



MEDIA RELEASE - FOR IMMEDIATE RELEASE

## GENOTEST PRICE REDUCTION & PROGRAM ENHANCEMENTS

May 3, 2011 – Holstein Canada and Semex Alliance are pleased to announce a price reduction for the 50K genomic test effective April 4, 2011. In addition, Holstein Canada will no longer bill users for unreadable genotypes or low call failures experienced at the laboratory. Since the launch of GenoTest in September 2010, less than 2% of samples have been unreadable. Producers with an unreadable sample will still be required to send a new DNA sample but will not incur additional lab fees.

Another important enhancement is the option to use genomic testing (3K or 50K) to resolve parentage test requests by Holstein Canada. In addition to the convenience of submitting only one DNA sample for parentage verification and genomic evaluations, this approach also offers cost savings. Producers interested in this option are requested to contact the Data Integrity department at Holstein Canada prior to sending the DNA sample.

### GenoTest Fees per Animal: April 2011

| Genomic Test | DNA Sample Type |             |
|--------------|-----------------|-------------|
|              | Hair            | Nasal Swab* |
| 3K SNP       | \$47            | \$42        |
| 50K SNP      | \$140           | \$135       |

\*additional \$5 fee for nasal swab kits



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