

El Tigre Farms

Genesus has been great to us. Extremely accommodating, always on top of communication with any problems or plan changes for Canadian AI services. Everyone I have spoke with has been very pleased. I very much enjoy dealing with Garth and Peppi - You guys do a great job at ensuring El Tigre always has semen with a smile and great service.”

Jem Farms

We enjoy using Genesus Maternal and Sire line on our operation. They produce a hardy and fast-growing hog.”

New Rockport

“We have gone through many barn changes lately to improve production performance. We find that Genesus works very well for us. The animal has a good health status and **has excellent immunity**. The animals perform very well. They are easy to work with, and produce uniform pigs of good quality, what packer needs.”

Burkholder AG

We buy feeder gilts from Genesus and Raise them off farm. We bring them home to the breeding and gestation barn when they weigh around 250 lbs. The gilts grow fast, adapt well when added to the breeding herd, they are calm and easy to handle.”

27.36
PMSY

Gadsby North

Genesus is a reliable source of high quality genetics. The service we get from Stewart and Art is excellent; but most credit to the Good Lord, he has sure blessed us. Thank you, Lord, and Genesus.”



Walk Farm

“We are very pleased with Genesus breeding stock. Our maternal Production and pig growth have **improved since switching to Genesus**. Also, the sales and support staff do a wonderful job.”



Deppe Farms

Genesus is proving to be a great fit for our farm. The biggest improvement we have seen is the increased born alive average. **The Genesus sow is easy to manage** with overall good health, appetite, milking ability and great breed back. We are very pleased with Genesus and also very pleased with the service.”



Rainbow

As a Multiplier for Genesus, we are very satisfied. The Landrace sows are excellent mothers with high weaning weights and York Boars are good quality breeders. With Genesus we have excellent service!”



Elmspring

27.51
PMSY

From our experience working with Genesus, has been very positive. The sows have great mothering abilities. The sows eat well, milk well and produce excellent weaning weights. The animals grow quickly, convert feed well, have good livability and are tough. The animals are easy to work with. The finish product produces **excellent quality pork**. Genesus pigs are the consumers #1 choice, also the **packers top choice of Genetics**.”

BKK Enterprises

“Our Genesis females are an easy managed sow. They have low feed needs in Gestation and **high feed intake during lactation**, which leads to very good re-breeding. The pigs are heavy and even at birth and also at weaning. Genesis provides **excellent customer service**.”



Stanton Hog Farms

Genesis has provided our sow farm with high quality gilts for years. I think they have a very hardy, great milking **sow that is superior to most**. The boar stud and customer service is always great!”



Ferrybank

Genesis Sows are very easy to work with, have **great mother ability**, good viable litters, awesome feed intakes. Breeding back very good.”



Suncrest

Exceptional growth wean to finish!

Nothing extraordinary for sows, just good for everything.”



Lakeview

“Due to the durability of the Genesis full program pig we are able to successfully sell our pig in a ABF program. It starts right off the sow as they get to the feeder and eat. Thru health concerns they are still eating due to the pig’s big appetite. This program is possible due to **the toughness of the Total Package**.”

27.47
PMSY

Newell

We are very pleased with Genesis sow performance and production. Our farm has seen a big increase in our number of piglets born alive, farrowed and weaned. Weights are very good. Breeding is good. Nursery, grower, finisher pigs grow well with good feed conversion. Mortality is excellent, uniformity of animals much improved since changing genetics. Service is good. **Very happy with change.**”

29.61
PMSY

Newport South

In our continues flows set up we need a very tough pig with a big appetite. The Genesis full program allows us to move our pigs’ multiple times with **just a 2% wean to finish mortality**. The weaned pigs leave their mother and **hits the feeder right away**. This appetite continues until time for market. The Genesis Duroc is a very hardy pig that goes to market faster and heavier every year.”



Crystal Springs

“Genesis **Sows are excellent milkers**, very good intake so they raise big litters. We see big strong litters since with Genesis.”

Rimrock

The Genesis animals are tough and hardy. For our facility that is what we need. The sows perform very well, with good numbers, good weaning weights. **Growth rate is exceptional and days to market have dropped since moving to Genesis Durocs**. Our packer is very happy with the product we ship him.”



“

We would like to express our gratitude to those who made this project possible and for your kind remarks received from you. Your praise of Genesis is most gratifying.

It is not usual for someone to take the time to express his satisfaction with a product or services. It's people like you who make our special effort worthwhile!

Thank you again, for your kind words and trust in

GENESUS

Notes:

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