



MEDIA RELEASE - FOR IMMEDIATE RELEASE

HOLSTEIN CANADA and SEMEX ALLIANCE PARTNERS LAUNCH NATIONAL GENOMIC TESTING SERVICE



September 14, 2010 – Holstein Canada and the Semex Alliance along with its four partners CIAQ, Eastern Breeders, Gencor and Westgen have united to provide genomic testing services for dairy producers. The program, called GenoTest, provides an efficient option for producers to take advantage of this technology.

Brian Van Doormaal, Holstein Canada CEO, states that “Genomic testing gives dairy producers access to more accurate information the day the calf is born. The GenoTest service provides a cost effective option to take advantage of genomics for both genetic improvement and herd management.”

GenoTest provides genomic testing of females using the 50K panel or the newly available 3K panel. The 50K cost has been significantly reduced from its former level to \$160/test for Canadian registered animals and provides a higher level of accuracy and reliability. The 3K cost is \$47/animal and yields approximately 80% to 90% of the accuracy of the 50K test.

GenoTest also gives dairy producers a choice of method for submitting DNA samples. Traditionally, tail hair has been the primary collection method but there have been some issues, particularly collecting sufficient DNA from young animals. With GenoTest, producers can also submit DNA using nasal swabs, which has also been proven to be a very reliable and effective method of DNA collection, especially for young animals. Nasal swab kits cost \$5 each (included in above fees) and need to be ordered in advance from Holstein Canada or a Semex Alliance partner.

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