

# high prolific sow **SOW**



Brant Farming Co. - boys in farrowing room



Paul Pearson, Partner at H.E Trettin Inc



Sunny Site Hog Farm

## Hartland

*"The Genesis sows have lots of milk and produce lots of pigs that grow well. They allow breed back very well, are very easy to handle. A strong durable animal that will wean 12-13 pigs. What more can you ask for? The boars produce very good quality piglets that grow fast and market very well."*

**30.78 PMSY**

## Brant Farming Co.

*"Overall, we have good success with Genesis. Total Born is up there, we wean good numbers, while their potential growth after weaning is incredible."*

**28.53 PMSY**

# bred for high feed intake

## H.E Trettin Inc

*"We have been quite pleased with the quality of the Genesis gilt and the sow she becomes. They are good tempered animals and excellent mothers."*

## Sunny Site

*"We are happy with the Genesis sow, good production, excellent mothers and consistent good birth weights. High feed intake and sows are well conditioned to breed back."*

**26.68 PMSY**



Tschetter Farm - F1 Genesis milking sow

## Tschetter Farm

*"The Genesis sow is a good mother. We are pleased with Genesis."*

## C Spring Farming

*"The Purebred Boars and Gilts work very well for us, good structural overall. We are very pleased with Genesis sow performance, the numbers of piglets born alive has increased. Service is excellent."*

**26.70 PMSY**



C Spring Farming

## Rom-Ark Pork Ltd.

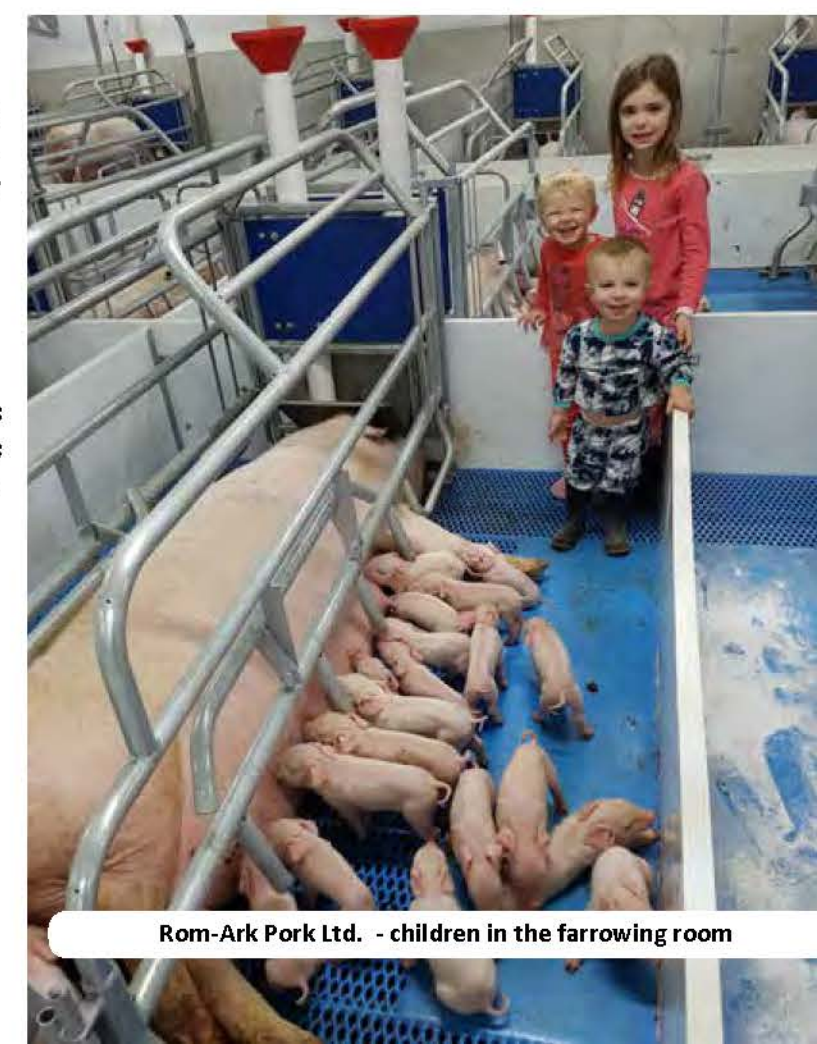
*"Ever since we started in house multiplying with Genesis, our production has continually improved. Even with an expansion to loose housing, our numbers have stayed strong."*

**28.80 PMSY**

## Ferrybank Farming

*"We are very satisfied with the Genesis female. She produces good, even litters, milks very well and gets good weaning weights. She is an easy breeding, calm but tough girl."*

# excellent mothers



Rom-Ark Pork Ltd. - children in the farrowing room



# 4 TON SOW

## Hillview Colony

*"Genesis has a good sow. Their live born is incomparable, easy to earn 12-12.5 with a top of the line farrowing crate. The Genesis team is helping me a lot."*

## Rockport

*"Genesis sows have treated us with big litter. Loving the numbers of the replacement gilts, with close to 15 born alive. 29 pigs per sow per year and have increased constantly for the last 4 years."*

**29.15 PMSY**

## Hog Heaven Farms

*"We are pleased with our Genesis gilts. They are even tempered, sound and healthy animals. They are good milkers and raise their pigs well. We acquired a record keeping service at the end of 2018 so we will share our data next year. Thank you, Allen Bentley, for being so helpful since we went independent. Proud to be part of the Genesis Genetics Family."*

## Clearview

*"The Genesis program has been very profitable for our farm. It is an easy sow to manage with good numbers all throughout the program and the end product sells itself."*

## Hilltop Swine LLP

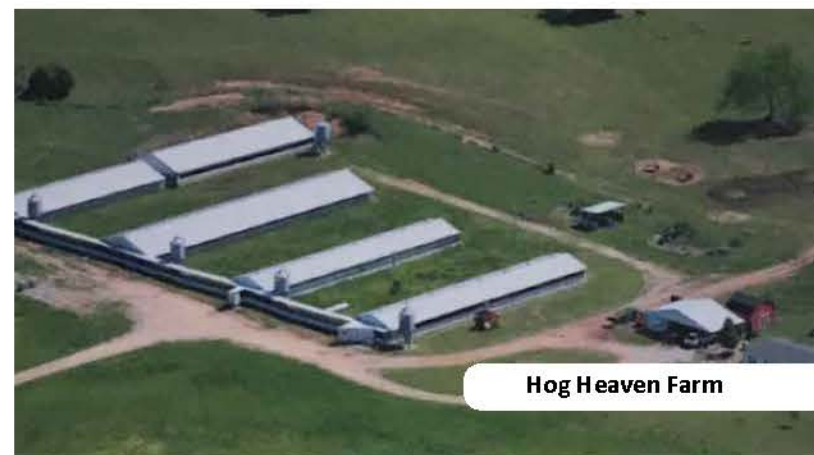
*"We have run different sow lines and since changing to Genesis we have continuously improved production but hope to be pushing 30 pigs/sow/year someday."*



Hillview Colony



Rockport MT - Genesis F1 Gilt



Hog Heaven Farm



Clearview - 1 day old pigs

## Seville Colony

*"With Genesis Genetics we have an excellent supply of F1 gilts in our in-house program. These gilts are a good fit for our system. The gilts have good structure, are easy breeders, with excellent feed intakes. The Genesis animal maintains good body condition upon entry and when leaving the farrowing house. Always hungry means bigger and better litters, that's what I look for in gilts."*

**27.29 PMSY**

## Rock Lake Farming Co.

*"We are very impressed with the born alive on these animals on both our breeds. On F1's the mothering ability is great. The birth weights have come up at least half a pound as well, which means a heavier piglet at weaning and faster days to market! Genesis is where it's at !!!"*

## Jeremiason Farms

*"We are very happy with Genesis product. The genetics provide us with a very tough animal, which gives us good production and performance. Sows are excellent mothers. Working with Genesis Genetics has been quite an experience. The sows have an excellent born alive and they are good mothers."*

## Rimrock

*"We have been using the Genesis gilt and boars for 2 years and are pleased with the quality of pigs we wean. Calm and gently gilts that can take a fair amount of stress and we are very satisfied with the results of the sows and fit well in our barn."*

**27.23 PMSY**

## Midway

*"Genesis sows produce large first class litters. A number of our sows wean 13 or 14 piglets constantly each parity. Most sows wean at least 7 litters before they are culled. They are strong and durable."*

**31.40 PMSY**

## Rehmeier Farm

*"We are very pleased with Genesis sow. As we phase our old genetics out, we continue to see a significant increase in liveborn and weaned per sow."*

**\*PMSY - pigs weaned/mated sow/year**



Rocklake pigs



Rimrock MT - Gensus F1 gilt with pigs



Rehmeier Farm Crew



# outstanding customer service

## Rosedale Colony

*"What can we say ... we are using the best genetics along side with great service from Genesis. Together, this helps us achieve the results we get. We have exceeded our expectations."*

**31.96 PMSY**

## Green Acres

*"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. We have peace of mind in the Genesis Program."*

**28.02 PMSY**

## Starbrite Farming

*"We are looking forward to working with the Genesis Team as the new barn fill is taking place with 100% Genesis Genetics."*

## Kingsland Farming

*"We are a year and a half with Genesis and could not be happier. We cut back to 450 sows because our nursery rooms have 2 pigs more per sow. We switched to the boar side as well, we like them very much. And we like the salesman, he helps us out a lot in the barn. Don't need to switch source forever."*

**27.20 PMSY**



Rosedale Colony - nursery pigs



Starbrite Farming



Kingsland Hog Farm

**\*PMSY** - pigs weaned/mated sow/year

## Gadsby Farming Co. Ltd. North

*"We have been a client of Genesis for many years and have been very satisfied. Our salesman has given us great service in and outside of barn. A great team!"*

**27.96 PMSY**

## Gadsby Farming Co. Ltd. South

*"The Genesis females are an easy managed sow. They have a high feed intake during lactation which leads to heavier weaning weights. The team at Genesis has been outstanding and a pleasure to deal with."*

**28.77 PMSY**



Ferme Durand Farms Team

## Ferme Durand Farms Ltee

*"We are very proud to be associated with Genesis whether it be with the executive or selection team. All are precisely important to our relationship/pig performance and temperament is second to none - making our care for animals a great joy."*

## El Tigre Farms

*"Our farrow to wean operation has been using Genesis sire line since 2016. The customer service Genesis offers is second to none and they are willing to go that extra mile to ensure that our needs are met."*

## CCPC Swine LP

*"The CCPC Swine LP grandkids love seeing newborn piglets enter life. It's easy too, when you know you're going to consistently have 15+ total born with Genesis pigs. Genesis goes way beyond delivering exceptional breeding stock, they also provide end to end expertise in swine production. We appreciate their involvement in brainstorming proposed changes we incorporate in the business and trust their commitment to making our farm successful."*



CCPC Swine LP - children in the farrowing room

end to end  
**expertise**  
in swine production





O'Connor Family



Prairie Home Hog Farm



Matt Freitag, Freitag Farm

## O'Connor Pork

*"Our Genesus Duroc sired pigs have an excellent demeanor. The sows are great at producing both piglets & milk. We are very pleased with the great pigs and people at Genesus."*

## Red River Genetics

*"We have seen a nice improvement in pre-wean mortality and wean weights since we switched to the Genesus Duroc boar terminal line."*

excellent demeanor

**BO** robust  
low maintenance

## Prairie Home

*"Good growth rate using Genesus Duroc terminal sires, high born alive with robust piglets and great support from Genesus make us a happy customer."*

**27.42 PMSY**

## Freitag Farms

*"We switched to the Genesus Duroc semen and have noticed our days to market went down by 14 days. This maximizes our through put while maintaining our cut outs at Tyson at:*

*0.65 inch backfat,  
2.86 inch loin and  
56.6% lean."*

## Big Bend Colony

*"Genesus Duroc cross with the Genesus F1 will give high index, high marbling hogs. Top score at the 2018 carcass competition. That says it all."*

**31.17 PMSY**

## Unrau Farms

*"Excellent semen that works well on our farm. Enjoy working together with the staff at Genesus - They treat us well."*

**29.10 PMSY**

## Clearfield

*"We have been with Genesus Durocs for 20 years. Have tried a few other Durocs. There are none that came close to Genesus Duroc in growth, livability, yield and feed intake."*

**28.93 PMSY**

high index **A** **R** fast growing

## Hamland Acres Inc.

*"We have raised hogs in the past that are high maintenance. The Genesus boar is not. They are a rugged, fast growing animal that is even at market. The Genesus boar line makes managing finishing barns enjoyable."*

## Big Stone MT

*"The Duroc boars are good workers, produce good piglets that are healthy. They grow fast with little mortality. The packer is happy with the quality of the products shipped. Sows do well - litter size is good, they milk well, produce good piglets and breed back is good. The sows are easy to maintain condition."*

## Milltown

*"Awesome born alive, sows are easy to condition. Very satisfied with growth in all stages."*

**29.04 PMSY**



Chad Unrau - Unrau Farms



Hamland Acres Farm Team



Milltown MB



## Poplar Point

*"If you are looking for a very low mortality wean to finish and less days to market; all while still maintaining good feed efficiency, and sows that have a high feed intake then go with Genesus. Guaranteed not to disappoint!"*

**27.90 PMSY**

## Cob Roller Farms

*"We are really happy with how well the Genesus pigs do in the grow-finish stage. They are good eaters and perform really well in the finishing barn. We really like how well they move and load when it comes to shipping. They are not aggressive or high strung like some other breeds we have raised. I like the consistency and even growth it helps keep barns flowing smoothly."*

## Suncrest

*"Very happy with the growth in the finisher pigs; days to market are awesome :)."*

**29.30 PMSY**

## Clearwater

*"Great pigs that eat very well. Excellent growth rate, great cut-out."*

## Woodlands

*"Genesus pigs are robust with huge appetite and grow fast."*

**28.33 PMSY**



Jeffrey Waldner, Poplar Point



Leystra Family - Cob Roller Farm

## Camrose AB

*"Were improving year after year with **The Total Package**. Carcasses at the kill plant are what our customers dream of."*

**28.54 PMSY**



Newport South pregnant gilt



K&I Swine



Walk Grain Livestock Crew

## Walk Grain Livestock

*"Genesus has proven to be a very good fit for us. We are very pleased with the production and growth for the pigs they produce. I would recommend the Genesus Product to everyone."*

## Wild Rose

*"Genesus has a very profitable sow that's easy to manage with high born alive. Days to market are really good."*



Fairholme Colony Farms - entry sign

## Fairholme Colony Farms Ltd.

*"At Fairholme Colony we have been with Genesus from the very beginning. We believe that working with the largest purebred herd says it all. Genesus has awesome genetics that gives us true profit."*

## Newport South

*"The Genesus Duroc sired pig hits the ground running, the pig finds milk and never slows down. Very easy starting pig, and transitions well to pellets and then to grind and mix. They never slow down even in our barn when we move them Five times. The pigs never skip a beat and has very low mortality rate from wean to finish. The Duroc pig can withstand every day health challenges and is a very uniform and finishes in a tight group. This pig has a huge appetite, and it shows to be beneficial through health challenges. This all starts in the farrowing room thank to the Genesus f1, she has a pig appetite and milks all her pigs and gets them off to the right start."*

**29.22 PMSY**

## K&I Swine

*"We've been using Genesus genetics for over 3 years now and our sow barn has never run better. Last year we added a 6,400 nursery to our farm and the Genesus piglets just take off in there. They are a nice strong/fat piglet which makes it easy to keep them healthy. Never have any problems getting them started on feed and they eat a lot all the way through. We are very happy with the quality of pigs coming out of our nursery."*

**27.60 PMSY**

# maximize

# PROFIT



### Maxwell

*"The Genesus pigs continue to handle the every-day challenges and go to market consistently heavy and uniform and have low death rates. We have brought in pure Yorks because of their robustness and great structure - this allows them to stay in the herd longer and continue to have big litters."*

**27.70 PMSY**

### Brenelm Farms

*"Providing Consistency - large uniform litters, good consistent growth from wean to harvest. 25 pigs/sow/year with PRRS break."*

### Jem Farm

*"A very rigid and durable animal. Excellent litters and strong sows. Farrowing's are quick and trouble free."*



Jem Farms

### Skylight

*"The Genesus Sow is a very robust animal with high feed intake and an exceptional breed back and are excellent milkers."*

*Boar's performing very well and providing an excellent feed conversion throughout the growing herd. We had significant stillborn challenge (not genetically related) affecting our PSY a bit vs. 2016 and we are still very happy with Genesus."*

healthy high feed intake  
**STRONG**  
robust growing uniform heavy weights survivors

### Lakeview

*"Due to the durability of the Genesus full program pig we are able to successfully sell our pig in an ABF program."*

*These pigs start right off the sow as they get to the feeder and eat. Through health concerns they continue to eat. This program is possible due to the toughness of **The Total Package.**"*

**28.42 PMSY**



13 14

**\*PMSY** - pigs weaned/mated sow/year

### Mayfield

*"Genesus works well for our barn. We need animals that are hardy, strong survivors. The sows produce lots of good quality pigs that are uniform."*

*The pigs grow well throughout the barn. We get lots more pigs to market than when we were with one of the competitors' lines. The boars are good workers, produce fast growing pigs with good grades."*

### Country View Farms

*"The hardiness of the Genesus females continues to impress us. We broke with PRRS in January of this year. It was a difficult time working through it, but it was amazing to see the Genesus animals desire to live and get through it. The gilts we purchased from Genesus have been great."*

### Bluegrass Farming

*"The Genesus animal is a hardy animal that performs very well in our system. Overall our production and performance are excellent with good numbers born, heavy wean weight, low mortality."*

*Our growth rate is very good, days to market are good too. We are very happy with Genesus. Keep up the good work."*

**30.38 PMSY**

### Diamond Z Farms

*"We have an older unit. The Genesus sow holds up very well in challenging conditions. The Duroc Sire proves to be the leader in Growth."*



Mayfield - 1 day old pigs



Meier Family - Country View Farms



Bluegrass - nursery pigs

Diamond Z Farms



# designed strategies for **long-term success**

## Hidden Lake

*"Genesis have been working for us the last 10 years. Would highly recommend and everybody should try Genesis. Good, heavy pigs at weaning, death loss very low. Good days to market. Hardy animals."*

## Cool Spring

*"We haven't worked with any other genetics but Genesis ! The last 5 years it looks like they are a highly production well behaved animal ! We are very satisfied with the numbers they bring. Death rate of sows is low, wean mortality is low, wean weights are good due to high feed intake. The Duroc boars are good working and very durable with good wean weights. Good service we get from Stewart (sales rep. Genesis)."*

**28.30 PMSY**

## Camrose MT

*"We have been with Genesis for many years using both males and females (pures) to produce our in-house F1s. The program continues to give us excellent results. Commercially the F1s and Duroc boars do a great job for us. The sows eat, milk, give large litters of healthy pigs and breed back very well. The piglets grow very well, very uniform, low mortality and give us a good FCR. The boars produce viable piglets that grow well, convert well till we get them to market. We are very happy with Genesis."*

**30.82 PMSY**

## Brantwood

*"Still happy with Genesis pigs. Performing very good for us. Now you know the rest of the story. THANKS !"*



Huterville Farming - hog barn



Hidden Lake - finisher pigs



Cool Spring MT - farm crew

## Shady Lane

*"We tried different Genetics. Always come back to Genesis."*

**27.24 PMSY**

## Newell Hogs

*"Since switching over to Genesis , we have been very pleased with performance and customer service . Seeing big strong litters and looking forward to going 100 % GENESUS."*

## Huterville Farming

*"Little over halfway through the conversion to Genesis animals; and so far we are seeing huge difference in live born (over 1.5 pigs extra). Genesis sows are weaning nice even litters easy to manage and good feed intake in lactation. Overall nicely satisfied for now. Salesman 5 stars."*

**29.78 PMSY**

## Spring Point

*"Switching to Genesis was a success, sows are easy to work with + very calm, boars are 2nd to none. Born alive rate has been great and carcass quality has been excellent :)."*

**27.30 PMSY**

## Elmspring Farming

*Been on Genesis for over 30 years. Genesis has been consistent and profitable for Elm Spring Farming Co. That has been the main benefit to our success in hog production. We are satisfied clients.*

**27.18 PMSY**

## Sunset

*We have been with the Genesis program for 21 Years. The sows are well structured and easy to work with. High feed intake in lactation results in good body condition and good breed back.*

*Weaned pigs are easy to start and grow well with a low mortality all the way to market.*

**26.76 PMSY**

**\*PMSY** - pigs weaned/mated sow/year



Whitesand AB - Genesis Gilts

## Whitesand

*"We chose to go with Genesis because we have had this genetic at our mother colony for many years and had good success. We believe they have a good growing finisher pig. And a focus to raise meat that grows the pork market."*



Spring Point - receiving gilts



Newell Hogs - finisher room



# Global reach

## Reproduktor po svinevadstvo AD Yambol (Bulgaria)

"We've been working with GENESUS Inc since 2017 when we started importing semen material.

The improvement results were not late to show:

- extremely healthy pigs.
- reduced the days to market by 10-15 days.

The selection staff took decision to buy boars from Genesus in June 2019."

## Dabaco Group (Vietnam)

Duroc Genesus has great structure and impressive well-tolerance to Vietnam's hot and humid weather conditions. Growth rate is impressive with an average of 1,000 gr/day (30kg to 110kg) with a low FCR. Great meat quality - dark red color and tender with high marbling score.

## D & S Brassington (UK)

"We started with Genesus Duroc Semen in 2014 and we noticed the piglets were more uniform with a higher appetite and reaching slaughter weights of 85kg (dead weight) 10 days earlier.

We decided to switch 100% to Genesus (maternal and terminal). Today we are weaning more pigs per litter, averaging 10 days less to market and grading has improved.

Choosing Genesus was the best decision for us."

## Rosbacon (Russia)

We are happy with Genesus as we see:

- High health, good viability
- High birth weight
- Good maternal traits
- High growth rates

- **30.70** weaned pigs/sow/year

## TQLS (China)

"The main reason for TQLS to choose Genesus as our genetic supplier is because Genesus's many years professional expertise and experience in swine breeding.

Genesus can help our company to improve the production efficiency, also Genesus has been focusing on meat quality selection for over 20 years, which can help us to provide better quality pork to Chinese consumers.

The breeding pigs from Genesus Nucleus herd helped us to increase the litter size by 2 piglets per litter, and reduce the FCR by 0.1 while the finishing time is reduced by 10 days."

## Earl de Beauregard (France)

**200 sows, weaning at 21 days, supplied with Genesus F1 gilts**

"Genesus F1 sow is easy to manage and heating well. During gestation, Genesus sows are calm and they don't fight. During lactation, it is a sow with good mother abilities who don't crush piglets.

Piglets are heavier and more uniform at birth and at weaning"

2018 Figures on Genesus F1 (1st parity):

- 95 % fertility rate,
- 15.8 total born and
- 13.6 weaned pigs/litter



Franck Lechat -Owner, Scea de la Videlaïs

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## Glenmarshal Sires Ltd. (Ireland)

"At Glenmarshal Sires we operate a 1,000 sow farm and a commercial boar stud which up to the Spring of 2015 housed mainly Danish Boars, we were constantly having leg problems with the Danish boars and our customers were complaining about the high level of umbilical hernias and high mortality.

This caused us to look for an alternative Duroc Sireline, this led us to Genesus, following a visit to Canada in Spring 2015 we imported our first batch of Genesus 44 Boars into Ireland. Our aim was to improve on the weak traits of the Danish pigs and maintain the competitive grading profile, Genesus helped us to achieve this.

Our customers are generally very satisfied with the improved results, our boar stud now houses mainly Genesus boars. The move to Genesus has been a win-win Glenmarshal Sires has increased the number of boars housed by more than 100 head, vastly increased our market share with a lot less early culled boars and Genesus in less than 3 years have 20% of the Irish semen market entered the English and European market from semen produced in our stud.

Advantages of Genesus are:

- large numbers of uniform piglets are born.
- piglets are easier managed in the farrowing house with reduced mortalities.
- a marked reduction is seen in the level of umbilical hernias.
- fattening pigs are more uniform with pens cleared 2-3 weeks quicker.
- Genesus pigs are more robust and perform better on farms with disease challenges.
- from our company point of view, the selection process is far easier and we get what we are looking for.



Genesus and customer TQLS at the Signing Ceremony

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## Scea de la Videlaïs (France)

**300 sows, weaning at 21 days, on-farm-replacement with Genesus**

"We chose Genesus Dam line to improve robustness and have stronger animals than our previous genetic. Today, our sows produce more milk and they are able to raise their piglets till weaning, without to have to use nursing sows. Piglets are heavier and more uniform than before."

## Genesus Deutschland (Germany)

"I work for 25 years in the pig. For 5 years now, I encountered Genesus. I have never seen such a good genetic as Genesus. We have changed immediately our genetics in Germany to Genesus and already selling over 20,000 gilts in 2019"

**31.90** weaned pigs/ sow/ year.

## AgroEko (Russia)

With Genesus we are seeing the following advantages:

- good maternal traits (good milking sow, good viability)
- strong legs therefore less culled sows
- boars are easy to train
- uniform pigs
- low mortality in the nursery and finisher
- stress resistant pigs

**30.20** weaned pigs/sow/year



Genesus Deutschland team



D & S Brassington



# Technology to the fore as Genesis genetics enters UK

Source: Article by Simon King,  
published in "PIGWORLD" June 2019

**B**ridge House Farm in Northamptonshire farming family is embracing new technology as it throws itself into an exciting new partnership producing nucleus animals for Genesis.

The original acreage of Bridge House Farm was bought by the Thompson family from the Althorp Estate, and has been in the family for six generations. The business comprised around 2,500 acres of arable alongside a free-range laying enterprise.

The pig unit was built in 1987 by Robin Thompson, who, was looking for different opportunities, which resulted in a purpose-built nucleus unit being erected, originally for Newsham Hybrids.

In 1993 the farm doubled in size, up to 650 sows, the current size of the unit.

In 2016 Robin was looking for a new opportunity and started a conversation with Paul Anderson, International Sales Manager at Genesis.

Bridge House Farm now keeps two of Genesis' three lines, a Yorkshire dam line and the Genesis sire line, which is a Duroc. The Landrace dam line is also available in the UK.

The family signed a contract with Genesis and then destocked the farm by February 2017, before embarking on a six-month process to get it ready for the first arrival of pigs from Canada.

*"Where we are in the country there is a very low pig density, which allows us to be very high health, as there is less pressure from pig units around us. We take maintaining our biosecurity very seriously. Anyone coming to the unit showers in and is 72 hours pig-free. We try to limit the number of visitors altogether...Every extra person coming on to the farm is a risk to us" - said Charlie Thompson*

Charlie, son of Robin Thompson, a vet by trade, returned to the family business after eight years in practice just as the transfer to Genesis was starting.

Charlie said: "Dad was really impressed with the simplicity of the system, with only one sire line and two dam lines, which allows us to test far more animals to keep the genetic progress as fast as possible."

*We deep-cleaned the buildings and it was a*

*good opportunity to renovate and invest in new facilities. We knocked down what was left from the original build in 1987 and built 2,000 new grower places and 2,000 new finisher places – all part of a £1.2 million investment in the business."*

Walking around the pens, there is no evidence of docked tails.

Charlie said: "When we started with Genesis, we were committed to no tail docking – to be able to finish a pig all the way with a long tail is pretty unusual. The Genesis Durocs, in particular, are very placid."

**"Both breed lines have shown a great appetite for eating creep pre-weaning. This has translated into far better weaning weights and a more robust pig at weaning."**

The farm operates on a weekly farrowing system and aims to farrow 27 pigs a week. As a dam line, the Yorkshire sows average 16 born per litter. The Genesis Durocs are a registered purebred sire line, bred as a terminal sire to be crossed for optimal growing and finishing performance, and as such produce, on average, 10 born per litter.

Charlie said: "Both breed lines have shown a great appetite for eating creep pre-weaning. This has translated into far better weaning weights and a more robust pig at weaning. Although numbers born are lower in the Durocs, we have had piglets born at 2.5kg that are weaned at 12.5kg 25 days later....The more we can get them to eat before we take the milk away, the easier the transition is to get along without mum and the milk. We are pushing them to eat as much as possible in the farrowing house, which means when they're weaned, they run straight onto feed without a check."

## NUTRITION TAKES A CENTRAL ROLE

The indoor unit has 72 grower and 72 finisher pens and these are fed via eight feed silos, using what is thought to be the largest (144 pen) Roxell Multifast system in the UK.

Charlie said: "We have been working closely with various nutritionists in order to feed genders and breeds of pigs differently and according to their average pen weights. Genesis has great nutrition and intake data from Canada, which was our starting point."

*We wanted to monitor whether the pigs could perform to the same level on European cereal-based diets. The Roxell tailors every pen's feed to try and get the maximum performance. We want to provide the best environment for these pigs to show off their genetic potential."*

Every feeder has a sensor in the middle constantly checking the hopper level. The system knows which 'curve' that pen is on (based on breed, gender and average weight) and when the level drops below the sensor, it will then mix up an individual batch of feed (25kg for the growers and 40kg for the finishers), tailored for that pen and then automatically deliver it.

## TECHNOLOGY DRIVES THE BUSINESS

Bridge House Farm is using UHF EID in all animals from birth and industry consultant Dominic Charman has worked on an integrated scanning and weighing solution that automatically captures data – by simply scanning the tag, the individual weight is logged into an Excel spreadsheet.

Dominic said: "Weighing every individual at birth provides an additional data point for selection and ensures that individual birthweights of piglets are included as a figure for both breeding and finishing pig performance."



Dominic Charman (Industry consultant)  
Charlie Thompson (owner)  
Andy Brown (Unit Manager)

Charlie added that as a result of having the UHF EID technology, data accuracy has 'massively improved'. On top of this the weighing tasks have become far more efficient and less fiddly with jobs taking around half the time to complete than before using EID.

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*"When we're individually reading tags and weighing hundreds of pigs a week, no matter how careful you are, mistakes will creep in...But now the ID is read by the computer and saved into an Excel spreadsheet, it can't be read incorrectly.*

*Dominic has done a lot of work with us developing a custom-made software package, so that we can record how the pigs are performing going forwards. We are probably the first farm in the world to be tagging and weighing every piglet at birth and weaning through an automated system."*  
- Charlie Thompson

The electronic ID costs 41 pounds per animal and is purchased with a custom numbering system. The UHF EID is based on a standard 3mm male button tag and weighs barely more than the normal tag. *"Tag losses have been less than one per 2,000 pigs, which is very impressive as they are put in minutes after birth,"* Charlie said.

He is aiming to use the electronic ID system to run an inventory of the location of every pig in the system, although this is still a developing area.

He added: *"We could run hundreds of pigs down a corridor and read every single tag. UHF EIDs have the power to be used for mass movement of pigs (as UHF reads multiple tags unlike LF tags), which from a commercial pig producer perspective is where the value comes in."*

The final piece of the puzzle, Charlie added, will be to have the individual ID feedback information provided from the abattoir.

*"This is something that we hope can be integrated in the near future,"* he said. *"That way we can use real life carcass feedback to develop the breeding stock even faster to what the market wants."*

**Under Genesis guidelines, every animal is individually recorded at birth, when they receive three forms of ID, which is important for monitoring the performance of every animal.**

Charlie said: *"We can't do anything until we've ID'd every piglet born and guaranteed the parentage – everything for us has to happen as soon as possible after birth to provide an accurate birth weight and to ensure the genetics of the dam and sire can be tracked through the system."*



UHF EID technology

The system runs 24 hours a day and weighs what it delivers, so calculating FCR per pen is straightforward.

Charlie said: *"We can have pens of Duroc gilts next to pens of Yorkshire boars and deliver tailored diets to each. The system also means that there are no sudden changes in feed, with diets changing minutely every day, resulting in a very smooth transition throughout the growing period.*

*Compared to the previous traditional diets that we fed in our old system, we are saving 5p per day per gilt on the farm.*

*This doesn't sound like a lot, but it adds up massively over a lot of pigs and across 365 days a year.*

*The access to FCR data is revolutionary as this allows us to ensure we are making the most of our most expensive cost – feed. High-performing Duroc boars will be at an FCR of 1.6:1 in the growing period (20–60kg), and then go from about 2:1 at 60kg to 2.5:1 at 120kg."*

The unit employs eight full-time staff and Charlie said the aim was to streamline the basic jobs so that staff can spend more time with the pigs. The process involves creating a more skilled environment where the business can retain and recruit skilled staff.

*"We want to create a team with a balanced quality of life, so we can balance out the night checks and the weekend work. We want to develop a good, interchangeable team that can share the tasks around the farm,"* he added.



Bridge House Farm Team

## SCORING FOR INTRAMUSCULAR FAT

The 'end point' for nucleus pigs is 'off-testing', at which point every pig is individually weighed and has a detailed ultrasound scan taken.

Charlie said: *"We ultrasound scan every pig to measure backfat, the thickness of the loin, intramuscular fat and a range of other parameters. We record intramuscular fat with a view to improving eating quality.*

***If contracts for improved eating quality become available to commercial producers (as some are already in Canada) then the Genesis Durocs in particular are strong carriers of the marbling genetic trait, leading to a more succulent, tasty end product."***

The data generated on-farm means it is possible to select different boars for specific customer requirements.

Charlie said: *"Genesis felt it was key to have nucleus pigs on the ground in the UK in order to demonstrate that their genetics can perform on UK diets, to UK slaughter specs.*

*They also felt it enabled them to better serve the UK market, a market it sees as key for its growth and as an entry point into Europe, Asia and North Africa.*

*At 20 weeks of age, our pigs are approximately 20kg heavier than they were previously. In 2019, depending on the number of breeding stock sales, we will put somewhere near 12,000 pigs to slaughter through the system."*

***"As a Nucleus unit, with Gilts flown across the Atlantic from Canada to the UK, we have been very impressed with the prolificacy of the Yorkshires and growth rates of the Durocs.***

***As a Gilt herd we averaged 35.2 pigs born on the Yorkshires which is fantastic performance. The Duroc's continue to go from strength to strength and the growth rates have been extremely impressive with whole pens averaging 1.4kg a day in finishing. The quiet and docile nature of the Genesis Durocs makes them bomb proof and the whole herd has un-docked tails with minimal issues (this is a particular welfare push here in the UK).***

***We have enjoyed getting started on the Genesis journey and look forward to a productive relationship in the future as we continue to advance their impressive Genetics."***

Bridge House Farm Ltd



### Grassland (F1 multiplier)

"Grassland Colony signed up with Genesis to become a F1 multiplier. We started filling the barn in July and on December 21<sup>st</sup> we had the first pigs on the ground. We have been very pleased with the Landrace females. They are very docile animals and the York boars are good breeders. The assistance of the Genesis team has definitely contributed to our success up to today!"

### Rainbow (F1 multiplier)

"At Rainbow Colony as a multiplier we pride ourselves to supply our customers with only the best F1 gilts. We have only known the Genesis genetic and with the help of Genesis Sales rep. and Nutrition Partners plus our team in the barn it has been a great experience.

These animals are super productive. The offspring's are very lively and healthy with nice birth weights (14 to 16 born alive average) that become an excellent grow to finish pig.

The pures have excellent mothering abilities with lots of milk and produce high ween weights and good breed backs. The sow can handle lots of stress, quick weather changes don't seem to effect eating and drinking patterns.

The boars are always ready if trained properly from day 1 we are looking forward to another year with the Genesis animal.

As a multiplier for Genesis, we at Rainbow, would like to say thank you to Genesis and all our wonderful customers that have been with us all these years and thank you to Genesis for the experience..."

### Airport (F1 grower)

"We have been working with Genesis since 2016 and it has been a great relationship. Having great service and a strong easy to manage pig, makes our job a lot less stressful."

### Little Bow (F1 multiplier)

"The Genesis genetic line has performed exceptionally well for us. From a sustainable working relationship with the Genesis sales team, to a strenuous selection of incoming gilts. We produce a high quality, prolific F1 animal for our Genesis customer base.

The Genesis genetic is high health and pigs thrive from the mothering abilities these sows have. We have very good weaning weights with a 20.9 avg. weaning age. After weaning and a good nutrition in hot nursery these pigs never look back.

We are very satisfied with our average daily gain and our days to market! Our goal is to keep our customers satisfied and we know we can achieve this with the Genesis genetic line! Our personal goal is to reach 30 pigs per weaned sow as a

multiplier, and again, we feel that with Genesis Genetics we will achieve that!"

**29.10 PMSY**

### Sundale (YY nucleus)

"The Genesis sow is a highly profitable female, with many parities and early age breed, puts more pigs to market faster. A high number of born alive and weaned adds to the performance capabilities of a profitable female. A high rate of breed back, high conception rate, and excellent body condition adds to her quality. Body condition is a big plus when marketing as a cull for monies returned."

**29.50 PMSY**

### Norquay (YY & LL nucleus)

"As our partnership with Genesis continues we hope to press on and keep exceeding goals as quality in the herd increases."

**28.76 PMSY**

*"We go above and beyond to choose partners that align with our values."*

Genesis Inc.



Little Bow



Sundale - Genesis York nucleus farm



Rainbow nursery room



Norquay MB



Grassland - Gilt just farrowed



# THE TOTAL

## Kenneth Burkholder Farm

*Genesis Sows are highly productive with strong feet and legs. Our pigs grow quickly and finish very even. Genesis has a solid genetic program.*

## Neu Muehl

*"Genesis Sow has great mother ability. Litter size is excellent, consistent and uniform. The Genesis Duroc boars are good willing workers. Carcass and grading is excellent. Genesis is **The Total Package**."*

**28.20 PMSY**

## Valley View

*"The Genesis sow are good to work with. Calm productive and efficient. Good mother ability. Uniform pigs in all stages of the barn. Genesis is **The Total Package**."*

**30.17 PMSY**

## Cascade

*"We continue to have success with Genesis, from start to finish. The purebreds adopt well to our herd and the F1s produce large quality litters. The Genesis Duroc offspring's grow fast and efficiently and the packers love the quality off the carcasses."*

**27.80 PMSY**

## Neudorf

*"**The Genesis Total Package** is the only program. The improvements are seen yearly with increased efficiencies on birth and wean weight throughout our system. Consistency and uniformity are highly visible throughout grow-finish. Nutrition plays a big part in maintaining the genetic improvements. Efficiency is key to profitability. Genesis gives us that chance."*

**28.43 PMSY**



Kenneth Burkholder Farm



Neu Muehl - farm



Cascade MT - P1 sow with pigs

# more, stronger, better pigs PACKAGE



Baker - finisher room



Springwater MT - nursery room

## Baker

*"The Genesis sow performs good in all aspects of production. They are easy to manage and have good milk production, nice piglets at birth, good weaning weights and excellent uniformity. Sows eat very good in crate and therefore breed back is excellent. Nursery, Grower + Finisher pigs grow great with the end results being a good carcass with color - meat quality that our packer is looking for. Genesis, the best choice we ever made."*

**30.75 PMSY**

## Springwater

*"We at Springwater Hogs, like the Genesis animals. Sows eat well, milk well, breed back good. The sows wean heavy pigs of uniform size, with low mortality. Boars perform well, are really good to work with. Weight are good and mortality from wean to 290lbs is 1.98%, which we think is very good. Pigs grow well, convert well and finish of well. Service is really good with our friend Stewart Watson and now Peter Heger. We are happy with Genesis."*

**26.68 PMSY**

## Fairlane Farming Co.

*"Genesis Landrace x York = a true F1 that produces lots of big viable pigs that are fast growing and become great mothers with very good feed intake in lactation and return to estrus in 5 days or less."*

*True Genesis F1 x Purebred Duroc = the best pork in the world. I say this every year, I would recommend Genesis to anybody."*

**30.58 PMSY**

## Riverview

*"Genesis genetic program works very well for us. Sows produce large uniform litters with good birth and wean lots. Having a good appetite in lactation helps breed back. In our system having an animal with a high immunity sure helps. Genesis boars produce fast growing pigs to market with low mortality. The boars are easy to work with and are willing workers. Carcass is excellent along with meat quality."*

**30.08 PMSY**



# the **TOTAL PACKAGE**

More pigs, Stronger pigs, Better pigs

World's **LARGEST**  
registered purebred herd

**MAX GROWTH**

**PREMIUM** carcass  
& meat **QUALITY**

