

A Decade of Performance and Growth

In 2008 Liberty Genetics celebrated 10 years since the foundation of the company. Over this time Liberty's sales have grown from zero base to 150,000 straw sales in 2008. Liberty Genetics has proven to provide best value for all stakeholders:

- Best Value genetic gain for our Dairy Farmer clients
- Best Value returns to our Bull Breeders
- Best Value returns to our shareholders
- Best Value contribution to the Dairy Industry

Sign up today for your part in the Best Value options from Liberty Genetics.

What Farmers have to say

"I have been associated with Liberty Genetics over the last 7 years, both as a customer and a shareholder. Over this time I have been very happy with both the **quality of the genetics** and the excellent value for money that this company has delivered."

Colin Armer, Armer Farms Ltd. Te Puke

"Using Liberty Genetics ensures my herd gets more **BWS for every dollar** I spend."

Wayne Stachurski, Longview Pastures Ltd. Ngatea

We have used Liberty Genetics extensively on behalf of our clients, and we have received **great service** and find we **get excellent conception rates** with the Liberty product."

Tony Cleland, Farmright Ltd.

"Liberty bulls make up over 70% of the mating program in our top Crescent Genetics breeding herd. That's how much confidence we have in the Liberty Genetics program."

Mark and Dianne Townshend, Ngatea

Pricing & to place an Order

Check out the website for current pricing and to download an order form.

or

Order forms and additional information can be requested by

freephone: 0508 454 237 (Lin Buckley)

If you would like an on-farm visit Lin can arrange this or talk to your nearest shareholder. Contact details are on the website.

Contact Us:

New Zealand Customer Service: Lin Buckley,
ph 0508 454 237, Fax 07 824 1096

or email Lin@libertygenetics.co.nz.

Mail address: 190 Waverly Rd. RD 4, Hamilton

AB Technician Service and Bull Breeding and Genetics:

Dr David Hayman,

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or email dhayman@libertygenetics.co.nz

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www.libertygenetics.co.nz

Creating Value in Dairy Genetics since 1998

Liberty Genetics is your Best Value

New Zealand Dairy Farmers get the job done efficiently, with limited resources to be competitive in global markets. The dairy farmer has a similar expectation of their service providers and contractors. This was exactly the philosophy that the founders of Liberty Genetics were determined to bring to the Artificial Breeding business. Research confirmed that a more efficient approach could provide equivalent genetic gain more efficiently for all involved.

Liberty was formed by progressive dairy farmers working with successful bull breeders. The initial group of shareholders has expanded but there is still a balance of commercial dairy operators and a strong nucleus of the top bull breeders. Ten years on, it has been "proven" that the Liberty Genetics teams have delivered at a comparable genetic gain to the competitors, while minimising costs to our farmer clients and to the wider Dairy Industry. The industry has benefited from Liberty Genetics breed leading proven sires including Fernaig **Admiral** and Ngaio Hugo **Fluke**, and most recently Bagworth **Kalumburu** and Raynham **Ozark**.

Full Service

Today Liberty can provide an experienced AB technician in your area, who may also have the skills and be available to assist with the more demanding stock work jobs throughout the year. This **Stock Mate** has a proven track record in AI and will be able to help you with any necessary decisions around your herd mating plan. He or she has the full back up support of the experienced Liberty Genetics management team so if any issues of illness, injury or family concerns arise, Liberty will organise the necessary support or replacement.

Top Quality Bull Teams with built in In-breeding Protection

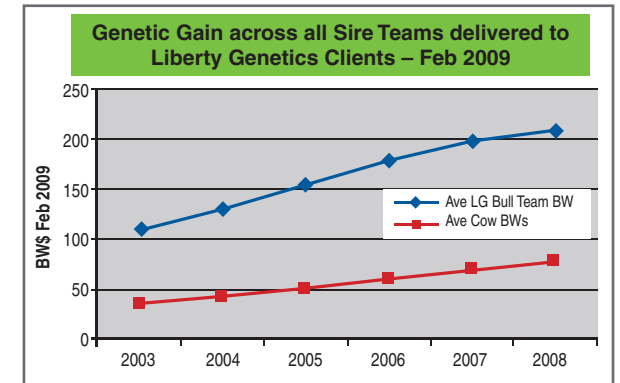
Liberty Genetics sources bulls for all three bred choices, (Friesian, Jersey and Crossbreds), from top farmers across the country. We have some top bull breeders as shareholders, and we do get top pick of their bulls, but our policy is to select the top bulls from all sources that have the credentials to make our teams.

Breeding Worth is our selection goal, but we also ensure that our bull teams are above breed average for all main **management and conformation traits**. Liberty Genetics is not a sire proving scheme. We only select the top young sire candidates and market this elite group as a team. A team of 10 or more young bulls has a team reliability of 94% or higher for all the main breeding traits so you can be confident of achieving your genetic goals. This is a lower risk strategy than teams that use a high proportion of one top bull that has a lower reliability proof (<85%).

Inbreeding protection is assured to Liberty Genetics clients because we ensure there are fresh sires of sons represented in our bull teams every 2 to 3 years. If you are a new client to Liberty Genetics we can check the genetic background of your herd and screen our teams to avoid inbreeding or to match a specific breeding goal.

Proven by Research & Proven by Results

Liberty Genetics has adopted this genetic strategy based on advice from Dr Dorrian Garrick who has contributed much to the development of the NZ Animal Evaluation systems. In comparing the Liberty Team approach to the traditional proven team approach his conclusion then was; "that the average BW gain would be the same with either option, but with marginally wider variation using the young sire option". The actual results over 10 years have validated this recommendation and we can demonstrate how well our bull teams have performed relative to competitors.



With Liberty Genetics you are using a short generation interval strategy and in the mix you will get replacements bred from some of the future industry stars.

Why should You use Liberty Genetics?

The value for our clients comes from:

- **A significant cost saving.** The cost of our product is not inflated by sire proving costs and we will be careful to only add new technology to our sire development system when it is proven to provide clear economic advantage.
- **High Quality replacements and a single focus on Dairy cattle breeding.** The people involved in Liberty Genetics are passionate about the dairy industry and about dairy genetics. We have a single minded focus and the top expertise in dairy genetics and AB services.
- **Top Service and Efficiency plus.** Our shareholders and customers are demanding and we know we have to perform at a high standard. The Liberty Genetics directors and management understand the importance of reliability, integrity and performance.
- **No Other Obligations.** Liberty Genetics is not a sire proving scheme and there are no restrictions or obligations for our clients. We only pick a production team of the best bulls available and we consistently deliver higher BW gains than any sire proving scheme.

