



08 September 2010

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Individual Animal (ex Tru Parent) Customers

Dear Customer

When introduced in October 2009, the G3 technology promised unheralded efficiency and accuracy for farmers and this resulted in 98% of our G1 customers upgrading to G3.

Consequently the decreased demand for the G1 product has made it no longer viable for GeneMark to continue to provide this technology for Individual Animal customers and G1 will therefore be discontinued on **31st May 2011**.

What are my options?

- You may choose to continue to utilise the G1 technology for the remainder of this season, but please be mindful that these profiles will no longer be available after the **31st May 2011**. NB: G1 profiles are not compatible with the G3 technology.

Or

- Upgrade to G3 and ensure your animal profiles are compatible with farmers who are presently benefiting from the G3 Whole Herd product. This means your G3 profiles will be compatible should you choose to buy or sell animals from G3 farmers.

Benefits of the G3 Whole Herd Product:

Reduced workload:	better use of labour at the busiest time of the year.
Increase herd value:	accurate DNA proven herd records attracting premium prices when selling.
Improved herd records:	calves will not be mis-mothered, mis-tagged or mis-recorded.
More informed decision making:	peace of mind that the correct calves are kept on-farm maximising genetic gain.

What do I need to do to upgrade to G3?

- The upgrade to G3 will mean the historic G1 profiles are not compatible with the G3 technology, therefore new samples need to be provided for all animals, nominated dams, and/or natural mated bulls.
- Note : G3 profiles differ from the animal registering profiles used by some Breed Associations and beef breeders - these ISAG microsatellite profiles will no longer be provided.

Cost to Profile New Animals:

G3 PLATFORM	INDIVIDUAL ANIMAL	SAMPLE TYPE	PRICE (PER SAMPLE)
DNA profile only	sires, dams, natural mating bulls, rising two-year-olds, yearlings.	Tissue	\$35.00
DNA profile only	sires and natural mating bulls.	Semen	\$45.00
DNA profile & parent match	MINDA Herd search or Nominated Parents An additional \$15.00 will be charged if both a MINDA Herd search and Nominated Parent matchings are required.		\$35.00 \$15.00

- * All prices are exclusive of GST. LIC reserves the right to amend charges and fees at any time.
- * Hair samples are no longer accepted.
- * Please contact GeneMark on 0800 436 362 to order a GeneMark Punch Kit.

I appreciate that the need to upgrade will have implications for your business but can tell you, based on the experience and feedback from customers who have made the change, that G3 delivers new levels of insight and satisfaction.

Should you wish to discuss the implications and support to upgrade, please contact your District Manager or alternatively phone GeneMark 0800 436 362 to speak to a Case Manager.

Yours faithfully



Geoff Corbett
Diagnostics Manager