

# **The Dairy Group Press Release**

## **Genomic collaboration with NMR**

“Genomics is one of the most important technical developments of recent years, but many dairy farmers could be making better use of the data that it provides” says Ian Powell, Director of The Dairy Group. He goes on to say “I am pleased to announce a collaboration with NMR which provides our clients with direct access to genomic testing backed up by independent breeding consultancy from our specialist Kevin Lane. Our approach starts with a Genetic Value Audit (GVA) of the herd to identify the range in key performance indices (£PLI, kg of fat+protein, fertility and SCC) which will identify the potential from genomic testing. The advantage of testing heifers is the circa 65% accuracy compared with just 30-35% from using parent PTA values, which provides the opportunity to select the best animals at the earliest opportunity. The genomic testing takes around 4 weeks to provide the raw genomic data. Our breeding specialist then accesses the data and identifies the traits most important to you, which could include £PLI, kg fat+protein, SCC, fertility, locomotion, stature, etc. provided in a summary report. The aim of our service is to make better use of the genomic data and to help you to develop a clear breeding plan going forward. Our service is incorporated into the normal NMR genomic testing fee.”

**For further information please contact:**

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