

## Welcome to the first PIC UK Newsletter!



Dear Reader,

On behalf of the PIC UK team, I am pleased to introduce our first UK Newsletter and myself. In this and future publications, we will update you on the latest developments within PIC. We will also provide assistance and guidance to help you capture and maximize the genetic improvement we deliver.

With an in depth background in pig production, and twenty two years with the PIC team in North America, I joined the UK team in April. I have very much enjoyed my first few months beginning to meet all of you. Listening to you allows us to better understand the challenges you face and learn how we can work together to improve your production margins.

I, like many of you, grew up on a pig farm. After acquiring an agricultural science degree, I returned to work with my parents and brother on a farrow to finish farm that grew to 1800 sows and 900 arable acres in the mid-1980's. After making the difficult decision to

leave the family farm, I worked in the grain handling and marketing business, whilst studying for and obtaining a Masters in Business Administration degree. In 1993, I joined PIC as a sales account manager, in my home state of Illinois and have worked since in a number of roles within the PIC business in the United States, before moving to the UK this year.

PIC is currently planning UK producer and allied industry meetings week commencing 22<sup>nd</sup> February, 2016. When we have locations set we will provide you with the details, and look forward to your attendance. These meetings will update you on our genetic improvement programme and supply you with useful ideas to take home and incorporate in your operations.

We hope you enjoy this first edition of our newsletter. We would like to tailor future editions to ensure the content is more closely focused on the areas of pig genetics and production challenges, that you are interested in. To help us achieve that, we would appreciate your feedback by completing the short questionnaire at the end of this newsletter.

If I can be of assistance, please contact me.

Kind Regards,  
John Jeckel  
Commercial Director PIC UK

## Everyone is talking about genomics ... Are all things equal? Or: What makes PIC different?

### Continuously improving our pigs

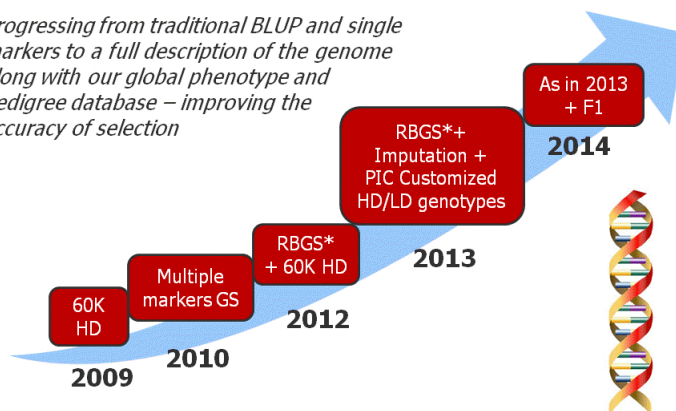
Creating an increased genetic potential that delivers greater profit differentiation for our customers has been the cornerstone of PIC for more than 50 years. Since our beginnings in Oxfordshire, in the early 1960s, PIC has always utilized the best science available to enable us to extensively measure pigs for traits of commercial economic importance. PIC has, since that time, continually focused on selecting animals for the traits that improve the economics of pig production for our customers – from farrowing houses through to carcass value at slaughter. This is what PIC calls 'Total Economics'.

### The 'Total Economics' of the Production System

PIC's genetic selection process focuses on 'balanced trait selection' approach to ensure that we provide our global customer base with healthy, robust piglets that have excellent survival rates throughout the produc-

### PIC Genomic Selection Evolution

*Progressing from traditional BLUP and single markers to a full description of the genome along with our global phenotype and pedigree database – improving the accuracy of selection*



\*RBGS: Relationship Based Genomic Selection



## Everyone is talking about genomics (cont.)

### Genomics at PIC

- Only company in the world where...
- Every nucleus male is genotyped
- Every animal around the world is positively impacted
- Every trait selected on every animal is impacted
- More high density genotyping has been conducted over the last 12 months than in the rest of the world combined

tion process. We develop our genetics to meet the multiple and specific needs of very different environments and market requirements, across the globe. For the UK, we consider the differing needs of both indoor and outdoor production systems.

### Investing in the Production Systems of the Future

A big part of PIC's continued success in making the pork production chain more profitable for our customers, is our unparalleled investment in the best people and the best genetics. We invest over £25m per year in genetic research and development, and in the last few years, this has enabled PIC to make great advancements in its proprietary genomics programme.

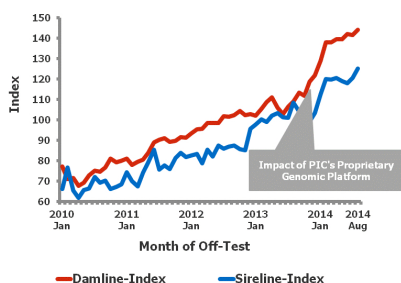
Many people talk about genomics today, however there are fundamental differences in terms of the variety of approaches that can be applied to 'genomic'-solutions - from focusing on a single gene to the utilization of large panels of genetic markers. Both ends of this spectrum are classified as 'genomics'. What is truly the key to any genomics programme is how the technology is utilized, and implemented within the genetic selection programme.

### Relationship Based Genomic Selection

In 2009, PIC started to use large marker panels - 60,000 markers placed all around the genome - to aid breeding decisions. This was an industry first. Fast forward to 2013, when PIC started using our own proprietary 'Relationship Based Genomic Selection' Programme. This is something that no other company in the industry can provide to PIC's level of sophistication. By 2014,

we had started using tens-of-thousands of extra markers with updated Relationship Based Genomics to improve accuracy even further. This has led to genetic gains of 35%. Speeding up the rate of genetic gain directly translates to improved profitability throughout the pork production chain for our customer producers.

### PIC delivers superior Genetic Improvement



### Leaving Nothing To Chance

However, at PIC, we leave nothing to chance. To ensure the genetic gains that we see in the science are translated to robust performing animals on our customer's farms, PIC thoroughly tests in many different commercial environments. This testing programme ensures the performance of those elite animals selected for the best genetic traits in our genetic nucleus, are also the animals with the right 'genetic make-up' to be robust and consistent in commercial pig productions systems.

### Our Exacting Standards of Dissemination

It is only following all of these checks and balances, that PIC's genes are disseminated from our genetic nucleus, to our Gene Transfer Centres in the UK and elsewhere, around the globe. The monitoring and measuring of all of our Gene Transfer Centres globally is managed by our Genetic Service Team to make sure our exacting standards are delivered, wherever our customer's farms may be.

### PIC's 'Total Economic' Advantage

Expected Economic Trends



### PIC's 'Total Economic' Advantage

At PIC, we believe in the ethos to "Never Stop Improving". It is an exciting time to be in pig production with big 'step changes' being made, that will help to advance the economics of production much faster than has ever been experienced before.

We look forward to telling you more, at our producer and allied industry meetings in February, 2016



### Your Input is Valuable!

Dear Reader,

Following our global claim NEVER STOP IMPROVING we would like to improve our communication with you!

Besides our regular contact with your PIC Account Manager and people from our Service Teams we would like to implement a regular newsletter.

Today we ask you for a few minutes of your time to answer some questions to help us to improve our services for you.

Just scan the QR-code and you will be directed to a website with a short survey.

Or type the following URL in your browser:

[www.surveymonkey.com/r/PICUK201508](http://www.surveymonkey.com/r/PICUK201508)



NEVER STOP IMPROVING