

Our story of improvement



There's always room for improvement



Who we are

LIC is a farmer-owned agri-tech company supplying elite dairy genetics to the world.

Since 1909, we've been improving the quality of the national dairy herd in New Zealand, and over the last 30 years have been providing our unique genetics globally.

Improving the livelihoods of dairy farmers is at the heart of everything we do and has been for more than a century.

We use the latest science and technology to come up with solutions that will boost their efficiency, productivity and, in turn, their profitability.

That's why we continue to lead the world in pastoral dairy systems and genetics.

We have pioneered so many innovations that are now part of everyday farming, including systematic milk recording, the world's

first Long Last Liquid (fresh) semen, DNA and genomic technology to help identify elite sires, and an across-breed animal evaluation and profit ranking index.

Our leading-edge dairy genetics include Kiwicross® bulls providing productive efficiency to farmers, a short gestation bull team bred to deliver offspring up to 10 days early, and a range of sexed semen options giving you a better chance of getting heifer replacements.

And the future looks even brighter as our renowned research and development team creates innovations to bring more efficiency and value than ever before to farmers all around the world.

Because, no matter how successful you are, we all know there's always room for improvement.

What we have achieved

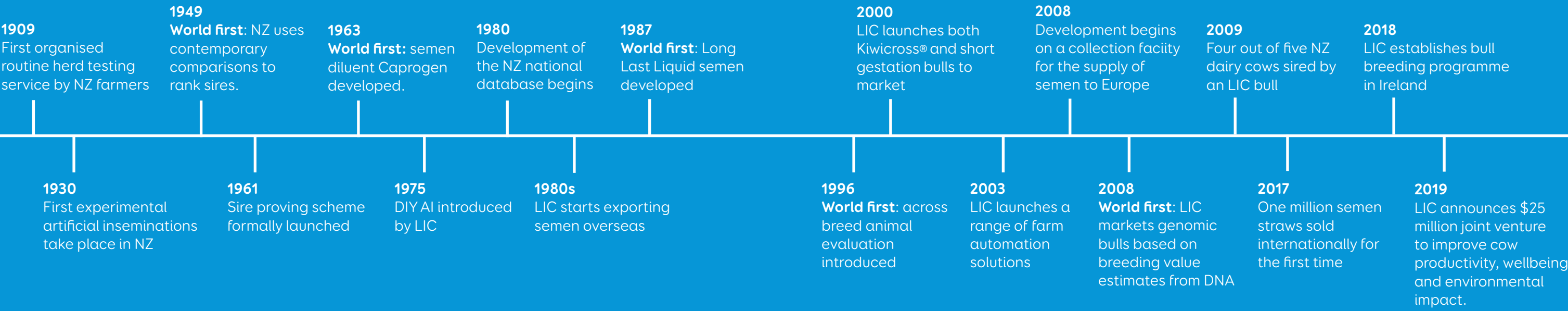
- Over 10,000 farmer shareholders and their elected board members to set our direction
- A substantial dataset, with over 4.7 million dairy cattle recorded in one national database
- Over 10 million milk samples are analysed each year, with information added to bull proofs
- One of the largest progeny test breeding schemes in the world
- Over 1 million frozen semen straws dispatched internationally each year
- Exporting to more than 20 countries worldwide
- Around 11% of revenue invested back into the research and development of new products and solutions
- A team of world class scientists working with farmers to identify needs and create solutions





Where we came from

We've been setting the benchmark for dairy farming since the early 1900s.



What we do and why

We understand the challenges of dairy farming today. Environmental and animal health issues must be tackled, milk prices and climate are volatile, regulations are becoming increasingly complex, the cost of production is rising, and the world is focusing more and more on producing milk as efficiently as possible.

At LIC, we work on solutions so that farmers can overcome these challenges and be more resilient and profitable. We strive to do better in everything we do - just like you do.

Why? Because, as a farmer-owned cooperative, we are 100% for dairy farmers.

Together we can deliver improvement on farm better than ever before.



Our Purpose

Our cooperative empowers livestock farmers through the delivery of superior genetics and technology.

Our Vision

To improve the prosperity and productivity of our farmers.

Our Values

Innovation
Integrity
In Tune
Passion
Spirit of Co-operation

Our Ambition

Continuing to lead the global pastoral dairy system.

What you can achieve with us

Benefit from improved profitability and world-class rates of genetic gain with our innovative genetic solutions and extensive dairy systems knowledge.

With no subsidies since 1984, New Zealand farmers have found alternative ways of keeping their farm businesses strong, like utilising pasture to its full potential and breeding highly efficient cows.

By talking and listening to farmers, in both New Zealand and overseas, we recognised early that they need profitable cows that don't cost a lot to maintain.

So we breed bulls whose daughters can produce high value milk solids from forage, get in-calf every year, are capacious and strong, and stay in the herd for many lactations with little fuss.

LIC has been working on breeding the perfect cow for a pastoral system for over a century and we continue to make breakthroughs in genetics, reproduction and technology.

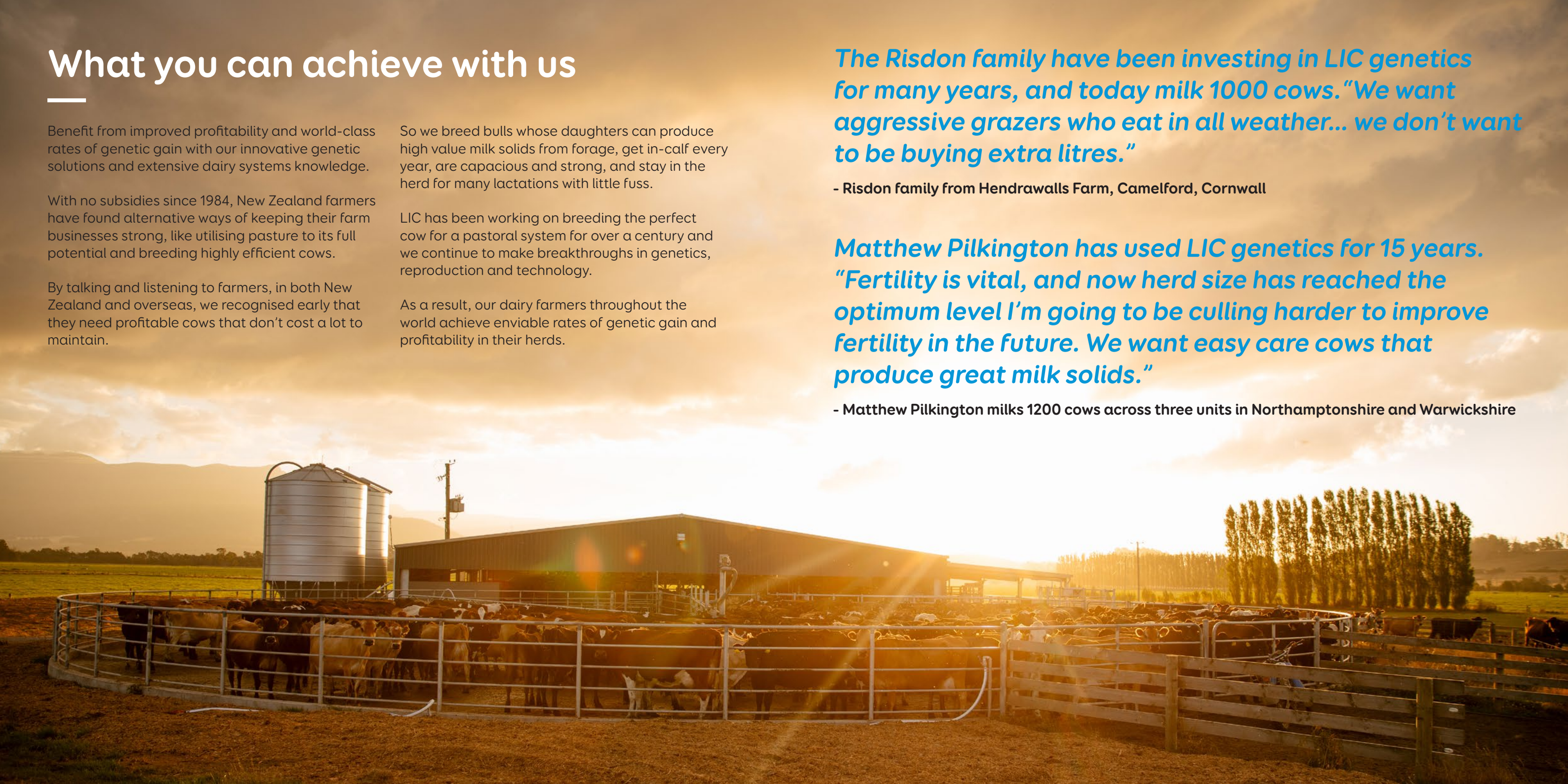
As a result, our dairy farmers throughout the world achieve enviable rates of genetic gain and profitability in their herds.

The Risdon family have been investing in LIC genetics for many years, and today milk 1000 cows. "We want aggressive grazers who eat in all weather... we don't want to be buying extra litres."

- Risdon family from Hendrawalls Farm, Camelford, Cornwall

Matthew Pilkington has used LIC genetics for 15 years. "Fertility is vital, and now herd size has reached the optimum level I'm going to be culling harder to improve fertility in the future. We want easy care cows that produce great milk solids."

- Matthew Pilkington milks 1200 cows across three units in Northamptonshire and Warwickshire



LIC Holstein-Friesian

LIC Holstein-Friesian genetics have been proven in a number of international trials to be more fertile, live longer, produce higher milk solids and be all round more profitable than Northern Hemisphere Holsteins.

LIC's Holstein-Friesian bulls are the result of more than 100 years of breeding choices and selection pressure under New Zealand conditions.

This has resulted in highly efficient and adaptable cows for both seasonal grass-based

and higher feed input systems.

As a result, many farmers worldwide believe the LIC Holstein-Friesian is the ideal dairy cow.

Use LIC Holstein-Friesian to:

- Increase production and feed efficiency
- Increase fertility
- Breed over Northern Hemisphere Holsteins for strain vigour benefits
- Improve longevity



LIC Jersey

LIC Jerseys dominate the ranks in New Zealand across all breeds and, because of the global consumer demand for high fat products, it doesn't look like they will lose their pedestal any time soon.

LIC has one of the largest, well-recorded Jersey populations worldwide and we are continuing to invest heavily in our Jersey breeding programme.

We aim to retain the traits that make New Zealand Jerseys special like huge capacity,

high milk components and great efficiency, while additionally focusing on breeding bigger cows with strong udders.

Use LIC Jersey to:

- Increase capacity and strength
- Increase fertility
- Improve fat and protein production
- Provide a great outcross solution
- Efficiently convert feed to profit
- Increase herd profitability



LIC Kiwicross®

Get the best traits from LIC's two main dairy breeds with our Kiwicross bulls – a cross between Holstein-Friesian and Jersey – plus the added bonus of heterosis.

In the 1990s, using the extensive national database, LIC discovered that many of the most profitable cows were crossbred. These cows lived the longest, produced more milk solids and were easy-care, highly efficient animals.

Our scientists and breeding experts identified the most elite of these dams, then bred and thoroughly tested a group of crossbred sires to prove their value.

In 2005 LIC launched Kiwicross bulls to market...

and they were an instant hit.

The breeding programme has gone from strength to strength and now farmers globally are enjoying the benefits of Kiwicross genetics. These include:

- Higher milk solids percentage than Holstein-Friesians, more litres than Jerseys
- Better fertility
- Lower maintenance
- Maintaining hybrid vigour
- Feed efficiency
- Mostly easy calving

All in all, Kiwicross bulls are a sound choice for dairy farmers seeking higher profits.



Short Gestation

With LIC's Short Gestation Length (SGL) semen you still have time to get late-calving cows in-calf and stay on track. You get a more condensed calving period, more time for cows to recover, increasing their chances of getting pregnant, and more days in milk. It all adds up to an improved bottom line.

Two SGL solutions to meet your needs:

1. Shrimpton's Hill Herefords – shorten gestation length and produce easy-calving, easy-to-identify beef calves, reducing the need for natural-mating bulls.
2. SGL + Breeding Worth – breed more good quality heifer calf replacements while condensing your calving period, with high genetic merit SGL sires.

Sexed Semen

Increase your ability to breed heifer calf replacements from your top cows with sexed semen.

Selected top LIC sires are now available in SexedUltra 4M™ semen.

When used as part of a well-managed breeding programme sexed semen can help you:

- Breed the next generation for your herd from your best cows
- Maximise genetic gain
- Create opportunities from surplus heifer calves
- Target the market with beef cross calves
- Drive more profit to your bottom line



Pasture to Profit farm consultancy

Find that extra tonne of grass using expert advice from LIC's Pasture to Profit farm consultants.

There has probably never been a more pressing time for UK farmers to lower production costs and increase efficiency. When managed well, forage-based dairy farming can provide a more profitable future.

LIC's Pasture to Profit farm consultants are experts in all aspects of forage-based dairy farming. They can walk with you every step of the way to finding new levels of profitability from pasture.

This includes:

- Assessing your current position and setting goals
- Implementing new production systems
- Managing pasture, supplement and nutrition
- Planning budgets
- Environmental management
- Animal health and reproduction
- Herd planning
- Annual reviews and planning your next move

“Our Pasture to Profit consultant is great with ideas, and his financial background is proving invaluable. We’ve needed to look at making the most of what we’ve got as expansion isn’t an option here. He’s proved a great asset to the business and has helped us see things in a new light.”

- David Williams milks 300 cows at Clawdd Offa in North Wales



**Pasture
to Profit**



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