Milk & Honey

- THE GENIMEX JOURNAL -

Genimex

EDITION 2
AUGUST 2008

2008 Philidelphia Herd Competition

Dominated by the great Italian bull Bos Iron

Danish Jersey Genetics Perform

Congratulations to the van Niekerk Family

OAD

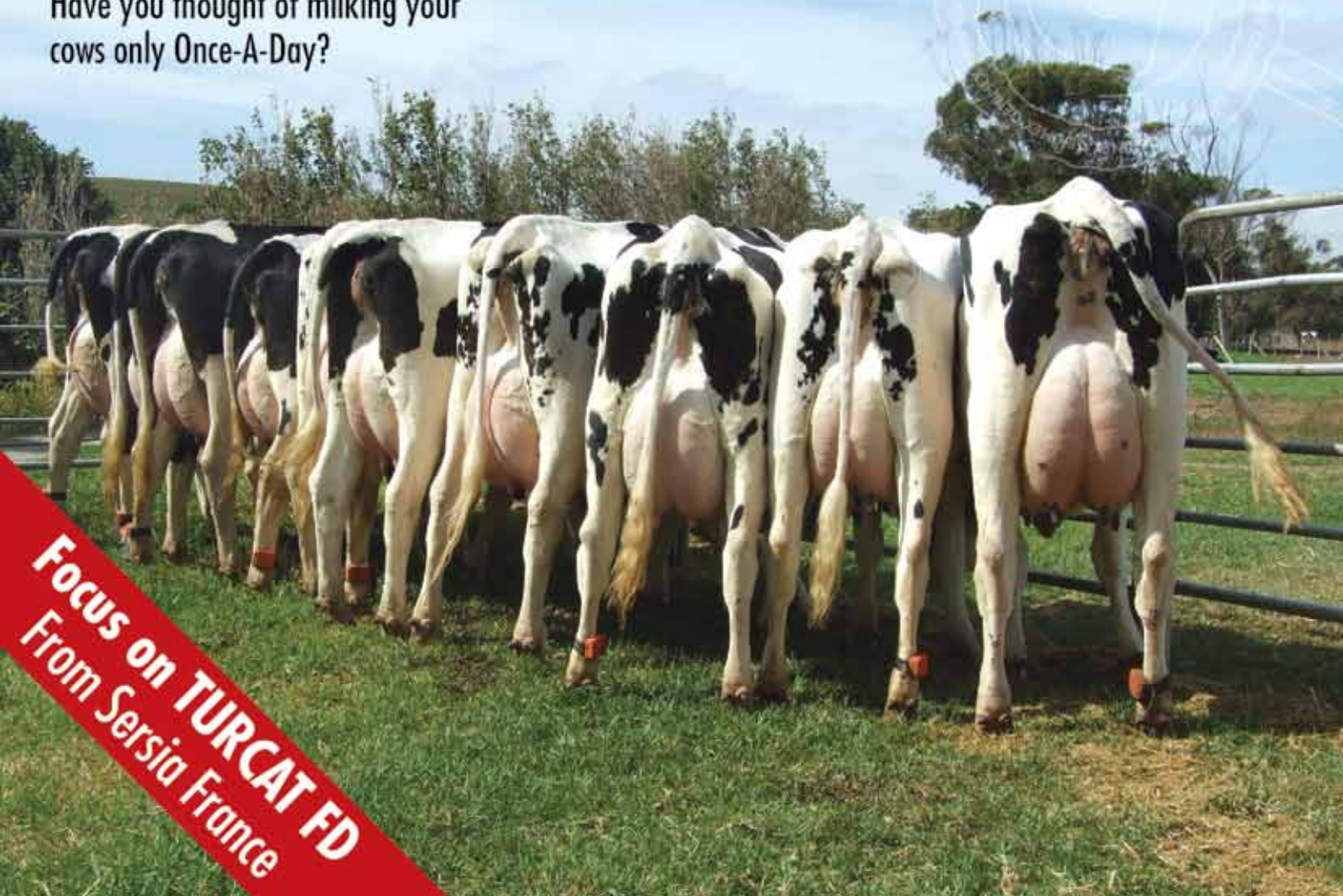
Have you thought of milking your cows only Once-A-Day?

Kiwi Friesian

A story of blending

Viking Genetics

New name for Danish-Swedish Cattle Breeding Association



Focus on TURCAT FD

From Sersia France

- Foreword -

Well the shortest day of 2008 has come and gone and it feels like the end of the year is fast approaching. In reality it may feel like that but there is still a lot of time left and a lot of things to do before we go into the year-end slow down mode.

The dairy farmers of South Africa are certainly being exposed to everything that they do not like: a reducing milk price, increase in fuel costs, increase in the price of maize and other cereals etc etc. With this comes the drive to reduce costs! Guess where the average dairy farmer starts: yes, you got it right: SEMEN COSTS.

We urge you to think twice about the statement commonly made: "I must just get my cows in calf". Your semen costs are about 1.5% or turn-over and if you reduce this by 5% the savings are so small that you will not even notice them.

Remember that the R49,00 imported semen that you bought or the semen which you bought that "Had to get my cows in calf" will form the basis of you replacement heifers a few years from now.

It is difficult to predict what the economy of the Dairy industry will be at that time but whether it is good or bad it would be better to be introducing efficient and productive heifers than the daughters of the R49.00 per unit semen or the "Had to get my cows in calf" bull. Please do not let yourself fall into this situation! We need you as an efficient and forward thinking dairy farmer in the country.

Genimex has now been trading as a private company for 12 years and some of the staff have been in the AI Industry for longer and over this time we have developed our own thoughts and ideas about mating cows and what semen should be used.

It is no secret that we at Genimex do not subscribe to the use of Computer Mating programs and the use of "lists" to market semen. Some of our staff have got into deep water from our opposition because of their comments. Some have even been accused of questioning the integrity of other semen agents! Maybe it was just the way a statement was made and then interpreted by the opposition.

We at Genimex will continue to be opposed to Mating programs and the use of "lists" to market semen. This may not be the forum to question these programs but we would like to make five points:

- Mating programs are to sell semen and with selling semen there is a profit motive. The profit may just be to get the opposition out of the herd (or herds) and sell units or generate higher sales income.
- You, as client, will be promised that the program is unbiased and bulls of all semen companies will be included. We ask REALLY?
- Lists are generally based on the ranking of bulls according to a composite index. Our question is: are the weightings of traits within the composite-index the weightings which you need in your herd?
- Intterbull does not make or publish "lists" and there is not a specific Interbull list. Interbull supplies the conversion factors and each country draws up its own list. Once again: do we in SA need what the dairy farmers in other countries need?
- Where a bull ranks in a second country using either conversions or the bulls proof in the second country is irrelevant simply because of GxE interactions in the first case and selective mating in the second.

Genimex has always said that using bulls that are reliably progeny tested, in a large population, (by large we do not mean a country that tests 12 or 15 bulls a year of a specific breed) and breed what the client need is much more important than where they rank in the country of origin or for that matter where they rank when converted to a second country.

Without the use of a mating program and the use of lists to promote our bulls Genimex sires has won the "daughter group" sector of the Philidelphia herd competition seven times out of the last nine years. Allow us to ask what happened to the bulls that were sold by our opposition using the front of a mating program?

Many of you know or would have spoken to Joey van Wyk over the telephone over the years, firstly at Taurus and now at Genimex for the last 12 years. Joey was recently hospitalized for 19 days of which five were in ICU. We are pleased to report that she is now on the mend and we at Genimex wish her a speedy recovery so that she can return to her post where she can receive and deal with your calls in the friendly and efficient manner that we have all become to know.

Greetings
Errol and Chris

- Management -

Chris Cloete
Tel: 012 667 1012 (Office)
Cell: 082 807 1433

Errol Dicks
Tel: 012 667 1012 (Office)
Cell: 082 570 1812

- Sales Representatives -

Hendrik Bezuidenhout
Tel: 042 293 3786 (Eastern Cape) • Cell: 083 458 1709 • P.O. Box 4139 • Astonbaai • 6332

Shawn Buckley
Tel: 044 871 2886 (East Southern Cape) • Cell: 082 828 8481
P.O. Box 4138 • George-Oos • 6530

Roché Cronjé
Tel: 021 975 2133 (Western Cape) • Cell: 082 411 7608
Franshoek str 45 • Durbanville Heuwels • 7550

Errol Dicks
Tel: 033 702 1949 (East Griqualand & Underberg) • Cell: 082 570 1812
P.O. Box 504 • Irene • 0062

Gary Dicks
Tel: 033 330 5161 (KwaZulu-Natal) • Cell: 082 772 5151 • P.O. Box 600 • Howick • 3290

Johan Muller
Tel: 023 626 4600 (South & Eastern Cape) • Cell: 082 807 1548
P.O. Box 515 • Robertson • 6750

Ferdi Myburgh
Cell: 083 658 9691 (Gauteng, Southern Mpumalanga, Northern KZN-Natal)
P.O. Box 28016 • Sonlandpark • Vereeniging • 1939

Dave Swift
Tel: 043 737 4758 • Cell: 083 440 7291 • P.O. Box 138 • Homeleigh • East-London • 5212

Herman van Dyk
Tel: 028 388 0934 • Cell: 084 273 6770 • P.O. Box 1603 • Gansbaai • 7220

Willem van Lingen
Tel: 023 615 1252 (Southern Cape) • Cell: 082 375 1252 • George str 6 • Ashton • 6715

Stuart Marais
Tel: 042 233 0495 (Eastern Cape Interior) Cell: 082 973 9505 • P.O. Box 104 • Addo • 6105

Genimex Contact details:
Tel: 012 667 1012 • Fax: 012 667 1015 • Email: chris@genimex.co.za

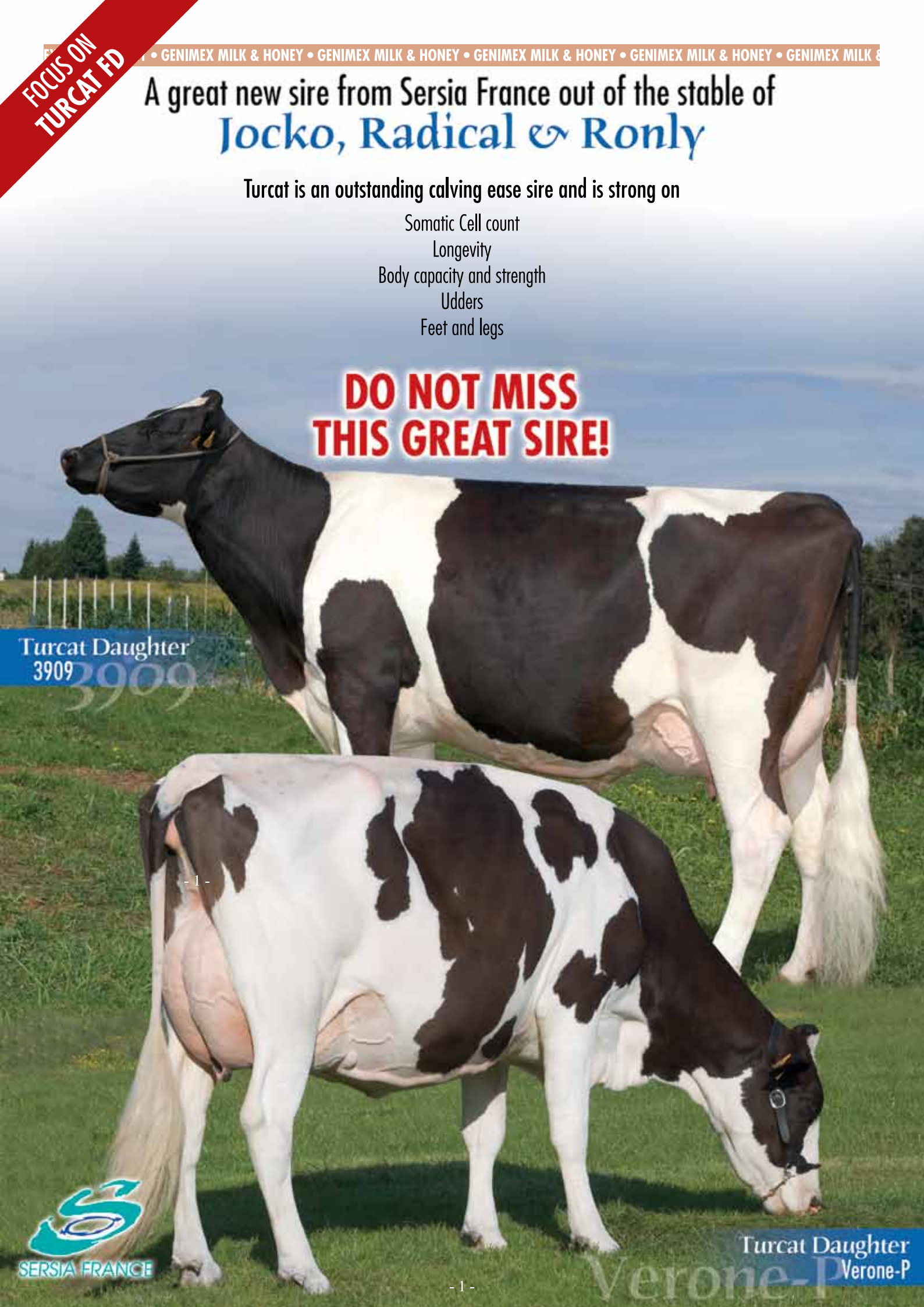
FOCUS ON TURCAT FD

A great new sire from Sersia France out of the stable of Jocko, Radical & Ronly

Turcat is an outstanding calving ease sire and is strong on

Somatic Cell count
Longevity
Body capacity and strength
Udders
Feet and legs

DO NOT MISS THIS GREAT SIRE!



SERSIA FRANCE

- 1 -

Dogters van Genimex Bulle presteer tydens die 2008 Philidelphia Kudde kompetisie

Die volgende toekennings is toegeken aan Genimex nageslag:

1ste Laktasie Groep Diere
2de Plek: Eengezind, Bos Iron dogters
1ste Plek: Vrymansfontein, Bos Iron dogters

Junior Kampioen Koei
2de Plek: Klipheuwel Plase, Bos Iron dogter 5240
1ste Plek: Vrymansfontein, Bos Iron dogter 5099

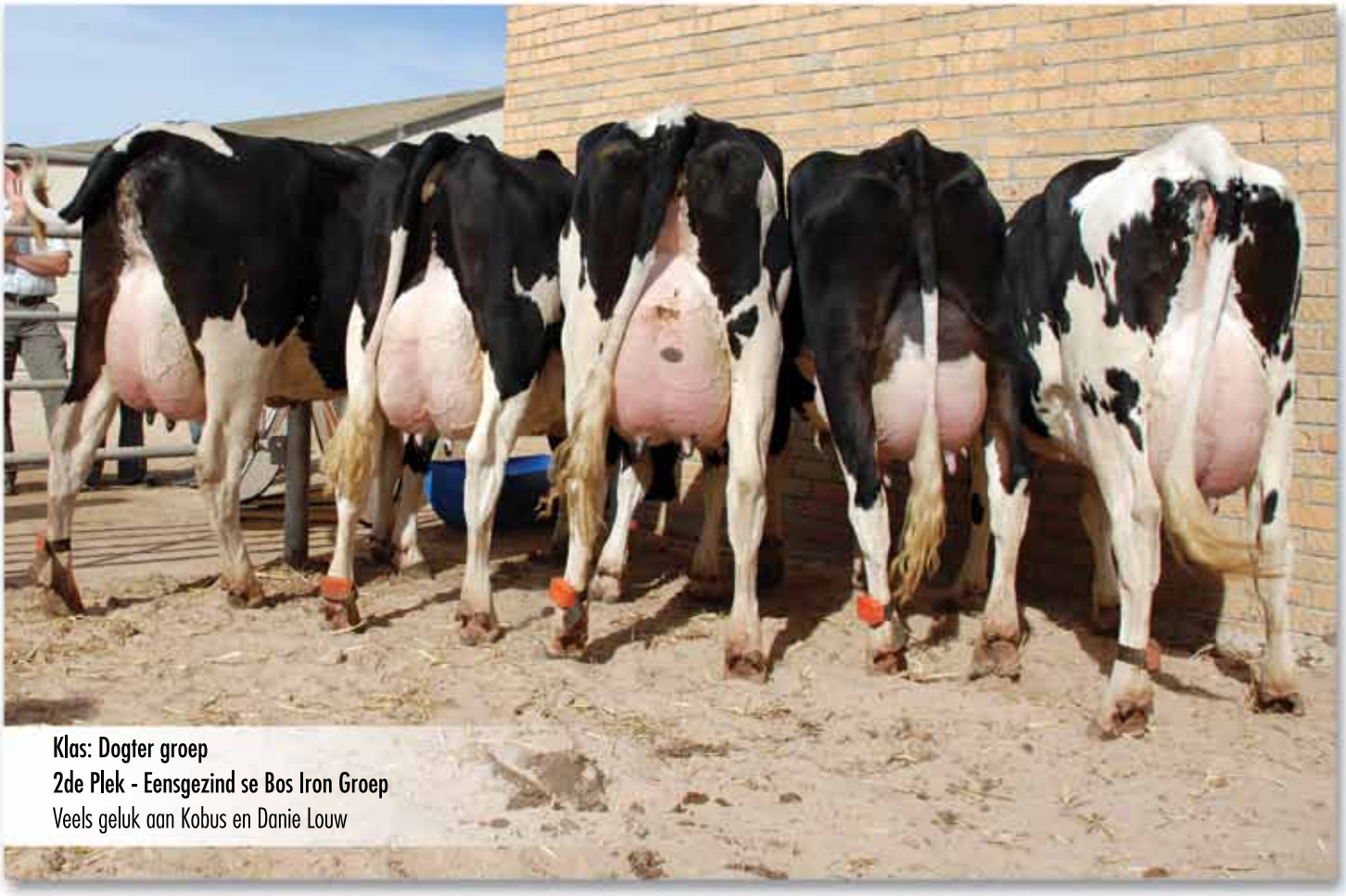
Senior Kampioen Koei
2de Plek: Drie Susters, Birbo dogter 3434

Dogter Groep
3de Plek: Drie Susters, Bos Iron groep
2de Plek: Eensgezind, Bos Iron groep
1ste Plek: Vrymansfontein, Bos Iron groep

Veels geluk aan die telers met die uitstekende diere wat hulle geteel en so pragtig voorberei het vir die kompetisie.
Genimex wil ook vir Johannes Loubser van Welgegund geluk wens met sy toekenning as algehele wenner.
'n Woord van dank aan Chris Fourie vir sy deel in die organisasie en die fotos wat hy geneem het.

Genimex wil graat vir Roché Cronjé bedank vir sy besondere bydrae tot hierdie sukses in sy verkoops-area.

Klas: Dogter groep
1ste Plek - Vrymansfontein se Bos Iron Groep
Veels geluk aan Oom Bokkie Naude en Brady Dabner



Klas: Dogter groep
2de Plek - Eensgezind se Bos Iron Groep
Veels geluk aan Kobus en Danie Louw

Klas: Dogter groep
Drie Susters se Bos Iron Groep
Veels geluk aan Martin Voigt

2008 Pilidelphia Herd Competition dominated

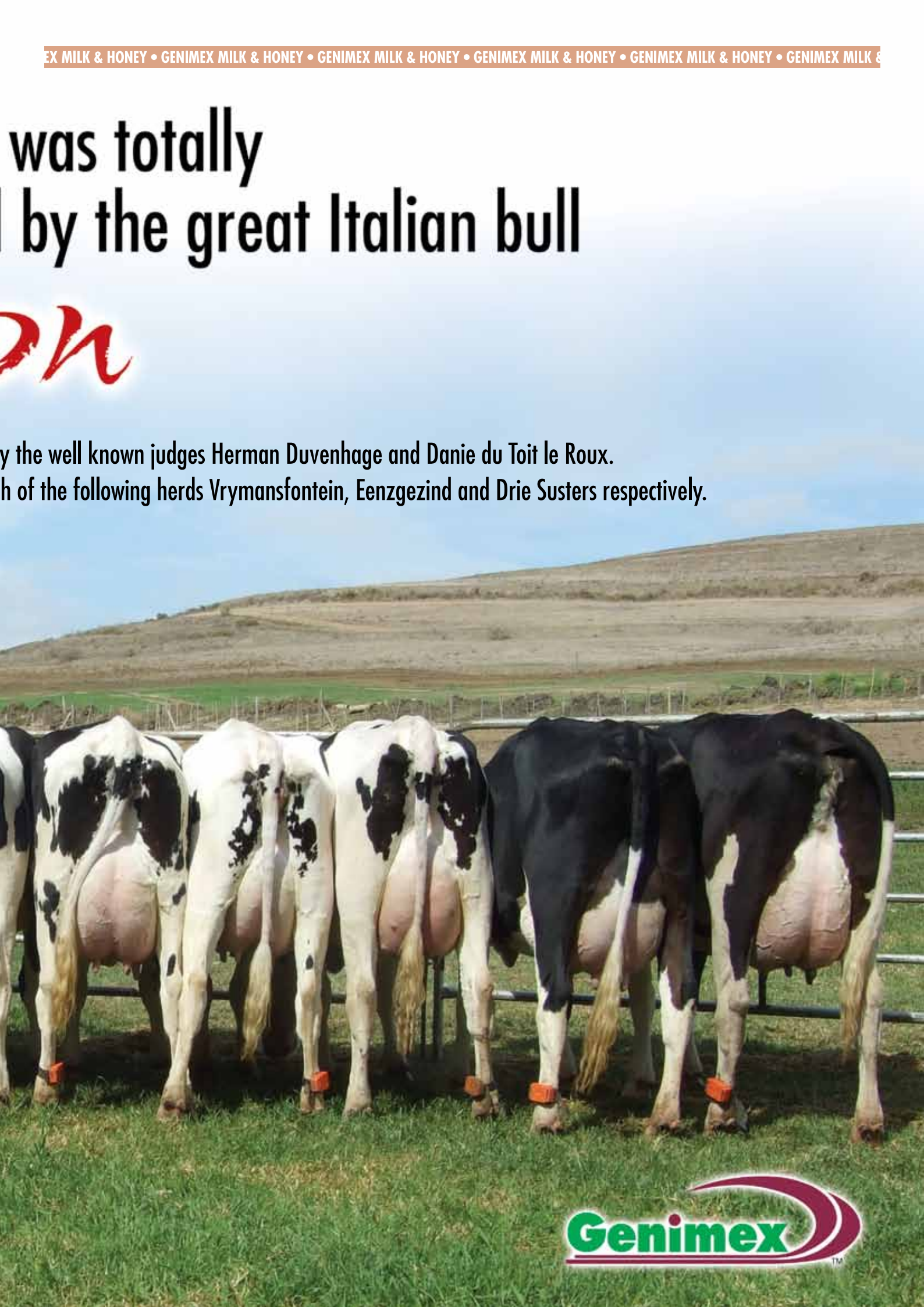
Bos Iro

These twelve young BOS IRON daughters were the winners as selected b
The twelve cows are made up of the 1st, 2nd and 3rd placed groups, four from eac

Semenzoo italy

was totally
l by the great Italian bull
on

y the well known judges Herman Duvenhage and Danie du Toit le Roux.
h of the following herds Vrymansfontein, Eenzgezind and Drie Susters respectively.



[press release]

VIKING GENETICS

new name for the Danish-Swedish cattle breeding association

The new name of the Danish-Swedish cattle breeding association is Viking Genetics. The name's origin is from the Nordic countries and at the same time reaches forward and towards the world. Viking Genetics is a merger between Svensk Avel and Dansire and will be established as per 1 January 2008. Viking Genetics will have more than 20,000 members in Denmark and Sweden and an annual sale of almost 3 mill. doses of semen. The association will test more than 500 bulls annually and therefore will be among the world's largest breeding associations.

The breeding goal is the same in both countries focusing on:

- Health
- Functional traits
- Functional conformation
- Reproduction
- Yield

Both countries have a strong and effective breeding system already there is close cooperation concerning breeding values of bulls and cows through Nordic EBV. The cattle breeds of the two countries supplement each other well. In Sweden Svensk Avel is strong on red breeds (SRB) and in Denmark Dansire is strong on Danish Holstein and red Holstein and Jersey.

Already we work closely together regarding among others within research, and this cooperation will be strengthened further in Viking Genetics.

Likewise the export is at growth in both countries, and by uniting our resources; the export will be fortified in benefit of Danish and Swedish cattle breeders.

The merger is in all ways a perfect match.

The common breeding association Viking Genetics will be responsible for:

- The breeding work – including selection of bull dams and purchase of bulls
- Keeping of bulls and semen production
- Research and Development
- Information and marketing
- Semen export

The service company Viking Danmark

In Denmark the tasks regarding servicing the cattle breeders will be placed in an independent association responsible for:

- Sale of semen
- Insemination
- Advisory services
- Exhibitions
- Activities of interest to the cattle breeder

The Danish cattle breeders will have the daily contact with Viking Danmark with offices in Viborg and Brø'bfrup. In Sweden it is continuously the seven local livestock associations taking care of the service tasks.

New logo

Viking Genetics' new logo shows the two previous logos of Dansire and Svensk Avel combined. Dansire's logo symbolises the bull and the vikings while Svensk Avel's logo symbolises the sperm cell and the fertilisation of the egg. The blue colour symbolises the process of freezing the sperm and the clean Nordic natural way. Viking Danmark will have the same logo on order for us to strongly indicate community and the close relations between Viking Genetics and Viking Danmark.

We hope that the Danish and Swedish cattle breeders will welcome Viking, which will be our "everyday name".

Lars-Inge Gunnarsson
President of Viking Genetics
Cell: +46 709 709 828
E-mail: lars-inge@mailcity.com

Niels Bo
Manager Viking Genetics
Tel.: +45 8795 9402
Cell.: +45 4018 1688
E-mail: nbo@dansire.dk

Magnus Håård
Assistant manager Viking Genetics
Tel.: +46 0511 267 10
Cell.:+46 7058 26710
E-mail: magnus.haard@svenskavel.com

Niels Kr. Fruergaard
Manager of Viking Danmark
Tel.: +45 8728 2001
Cell: +45 4080 7200
E-mail: nkf@dansire.dk

Jan Duchwaider
President of Viking Danmark
Cell: +45 2323 3689
E-mail: nakkedamgaard@mail.tele.dk

VIKING GENETICS INTERNATIONAL

Danish Jersey Genetics

PERFORM IN THE SHOW RING AND IN PRODUCTION

Congratulations to the van Niekerk family for breeding, showing and managing these three great cows.

Q LUF Daughter: OMIKRON Q LUF DELTA

Junior Champion Free State Championships 2007

Classification
Body: 94 | Feet & Legs: 81 | Udder: 90 | Final: 90

Lactations

	OA	M	B	P	B%	P%	MI	BI	PI
1**	2/1	7389	378	281	5.12	3.80	104	116	105

LEMVIG Daughter: SPRINGBOURNE LEMVIG STAR

Res. Champion High Producer 2007 National Show Senior Champion and Res. Grand Champion Free State Championships 2008

Classification:
Body: 96 | Feet & Legs: 94 | Udder: 90 | Final: 93

Lactations

	OA	M	B	P	B%	P%	MI	BI	PI
1	1/8	7522	373	303	4.96	4.03	112	116	122
2	2/8	10466	574	428	5.48	4.09	119	135	129
3	3/9	10837	537	473	4.96	4.36	128	133	142
4	4/9	11465	594	522	5.18	4.55	135	150	158

Q LUF Daughter: SPRINGBOURNE Q LUF JAP

Res. Junior Champion Northern Championships 2008

Classification
Body: 83 | Feet & Legs: 79 | Udder: 83 | Final: 84

Lactations

	OA	M	B	P	B%	P%	MI	BI	PI
1	8/1	6894	392	268	5.69	3.89	100	118	103

Have you thought of milking your cows only ONCE-A-DAY?

For pasture based herds Once-A-Day (OAD) milking can be more profitable than Twice-A-Day (TAD) milking!

A report by LIC of New Zealand indicates that the popularity of OAD milking has been growing and that more than 350 farmers have switched to whole lactation OAD with measurable benefits for farmers and their families.

A joint LIC/Dexcel study of the financial accounts of 22 OAD farmers across New Zealand confirms that OAD milking is more profitable than TAD.

Farmers change to OAD for various reasons. There are clear benefits for both cows and people. A statement made by a NZ farmer illustrates the bottom line: "I are out to make money, not necessarily milk. - I want profit and a life-style." OAD dairy farmers had found increasingly good results as the benefits of cow health and reproduction flow through.

But Peter Gatbey warns: "There is no suggestion that OAD is for everyone." Obviously certain conditions must prevail and questions need to be answered before one decides to make the change.

Perhaps the following points may assist you to decide:

1. Why milk Once-A-Day (OAD)?

- Spend less total milking time per day
- Lower cost by less wear and tear and by lower electricity. (Heating of water and cooling of milk is still required.)
- Healthier cows. Improved reproductive performance, less feet problems, lower empty rates are all factors which play a role
- Greater utilization of capital and labour
- More "free" time for other important duties
- Improved lifestyle!
- Always milk in day-light

2. Scenarios where OAD might be appropriate.

- Family farm wanting to grow the business through increasing stock numbers but not increasing cow housing and labour
- Large herd with extra ground available to milk more cows.
- Cows can be grazed further away from the milking unit
- Five herds could be milked per day. One am and the second during pm
- Herd could be divided: a portion milked 2 x per day and the second portion milked during day-light only

3. Results of a three-year trial period in N.Z.

- Stocking rate was increased by 17%
- Production of Holstein Friesian cows dropped by about 15% per hectare and that of Jersey cows by 5% per hectare
- Both BF and Protein content increased by about 0,2%
- Empty rates dropped for both breeds
  HF from 12% to 9%
  JE from 5% to 3%
- Condition score increased for both breeds but more for the HF
- Incidence of clinical mastitis did not increase.

4. Notice should be taken of a few warnings:

- Staff love OAD.
- Draught prone pasture areas are not ideal areas for OAD milking
- Somatic cell counts increased on OAD and herds which already have such a problem should attempt to identify the cause before making the change
- This is a low cost change in a farming system, so a change back to Twice-A-Day milking is possible but should take place at the next calving season.

This summery has been compiled by Errol Dicks of Genimex with recognition to LIC and Dexcel of New Zealand.

THE KiwiFriesian KIWIFRIESIAN

a story of blending...

The New Zealand Friesian' is synonymous with two elements of successful pastoral dairying – fertility and longevity.

That hasn't happened by accident. Today's strain is the result of more than 100 years of selective pressure, applied by New Zealand farmers who needed cows for seasonal dairying, and their farm improvement company, Livestock Improvement (LIC), which often went outside popular thinking to produce what farmers needed.

It's a story, and a strain, which belongs to LIC, which blended the best dairy bloodlines in the world to produce what many farmers, worldwide, believe to be the ideal pastoral dairy cow; a strain quite rightly called the KiwiFriesian.

Beginnings

Dairy cows have been bred in New Zealand for nearly 150 years and, during that time, the pendulum of favour has swung back and forth, from the Jersey to the Friesian, in tune with the market demands of the dairy industry.

Jerseys were the first cattle to arrive in New Zealand, in the early 1800s, with the missionary Samuel Marsden, and Friesians began to arrive not long after, from Australia, the Netherlands, USA and Canada.

By the early 1900s, the dairy industry had some structure. Farmers were measuring milk components and the industry was giving signals which influenced breeding decisions on-farm.

The first production signals, for example, were for milk solids, not volume, which saw the Jersey in favour and then, in the 1960s, a swing to the Friesian as the market demanded volume and rewarded farmers for heavier calves. (Between 1956 and 1979 the number of pedigree Friesians increased by 450%).

National breeding strategies

Until the late 1940s, the majority of New Zealand farmers used natural mating, but artificial breeding research had begun and in 1950 the New Zealand Dairy Board assumed full responsibility for the development of a commercial artificial breeding service, and the first bulls were purchased for proving.

Harvey Tempero joined NZ Dairy Board in 1961 and recalls "All our Artificial Breeding bulls in those days were pedigree, and it wasn't until 1972 that we went outside accepted practice and began proving grade bulls.

"It caused quite a stir as we were the only breeding company in the world to go outside pedigrees, but its was done to widen the gene pool of bull mothers. We knew we had to draw on the gene pool which had been developed by commercial dairymen, to combine with the best genetics the world had to offer, to develop the ideal cow for New Zealand's seasonal, pastoral environment.

"And the reality was, of course, a wide gene pool combining the best of all breeds, and developed through selective on-farm pressure for more than 100 years. At a practical level this involved farmers culling any cows which didn't get in calf after 16 weeks of mating management, and not keeping any heifers from cows which didn't get in calf to first service.

"We combined those genes with the best purebred Friesian, Jersey and Ayrshire bloodlines from Holland and Canada, based on their ability to sire seasonal, pastoral cows. While Holsteins have been bred for TMR environments, there are some which are very well suited to pastoral, seasonal dairying and we were able to combine these well with our grade animals.

"The strategy of basing our sire proving on the best of purebred and grade bloodlines to produce a durable and productive cow contrasted to the breeding goals of other countries, which tended to focus on type and pedigree.

"That decision, to include grades in our sire proving scheme, was fundamental to the KiwiFriesian we see today. Firstly, we'd widened the available gene pool for bull dams, and secondly because that cow population was a result of generations of commercial dairying, and represented the best of all breeds, notably Jersey which, in offspring, was translated in smaller stature, increased milk components and easier calving.

The KiwiFriesian

Harvey Tempero says the KiwiFriesian is a distinct strain. "In general terms it's smaller, has higher milk solids components and tends to be more fertile than its overseas counterparts.

"We went our own way. We did it (sire proving) differently to other organisations. Aesthetics, like coat colour and size, weren't a factor of our breeding programmes because we were breeding functional cows, not show cows.

"And the selective culling by farmers, who need cows to calve every spring, to walk long distances, be aggressive grazers, and last in the herd, has done the rest. You can see the effect in the rate of genetic gain New Zealand enjoys each year. Few countries in the world can compare with that.

"While other countries bred for type, we bred for production and durability.

"We used, and will always continue to use, Dutch and North American Holstein bloodlines which we believe will add value and can look back at some extraordinary bulls which made their impact on today's cows. Bulls like Terling Brabazon, Pajek Sheik Atlas and Brightwater DC Carl.

"The KiwiFriesian is a true example of what can be achieved by selective breeding and strategic blending of the best genetics in the world.

"It's a story of collaboration – between LIC, the commercial dairymen in New Zealand and bull breeders around the world – resulting in one of the most efficient dairy animals in the world – the KiwiFriesian.

Q Impuls

What the Jersey World has been waiting for

- Number 1 in Denmark and the USA
- Outcross Pedigree
- World Class Protein
- High Reliability
- Excellent udder depth

Semen in high demand but available on order.

Genimex™

Tel: (012) 667 1012
Fax: (012) 667 1015
E-mail: chris@genimex.co.za

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