

As we celebrate Canada's 150th birthday this summer, we at AGC wanted to reflect on our own company history and the incredible genetic progress within the Canadian swine industry.



At the very heart of AGC are our nucleus herds, and in this issue we are delighted to have the opportunity to share their personal herd histories, their experiences in the swine industry, and their thoughts on the future for AGC and the swine industry in general. Our nucleus herds exemplify our company values of production, honesty and integrity, biosecurity, and leading-edge genetics, which they promote in their personal business as well as a partner within AGC.

At AGC, we take pride in being a genetic leader and we are always looking towards the future so that we continually adapt and innovate to ensure the best product possible. We do as much genomic research as larger genetics companies, and we are using genomic tools, such as Genomic Estimated Breeding Values (GEBVs) to develop new traits.

If you are interested in learning more about our company and the many advancements we are making, please visit us at the Ontario Pork Congress June 21-22. We look forward to seeing you there to share with you our history, how far we have come, and how far we will go to benefit you.

Sincerely,



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Genomic Advantage

AGC works closely with the Canadian Center for Swine Improvement (CCSI). CCSI provides AGC with genetic and genomic evaluations for its animals. Through the use of genomics, AGC is able to increase the rate of its genetic progress by allowing AGC to more accurately predict the performance of an animal based upon its genetics and the genetics of their blood line.

In the future, CCSI and AGC are looking towards developing genomic testing to aid selection of animals for meat quality. Mohsen Jafarikia, a full-time genomicist for CCSI and adjunct professor at the University of Guelph department of Animal Biosciences, says that traditional evaluation of meat quality is difficult, as animals must be deceased for the quality to be tested. "However, with the development of genomic testing, we are looking towards being able to test for this meat quality while the animals are still alive."

Disease prevention is also something that is continually being developed through genomics, with adjustments in breeding being made to suit this goal.



Vista Villa Genetics *celebrates 50 years*



Vista Villa Genetics celebrates 50 years in the swine genetics business! Founded in 1967 by Bob and Rose Robinson, it started with 80 sows growing today to 3800 sows in 2 locations. The name Vista Villa came from Vista meaning “a vision” and Villa meaning “a group of buildings,” fulfilling the Robinson’s dream of owning a farm. Bob and Rose raised five children Scott, Jane, Brent, Anne and Jeff at the home farm location. One of the biggest milestones for the business came in 1986 when home farm was repopulated to become a high-health herd. Bob’s passion was pigs, Rose’s passions were family and faith, and together they created a farm encompassing both. Today, Vista Villa is owned and operated by Bob, Brent & Susan and Jeff & Erin Robinson, along with their valued team of employees.

Over 50 years a lot has changed. Instead of housing bred gilts in a simple bank barn we now have a state-of-the-art sow barn with an air filtration system for biosecurity. However, one thing that hasn’t changed is our commitment to quality,

customer service and honesty. Bob’s motto was “If you sell a good product at a fair price and treat people with honesty and respect you’ll have a successful business,” and Vista Villa Genetics has lived by this.

Today, Vista Villa Genetics is a proud partner in Alliance Genetics Canada, and is looking forward to a future of working together. Scott Robinson still leads our successful on-farm genetic improvement program and genetic progress is being enhanced with the use of new technologies including genomics. The Vista Villa pig has changed over the years, continually adapting to what the industry needs and is always improving. The core traits of sow soundness, structure, high feed intake and longevity always stay relevant and are the building blocks of AGC’s high-producing sows. We are excited for the future and appreciate our past and where we’ve come from.



A History of Swine Breeds

Incorporated in 1889, the **Canadian Swine Breeders Association** (CSBA) is Canada's national association for the swine breeding industry. Members include a wide range from single proprietors to large breeding companies. This diversity of membership provides the genetic base for swine genetics used in Canada. CSBA is responsible for keeping the database for the pedigree lineage of all Berkshire, British Saddleback, Chester White, Duroc, Hampshire, Lacombe, Landrace, Large Black, Pietrain, Poland China, Red Wattle, Spotted, Tamworth, Welsh and Yorkshire pigs registered in Canada. CSBA is incorporated under the rules of the Animal Pedigree Act, a law of the Parliament of Canada.

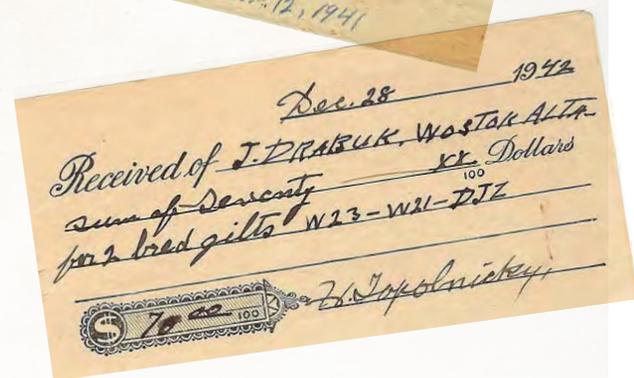
The CSBA's most popular breed, the Canadian Yorkshire, was first registered in Canada in 1886. The Canadian Yorkshire provided the foundation for the American Yorkshire breed and registry in 1893.

In 1889, the constitution was drafted for the association known as the **Dominion Swine Breeders Association**. There were five breeds admitted into the 1st Record Book for Swine in 1892: Berkshire, Yorkshire, Chester, Poland, and Suffolk. Tamworth pigs came in 1893 and Duroc in 1895. The name changed to Canadian Swine Breeders Association in 1917 after a constitutional update.

For more information, visit: www.canswine.ca

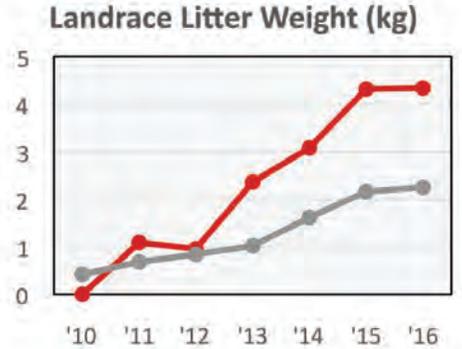
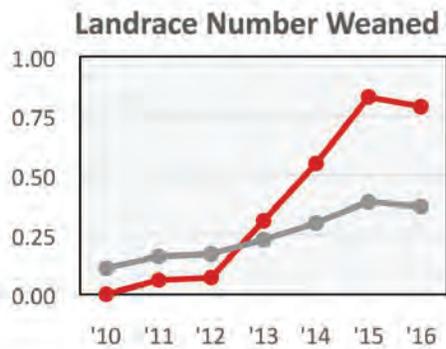
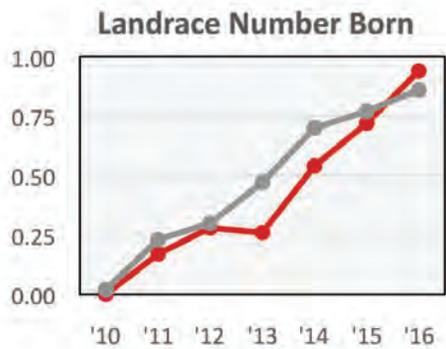
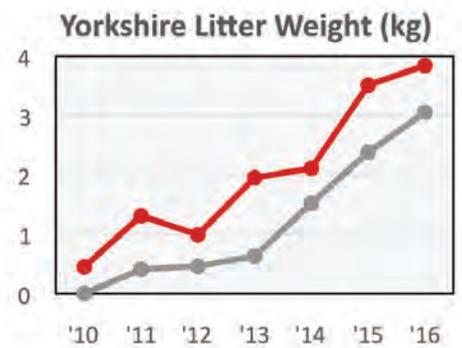
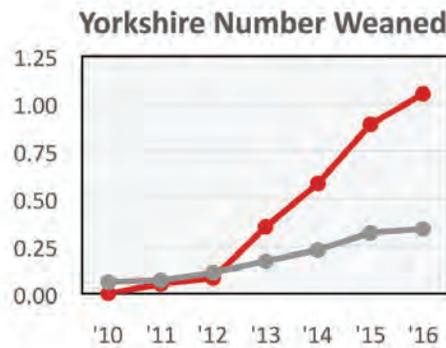
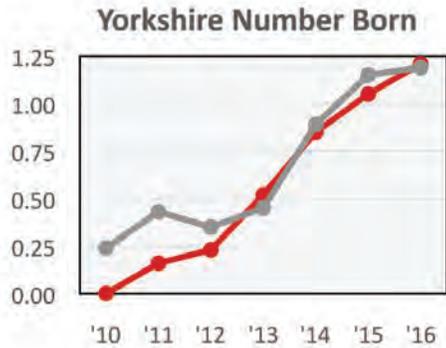
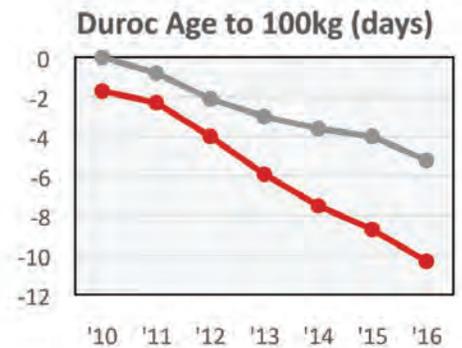
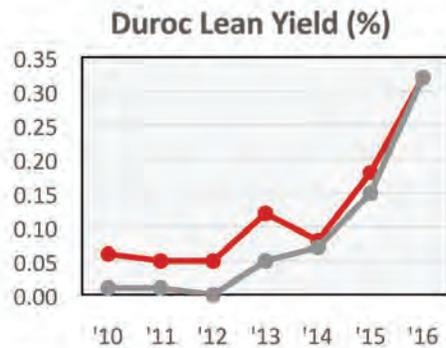
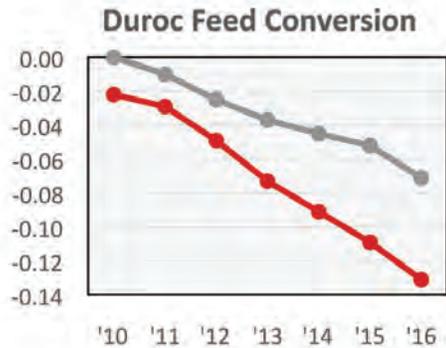
BREED REGISTRATIONS	1911	2011
Yorkshire	3,104	59,508
Berkshires	1,884	2,289
Chester Whites	897	—
Lacombe	—	217
Tamworth	683	44
Duroc Jerseys	119	15,922
Landrace	—	29,322
Poland China*/Large Black**	187*	43**
Hampshire	222	123
Essex	9	—
Total	7,105	107,425

Canadian Livestock Records Corporation www.clrc.ca/history.shtml



Rising Genetic Trends

In 2010-2011, Alliance Genetics Canada nucleus herds started sharing genetics amongst each other to improve performance. The following graphs demonstrate the significant gains in all areas of production AGC has made. We are well above the Canadian average.



—●— Canada —●— AGC