In an effort to provide sheep breeders with relevant, comprehensive data, Zoetis incorporates Geneplan, a Sheep Improvement Ltd (SIL) Bureau Licence.

Zoetis Genetics, a leading provider of genomic tests and application tools, serves as the only one-stop service provider that brings flock data and genomic results together in one location for precise decision making.

Zoetis currently offers multiple genomic tests for sheep including Sheep50K, Shepherd®, MyoMAX®, LoinMAX®, WormSTAR®, Inverdale®, Shepherd Plus and Iscan.

The Geneplan bureau provides comprehensive services to our membership annually including:

- Provision of animal lists in either electronic or bound paper form
  - Pre-birth list of ewes in your flock for recording mating and lambing
  - Pre-trait list of lambs born the previous year for recording weights, wool data and other trait information.

Geneplan offers multiple benefits to members:

- The highest quality information for your flock from a global leader in genomics and data management
- One stop for genetic, genomic and flock data management
- Accurate review of DNA management data
- Complete, streamlined data management package
- Maximise DNA data loading to reduce analysis delays
- Dedicated customer support to answer questions and provide assistance

Geneplan can help you more effectively manage your flock by:

- Providing relevant data in one location for accurate, timely decision making
- Delivering genomic results to complement flock data for integrated and reliable information
- Helping identify greater potential with every decision to take the fullest advantage of an animal’s genetic potential

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Chris and Jane Earl took on the stud in 2008. Today the composite flock comprises a mix of high-performing, high-fertility bloodlines.

The Stud has been using Zoetis Genetics’ Shepherd® for over 10 years. The DNA ID technology ideally suits Chris’s aim to have a hands-off lambing season, with minimal interference.

“We can leave the ewes to do their own thing, but know we have highly accurate records matching lambs up. It all helps give buyers confidence, too.”

Shepherd also allows Chris to mob mate with mixed rams over the whole farm, spreading the influence of farm geography and reducing the risk of favouring any one sire ram’s outcomes due to location at lambing time.

“We can leave the ewes to do their own thing, but know we have highly accurate records matching lambs up. It all helps give buyers confidence, too.”

Merging SIL Bureau services with Zoetis’ established genetics experience ensures the Earls have a more direct link to genetic expertise, and all their genetic data in one place. “It just means now if there are any issues, we only have to go to one place, and it can be sorted easily,” says Chris.

The SIL and genetic information Chris accesses through Zoetis comes in easily manipulated spreadsheet form with a minimal amount of hard copy reports.

“With it in an Excel® spreadsheet, you can pull up sires and put them into the weigh monitor and hook out their lambs; it saves a lot of mucking around, and the reports are updated four to five times a year as increased information comes on board.”

The merging of SIL data with Zoetis’ latest DNA technology Sheep50K has Chris and Jane excited about what the coming year holds for genetic advances.

“In the past you had to have 75% of the purebred, now you can use it with Zoetis offering it down to 30% breed content. Usually with stock breeding you do not see the full results of your decisions for three years. Sheep 50K will help cut that time right down.

“The best thing now is with one phone call we can sort out all our SIL and genetic needs in one place, and it’s all done.”

GET STARTED WITH GENEPLAN ON SIL

To become a Geneplan bureau customer and for more information about services and offerings from Zoetis Genetics, visit www.zoetis.co.nz/genetics or contact:

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  t 0800 228 278 or 03 477 5920
  f 03 477 5930