Produce genetically superior breeding animals

OUR STRENGTHS AND RESOURCES

GLOBAL POSITION
Genus is uniquely placed as a global player, with leading brands and market positions, which strengthen through acquisitions and partnerships.

ELITE ANIMALS
We own elite porcine and bovine herds, which produce animal proteins more efficiently, with traits farmers value.

PROPRIETARY TECHNOLOGY
We are a technology leader in our field. We harness leading genetic and breeding technologies, which we develop in-house and through strategic partnerships.

CUSTOMER RELATIONSHIPS
We serve over 50,000 customers globally, including world-leading meat and milk producers.

EXPERT PEOPLE
We have over 100 PhD qualified employees and relationships with leading research institutions.

SUPPLY CHAIN AND DISTRIBUTION
We have production facilities in key locations worldwide, coupled with sales forces and agents in over 60 countries.

FINANCIAL STRENGTH
Our cash generative businesses and strong financial position allow us to invest for the future.

SERVE PROGRESSIVE PROTEIN PRODUCERS EFFECTIVELY

Deliver improved breeding animals to farmers

We have a global supply chain that efficiently delivers genetics to customers while mitigating risk for us, for example through our use of third-party multipliers. Our technical teams then help our customers to realise genetic improvement on farm.

GENETICS PRIMARILY SOLD ON MULTI-YEAR ROYALTY AGREEMENTS
Superior pigs with traits farmers value.

BOARS IN STUD
40,000+ boars producing semen

EXPANSION HERDS
C. 500,000 GGPGP animals with our genetics under genetic management

GENETICS PRICED ACCORDING TO INDICES OF GENETIC MERIT

STUDS AND LABS
21m semen straws and embryos delivered or produced for customers

800+ superior dairy and beef bulls with traits farmers value

SHARE IN THE VALUE DELIVERED

Price according to the value delivered

DELIVERING FOR OUR STAKEHOLDERS

CUSTOMERS
We help our customers to breed animals that are healthier and more productive, so they produce better meat and milk, more efficiently and sustainably. Pricing according to the value we deliver on-farm helps to build trust with our customers.

CONSUMERS
We make safe, healthy and nutritious animal protein more affordable to help feed the world.

COMMUNITIES & ENVIRONMENT
We make farming more sustainable by reducing the use of feed and other resources required to produce the same amount of meat and milk, reducing greenhouse gas emissions over time.

PEOPLE
We employ over 3,100 people globally, who all help to deliver our vision of nourishing the world.

INVESTORS
By sharing in the value we deliver to our customers, we generate returns for our investors.