



2018

We made the promise to  
deliver results...and we did !

The First Power In Genetics  
**GENESUS**

**Customer  
Testimonials**

# THE TOTAL PACKAGE

“

Genesus Genetics has only one business; which is developing and providing quality swine genetics. Our only focus is delivering to our customers the best pigs in the world.

It is simple - customer success is our success!

At Genesus, we realize producers demand genetics that will produce large litters of healthy, fast-growing pigs that will produce high-quality carcasses. Genetics must be profitable...Genesus genetics delivers on this promise.

”

# Size matters!

To maximize genetic progress Genesus has established one of the worlds largest pedigree purebred herds on Landrace, Yorkshire and Duroc

- Six primary and secondary nucleus units.
- Utilization of time-tested, classic population genetic principles based on thousands upon thousands of yearly performance tests.
- Rapid generation turnover and high selection intensity at the nucleus level accelerate positive genetic change.
- A performance records database seven generations deep on pedigreed, performance-tested boars and gilts to elevate the accuracy and efficiency of using estimated breeding values.

# Focused Selection on:



**28.9  
PMSY**

60 pigs/sow lifetime

## Clearwater

We have been using Genesus for a few years. We were getting good results, but we thought we should have better results. So, we asked Mike for Genesus Nutrient Specs for the Genesus Pig; which we got for use.

Bellow before and after date for gilts."

Before

- 12.30 total born
- 11.02 born alive



After

- 14.94 total born
- 13.79 born alive

Currently carcass cutout is very good:

- Live weight 128.4 kg
- Carcass 103.3kg
- Back Fat 18.8 mm
- Loin 66.8 mm

## Frank Family Farms

"The Genesus Female have helped us steadily improve the performance of our sow farm. They have been producing consistent groups of quality weaned pigs in our batch farrow system achieving 28 pigs per mated females in the first quarter of 2018.

The T300 terminal sires on the Genesus females have given us good throughput from nursery and finisher. Barns are empty on schedule with over 95% reaching packer target weights."



## better efficiency



## Valley View

"Genesus is a very strong and a very prolific sow. Will wean 18-20 lbs piglet (25 days) and over 12 per litter. Finisher floor pigs have improved with loin index and weights; so, we went 100% Genesus."

- 13.65 born alive
- 95.4% farrow rate

**28.42  
PMSY**

## Spring Point

Genesus sows are very productive and easy to work with. Performance and production are excellent and **carcass quality is excellent.**"

## high yield

## Brant

We changed to Genesus 3 years ago, so we're like 100% Genesus now.

Biggest results – more pigs of course, good F1 selection and higher feed intake which leads to better health status and **10-14 days earlier to Market** with better and more consistent grades."

- |                    |                    |
|--------------------|--------------------|
| • 15.14 total born | • Index 110.94     |
| • 12.6 born alive  | • Carcass 94.56 kg |

## Camrose AB

We are happy with the Total Genesus Package **Performance and Grading is excellent !**"

## productivity

## Pat Bray

My family and I are very pleased with Genesus animals, very calm and gentle, they have a nice under-line and milk very good. Also, easy to check heat."

# From some of our partners:

**heavy birth weights  
prolific animal**

## Norquay (YY & LL nucleus)

"We're with Genesus for 24 years, with an increase in both quality and production from year to year, our time with Genesus has been an outstanding experience from genetics to services provided by Genesus staff, and we are proud to continue our housing of the Genesus genetics."

- 15.58 total born
- 90.73% Farrow Rate
- 13.92 born alive
- 3.7% Sow Mortality

**28.89  
PMSY**



## Prairie Blossom (Duroc nucleus)

We are a Duroc Nucleus for Genesus and we hear every year from customers how Genesus are improving. We can see it also at our site. Easy animals to work with."

**strong feet and legs**

**27.80  
PMSY**

## Little Bow (F1 multiplier)

"Little Bow has been a multiplier with Genesus for many years. Genesus provides a high health prolific breeding animal.

We have achieved excellent results with a heavy birth weight to excellent mothering abilities that in return produces high weaning weights. We can easily do a antibiotic free program with the health status. It is both economic and production choice."

## Pine Grove (F1 multiplier)

"Being a part of Genesus company has been a pleasure. The sows are docile and easy to work with. **Wean to 1st service is excellent**. Pine Grove is excited to see what Genesus has in store for the future."

**easy to work with**



## Big Stone AI (boar stud)

"In 2006 we depopulated our boar stud and started exclusively handling the Genesus Boars. Since then, Genesus has consistently increased the customer base in our service area. Our clients on the Full Genesus Genetic Program have a high live born, appear to be very satisfied and have stayed with the program. Since we have started handling the Genesus boars, all of the genetic lines have had strong feet and legs. The dedication to the rigid selection process at the nucleus level is definitely noticeable."

**30.57  
PMSY**

## Sundale

The maternal mother continues to milk and nurture their big litters. This allows the piglet to eat and thrive going into the nursery. They are at the feeder from the start and never regress. We have raised F2 gilts, F1 gilts and now we raise pures. We have seen this pures can grow right along with the rest of them."



**big litters**



## Airport (F1 grower)

Hello Producers. Just want to "Thank You" for what you're all doing for the world – feeding it lots keep doing our best with the intent to always improve and leave something good behind for our children. Thanks also to Gensus for being there, for what seems to be a bright future. Let's keep working towards a sustainable future. God Bless."

# Genesus all the way!

# 30++

## Camrose MT

**31.66**  
PMSY

"Genesus animals' performance genetics continue to improve; profitability per head, year by year.

Performance, feed conversion, days to market, along with viability are second to none. We are happy with the Genesus program; it serves us well.

Help from the one above, makes all things possible, through wisdom & knowledge."



## Hartland

**30.45**  
PMSY

We have been with Genesus since 2003. We have tried a different company, but we weren't happy, so we went back. A very productive animal, good feed intake, nice even litters and great weaning weights. The Duroc boars are very easy to work with and are finishing very well. Our Packer is very satisfied with the carcass. Genesus is a good fit for our barn."

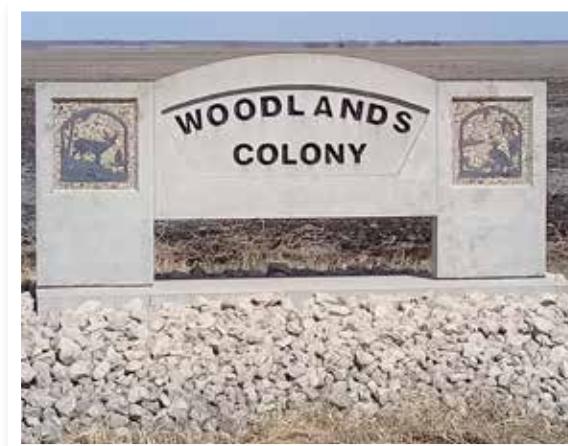
- 14.20 total born
- 13.31 born alive
- 94.3 Breed by 7 days
- 92.2% Farrow Rate

## Woodlands

**30.52**  
PMSY

With the full Genesus farrow to finish genetic program you can expect lots of pigs weaned with low mortality, that grow fast and go to market."

- 15.74 total born
- 14.15 born alive
- 3.6% wean to market mortality
- 0.84 kg - ADG wean to market



## Rosedale



"It's not bragging if you can do it.

- 32 pigs per sow
- 29 pigs sold per sow
- 123 kgs in 159 days award winning cut-outs.

We really enjoy additional production success year after year with our Genesus Duroc + York animals."

## Riverview

**30.04**  
PMSY

We have used the Genesus "Total Package" for many years. What we see is continued product, performance & production improvements. The sows do everything on aspects of wean and more. The litter size & weights at birth is exceptional. The carcass and meat quality according to our packer is what he needs more of."

## Midway

**31.60**  
PMSY

Genesus sows have a nice structure, good feet and legs and are very durable. They are good mothers, good milkers and produce large litters. Super feed intake in lactation, results in good body condition at weaning, which makes for good breed backs, positively impacting their next parity."

## Big Bend

**30.58**  
PMSY

Genesus is good all the way!"

# 100% Genesus

A photograph showing a large group of pigs in a modern farm setting. The pigs are white and appear to be in a gestation or farrowing pen. They are standing on a dark, ribbed floor. In the background, there are metal walls and equipment. The lighting is somewhat dim, typical of an indoor farm environment.

Calm Sow  
Strong Sow  
Better Mother

# Genesus Sow:

## Freitag Farms

**26.16**  
PMSY

"I switched to Genesus a couple years ago as I wanted a more **durable female**. Their feet and leg structure is superior. I also find them to have **excellent temperament** and am especially impressed how easy they maintain their body condition thru lactation and in Gestation. This helps them return to heat and have better breed back. Evident by my 91% farrow rate. They take almost **1lb. less feed per day in gestation**."



## H.E Trettin

On our farm the Genesus sow is a proven good mother. She has large litters and has **improved our wean weights significantly**. Her calm temperament makes her an easy animal to work with."



## CCPC Swine

We have gained 1.38 pigs in average total born since 2012 and gained 1.72 in pigs weaned per litter. The sows do well in our pen gestation and **are very durable**."



## Neudorf

**28.38**  
PMSY

"The Genesus Sow perform very well. They produce large litters with good birth weaning weight. Sows eat well, maintain condition, easy to breed back. Sow death loss is low as is in the grower finisher units. **Our incoming genetic cost is lower by the year**. Animals are uniform, growing to heavier weights in less days with improved FCR, less cost. Packer Grades are well above average for the plant."

## Son D Farms

When we took over this farm, there were a lot of genetic lines from various companies. The total born was 13.5 and wean average 8.6 pigs. We then began to roll the Genesus gilts into the farm and the 2017 average is 14.9 total born and 11.1 weaned. We are at 28 pigs/mated/ female. **These sows have better temperament to raise their litters**. In my experience with different lines I like how they farrow out quickly and get up and eat and drink when done. This helps with better breed back and longevity."

**28**  
PMSY



## Bluegrass Hogs

We are very happy with Genesus product. The genetics provide us with a very tough animal, which gives good production and performance sows are excellent mothers and produce large amounts of milk. This gives us large uniform litters at wean. The sow is very fertile, and an easy breeder, and maintain condition with less feed than many other genetics. **Genesus is still the sow of the future**."

**29.22**  
PMSY



## Oaklane Farming

The Genesus sows are strong performers in all aspects of production. What we see with Genesus: Performance, ease of management, good F1 high milk ability, high weaning weights and numbers, low mortality, uniformity, good temperament, longevity, health status, profitability."

## RockLake

We are very pleased with Genesus Genetics. The sows are quiet, easy to work with and good milkers. The piglets are uniform, grow well and finish well!"

# Improved performance year after year:



## Clearview AB

We've been using the Genesus animal for over a dozen years now, and with excellent BA, good mothering ability and excellent breed back, we continually improve in performance year after year, good growth in our grow-finish translates to more money in our pocket."

**27.80**  
PMSY

## Fairlane Farming Co.

We have been 100% Genesus for seven plus years and have seen improvements in overall performance, including ADG, feed conversion and piglet viability. An average of 14 born alive, 30 pigs weaned per sow/year. You can't ask for much more. And the service and support we have received is second to none. I would recommend Genesus to anyone."

## Cascade

"We chose Genesus Genetics 5 years ago and have seen our weaned PSY increase every year. The sows are more than doing their part with 15.5 total born/litter, so if we do our part management wise we will continue to see increases in pigs weaned in the coming years. The pigs also do well with growth rate, feed conversion and carcass quality."

**27.22**  
PMSY

## Rockport

The Genesus "Total Program" fits the bill for us. Sows are easy to manage with good BA, Wean. Growth rates are exceptional. Could not wish for a better sow, she does everything well. The Genesus Duroc gives large pigs that grow fast, convert feed well, have good livability in any system. We see improvements every year."

**28.80**  
PMSY



**29.71**  
PMSY

## Milltown

"We have been with Genesus from day one. Good sow to work with, growth rate and FCR from wean to finish is second to none, 130 kgs in 165 days."

- 61.21 loin
- 19.11 backfat
- 81 yield
- 130 kg in 165 days

**28.86**  
PMSY

## Mayfield

We have been with Genesus for 3 and half years and the results are getting better and better. The growth rate on these animals is great, BA is 13 and up, weaning is up, weights up. Breeding back is very good. We would like to thank Genesus, without teamwork we could never accomplish what we have."



## Brantwood

We've been 100% Genesus for over 25 years, farrow to finish. We think it's the best Genetic Company Available. With market weights always increasing, there is no slowing down with the Genesus pigs. They just keep growing."



## Hidden Lake

We have been with Genesus for over ten years. In the last twenty years I have worked in the barn, we had three different genetics but Genesus are the best."

## Springwater

We have been a client of Genesus for 10 years. We have been very satisfied. This last 2 years, sow productivity and performance have been exceptionally good."

A large group of white pigs in a farm setting, likely a finishing pen. The pigs are crowded together, some standing on a wooden floor and others on a metal grating. They are looking towards the camera. The background shows more pigs and farm structures.

More, Stronger, Better

# Is Genesus really better ?

## Cob Roller Farms

"We have been using Genesus gilts now for close to 2 years and find their temperament great. We have loose housing and hear other genetic lines have problems with feet and legs, but we see nothing like that with our girls. As our herd continues to produce more Genesus market hogs, we have noticed our premiums increase at our packing plant."



## Clearfield

We have recently switched back to Genesus Duroc. This decision was easy considering how fast the pigs grow, the significantly decrease in mortality due to durability and appetite that allows the pig to fight health challenges like no other pig can. The Genesus pig is constantly at the feeder. All of this makes us excited to be back on Genesus full program."

**29.44**  
PMSY



**29.52**  
PMSY

## Hutterville Farming Co.

"A year and half into the new Genesus adventure and already we are seeing quite a few positives in number of pigs born alive and higher birth weights. Very easily to condition, good growth and now looking forward to seeing the finisher barn having more Genesus animals."



## K+I Swine

We have been using Genesus sow line and boar line, now for 2 years. **Things have never looked better.** Sows are easy to work with, have no problems and produce milk very well. We just completed a new nursery barn this year and are excited to see how the pigs perform in there."



## Crossline Farms

We switched to Genesus semen, couple a years ago and we have been very impressed with the way the piglets grow. Immediate impact, recover very well and fast after processing. **We are weaning heavier piglets & more uniform.**"

## J&M

We have noticed a big difference in Genesus Full Program females' ability to fight thru everyday health challenges. **The Genesus female is very tough and durable.** Her appetite certainly helps her thru the health concerns we face on an everyday basis. Her legs and feet are a absolute must in this day and age."

**27**  
PMSY

## Shady Lane

Genesus got a good durable gilt and boars. We tried different, **always come back to Genesus.**"

# Top customer service, they say...

## Green Acres

**27.78**  
PMSY

"We chose Genesus because we feel the service and support is in the company. The Boars are nice to work with and deliver to our satisfaction. We have only been with Genesus since 2017 and talking to industry partners we have peace of mind in the Genesus Program."

## Gadsby South

**28.11**  
PMSY

"We have been with Genesus for over 20 years. The sows have great mothering ability and produce lots of milk. Easy sow to condition and maintain. **The service is great** thanks to Art and Misha, we have peace of mind in the Genesus Program."

- 15.23 total born
- 13.71 born alive

## Dickneite Farms LLC

We have been purchasing F1 gilts from Genesus Genetics since 2007 and are very pleased with their performance. Sows have great mother ability, they are calm and easy to work with and are structurally sound. Pigs born alive and wean weights are impressive. Genesus also has provided us with excellent customer service through the years."

## Mountain View

Very happy with the service from Genesus. Thank God for all his blessings. Thanks to Stewart Watson, Art Goelema and Misha Oliynyk for all their support over the year. Sows, great intake are calm and weans uniformed pigs. Happy customer."



## Kingsland

**26.29**  
PMSY

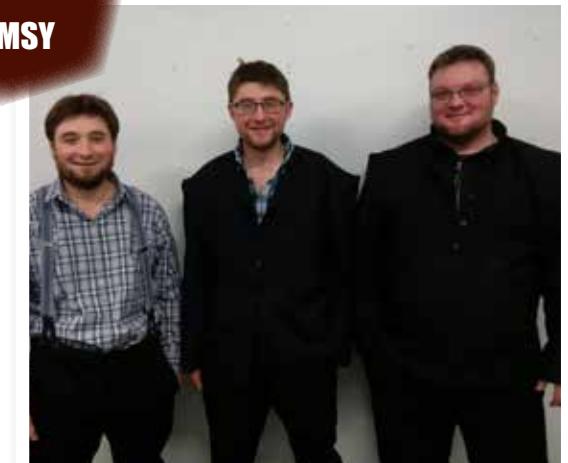
Since switching over to Genesus gilts, we have been very pleased with their performance and feet. Seeing big strong litters and looking forward to going 100% Genesus.

**Customer Service has been outstanding"**

## Baker Farming Co. Ltd

**28.67**  
PMSY

**"Genesus support staff is 2nd to none.** Starting out a new herd with all gilts was a challenge and without Genesus support we could not have accomplished the numbers that we had. The Genesus Duroc boars are good workers and calm to work with. The Genesus sows give us great numbers born alive with good birth weights that carry over good to good weaning weights and fast growing pigs in the nursery and finisher. The packer is happy with the quality carcass that the Genesus pigs brings."



## Sunset

**26.92**  
PMSY

To the 2017, week after week we have consistently seen a TB of 17. The TB on our maternal herd has shown us the continual work and progress from Genesus Team to improve the product we sell to Genesus customers. Being a part of Genesus team, we see the dedication to the customers and customer to put out great pork."



## Starbrite

**27.45**  
PMSY

As we are going well into the 2nd year ever since we switched to Genesus, we are getting very good tech support from our sales person, and we are receiving nice breeding stock. Keep it Up. Thanks."

## Prairie Home

**27.75**  
PMSY

Good appetite, good milkers, and great born alive (12.8) makes us happy customers.

**Great service also makes this company a pleasure to deal with."**



## Wildrose

Breeding stock is good up to this point. Service with Art is excellent."

**MAX  
THRU  
PUT**

Customer Testimonial 2018



## Hillview

"We are happy with the Genesus Program. The sows have given us more quality pigs, BA weaned. The growth in the nursery, grow finisher on the Duroc sired pigs is excellent.

**Carcasses look good, have the meat quality, color, marbling that is second to none.**

The health of the animals is very good, we see much less death loss throughout the unit now, than with our previous genetic supplier."

## O'Connor Pork

We are very impressed with the **quality and consistency** of our Genesus sired pigs. When our sales rep told us about the benefits of a Genesus sow we were skeptical at first, but they were right. We have increased our weaned PSY by 20%, thanks to Genesus."



## Neumuehl

The Genesus Sows are good to work with calm with good mother ability, uniform pigs throughout the barn. Very good growth rate!

The Duros look great. **Tall frame boars and are excellent breeders.**"



## L&L Pork

We have been using the Genesus Program over ten years and have seen our sow productivity increase over 4 PSY. On the terminal side, in the finishers we **consistently see over 2# Average Daily Gain with under 3% death loss.**

Those Duroc sired pigs have growth and livability that is hard to beat!"



27.42

PMSY

## Coolspring

"The Genesus sow is very fast to adapt to group farrowing and easy to train. Sows are great mothers, good birth weights and have a good appetite. We have noticed that the **Duroc boars have healthy improved body and leg length and are good workers, gentle, give good numbers.**"



## Big Stone

The Geneus female is as good as you can get. The sow is easy to work with. Performance is good, we are very happy with the growth rate, uniformity we see throughout the barn. **The pigs are uniform, which the packer likes, along with the color and marbling qualities.**

We are happy with Genesus animals and the service we receive. Genesus, keep up the good work."



27.74

PMSY

## Skylight

We are completely satisfied with the Genesus Animals. The **boars have an excellent growth performance and libido.** The Genesus sow is a great milker and a very prolific animal with beautiful off-springs and a decrease in days to Market. So, we would recommend them to anybody. And we thank the Genesus team for their efforts."

## Tschetter

"We chose Genesus, because Genesus move good product animals, which give pigs at weaning time. Sows have very good feed intake and pigs growing fast with short days to market, what give us **good financial profit.** We are happy to have Genesus Animals in our barn."

26.06

PMSY

## Poplar Point

"Genesus sow is a very low maintenance, high intake, tough sow + market pigs are really high intake pig with unbeatable mortality + **amazing days to market @ heavy weights.**"

## Wingen Farms

Working with Genesus Genetics, has been quite an experience. The sows have an excellent born alive and are good mothers. The Duroc boars produce **high quality semen** for artificial insemination and top value market pigs."

## Red River Genetics

We are very pleased with the birth weights and wean weights from the Genesus Duroc Boar."

## Fairholme

26.21  
PMSY

"A noticeable strength of Genesus pigs is their maintainability and vitality when it comes to their health. They adjust well to changes like erratic spring climate or having to bounce back from necessary ration changes that come with running an evolving **least cost feeding program**. The adaptiveness of Genesus pigs to such stressors is remarkable!"

## Maxwell

The Genesus animal continues to handle the everyday challenges and go to market **consistently heavy with uniformity and low death rate**. We have brought in pure York's because of their robustness and great structure. This allows them to stay in the herd and continue having big litters."

## El Tigre Farms

Genesus has been great to us. Extremely accommodating, always on top of communication with any problems or plan changes for Canadian AI services. Everyone I have spoke with has been very pleased. I very much enjoy dealing with Garth and Peppi - You guys do a great job at ensuring El Tigre always has semen with a smile and great service."

## Jem Farms

We enjoy using Genesus Maternal and Sire line on our operation. They produce a hardy and fast-growing hog."

Customer Testimonial 2018

## New Rockport

"We have gone through many barn changes lately to improve production performance. We find that Genesus works very well for us. The animal has a good health status and **has excellent immunity**. The animals perform very well. They are easy to work with, and produce uniform pigs of good quality, what packer needs."

## Walk Farm

"We are very pleased with Genesus breeding stock. Our maternal Production and pig growth have **improved since switching to Genesus**. Also, the sales and support staff do a wonderful job."



## Burkholder AG

We buy feeder gilts from Genesus and Raise them off farm. We bring them home to the breeding and gestation barn when they weigh around 250 lbs. The gilts grow fast, adapt well when added to the breeding herd, they are calm and easy to handle."

27.36  
PMSY

## Gadsby North

Genesus is a reliable source of high quality genetics. The service we get from Stewart and Art is excellent; but most credit to the Good Lord, he has sure blessed us. Thank you, Lord, and Genesus."



## Deppe Farms

Genesus is proving to be a great fit for our farm. The biggest improvement we have seen is the increased born alive average. **The Genesus sow is easy to manage** with overall good health, appetite, milking ability and great breed back. We are very pleased with Genesus and also very pleased with the service."



## Rainbow

As a Multiplier for Genesus, we are very satisfied. The Landrace sows are excellent mothers with high weaning weights and York Boars are good quality breeders. With Genesus we have excellent service!"



## Elmspring

27.51  
PMSY

From our experience working with Genesus, has been very positive. The sows have great mothering abilities. The sows eat well, milk well and produce excellent weaning weights. The animals grow quickly, convert feed well, have good livability and are tough. The animals are easy to work with. The finish product produces **excellent quality pork**. Genesus pigs are the consumers #1 choice, also the packers top choice of Genetics."

## BKK Enterprises

"Our Genesus females are an easy managed sow. They have low feed needs in Gestation and **high feed intake during lactation**, which leads to very good re-breeding. The pigs are heavy and even at birth and also at weaning. Genesus provides **excellent customer service**."



## Stanton Hog Farms

Genesus has provided our sow farm with high quality gilts for years. I think they have a very hardy, great milking **sow that is superior to most**. The boar stud and customer service is always great!"



## Ferrybank

Genesus Sows are very easy to work with, have **great mother ability**, good viable litters, awesome feed intakes. Breeding back very good."



## Suncrest

Exceptional growth wean to finish!

Nothing extraordinary for sows, just good for everything."

**29.03  
PMSY**



## Lakeview

"Due to the durability of the Genesus full program pig we are able to successfully sell our pig in a ABF program. It starts right off the sow as they get to the feeder and eat. Thru health concerns they are still eating due to the pig's big appetite. This program is possible due to the **toughness of the Total Package**."

## Crystal Springs

"Genesus **Sows are excellent milkers**, very good intake so they raise big litters. We see big strong litters since with Genesus."

**27.47  
PMSY**

## Newell

We are very pleased with Genesus sow performance and production. Our farm has seen a big increase in our number of piglets born alive, farrowed and weaned. Weights are very good. Breeding is good. Nursery, grower, finisher pigs grow well with good feed conversion. Mortality is excellent, uniformity of animals much improved since changing genetics. Service is good.

**Very happy with change.**"

## Rimrock

The Genesus animals are tough and hardy. For our facility that is what we need. The sows perform very well, with good numbers, good weaning weights. **Growth rate is exceptional and days to market have dropped since moving to Genesus Durocs**. Our packer is very happy with the product we ship him."

**29.61  
PMSY**

## Newport South

In our continues flows set up we need a very tough pig with a big appetite. The Genesus full program allows us to move our pigs' multiple times with **just a 2% wean to finish mortality**. The weaned pigs leave their mother and **hits the feeder right away**. This appetite continues until time for market. The Genesus Duroc is a very hardy pig that goes to market faster and heavier every year."



## **Notes:**

“ We would like to express our gratitude to those who made this project possible and for your kind remarks received from you. Your praise of Genesus is most gratifying.

It is not usual for someone to take the time to express his satisfaction with a product or services. It's people like you who make our special effort worthwhile!

Thank you again, for your kind words and trust in

# GENESUS™

## **GENESUS HEAD OFFICE :**

Box 278, 101 – 2nd Street  
Oakville, MB, Canada  
Postal code: R0H 0Y0

Tel 1-204-267-2813  
Toll Free (Canada-USA): 1-888-572-4647  
Fax: 1-204-267-2841  
Email: [info@genesus.com](mailto:info@genesus.com)

