



Our symbol of Pork Quality for the 90's...



is your assurance that
Durocs from Designed
Genetics are free of
the halothane gene.

DESIGNED GENETICS INC.

The Leader in Genetics and High-Health Swine Technology

178 Ostermann Rd, Lockport, MB, Canada / R1A 3T2
(204) 482-4941 / Fax (204) 785-8114

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PSS / PSE and Pork Quality



The Issue

"Meat quality is a crucial factor which allows Canada to preserve world markets and develop new ones for pork and pork products. It also plays a significant role in expanding our domestic market.

Accordingly, the Canadian Pork Council and the Canadian Meat Council decided...to eliminate the causes of Pale, Soft and Exudative (PSE) pork." 11

*Canadian Pork Council
January 1993*

Our position

"The overall strategy of Designed Genetics is to develop and market stress-free breeding stock, and as a major domestic supplier of terminal sire breeding stock, aid the Canadian pork industry in producing a more suitable domestic and export pork products...

To date, virtually no attention has been given to meat quality as it relates to consumer acceptance and export market development. The increased presence of PSE is a serious problem for swine producers and value-added meat packing and processing industries...

We must be pro-active in our efforts to address this issue. A complete understanding of all influences affecting meat quality is paramount to our ability to assist the Canadian pork industry."

*Designed Genetics
June 1990*

Pork Quality – The issue of the decade!

- The Canadian Pork Council now recognizes that the PSS / PSE issue is the major challenge facing the pork industry today.
- It is the responsibility of all sectors of the industry to address this issue.
- The halothane or stress susceptible gene (recessive) is the major genetic cause of PSE pork.
- It not only has adverse effects on meat quality but also raises the risks of sudden deaths and lowers reproductive performance.
- "It is possible to select replacement stock free of the halothane sensitivity gene." (CPC Jan. 1993)
- "The selection of pigs free of the halothane gene as replacement breeding stock should substantially improve the average quality of Canadian Pork." (CPC Jan. 1993)
- Designed Genetics has Duroc seedstock – free of the halothane gene – for sale today.



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Quality and Reliability in Swine Breeding

Demonstrate leadership in challenging times... start today by purchasing Durocs free of the halothane gene from Designed Genetics.

Durocs are now recognized worldwide for their pork quality characteristics...

something we've promoted for years!

Consider the following recent statements:

**Danish Developments...
Durocs give herds new life**

"Since the introduction of Duroc blood into Danish Hog Breeding, production efficiency has increased by 50%. Last year, an estimated 75% of Denmark's 16 million slaughter hogs were sired by Duroc or Duroc hybrid boars."

*The Market Place
Winter 1991 /92*

**Britain's Meat and Livestock Commission...
Blueprint for eating quality**

"For premium pork, the pigs will contain 50 % Duroc genes. These are the main findings from three years of research work by the Meat and Livestock Commission into factors which influence the eating quality of pigmeat.

These recommendations appear in the MLC Pork Blueprint as a base specification after tests of 11,000 pigs and 3500 meat taste tests."

*Pig International - August 1992
Pig Farming - May 1992*

Asia Pacific

"Asia Pacific producers have long realized the competitive advantage a Duroc terminal sire provides. They now insist only on Durocs for their terminal sires. It is the breed of choice."

Designed Genetics

**Designed Genetics –
Demonstrating Leadership in
Pork Quality Improvement.**

- As a major supplier of breeding stock, we have met the challenge. Designed Genetics actively conducts swine research and development programs for the purpose of improving production efficiency and pork quality.
- Our herds have been totally DNA tested for the presence of the halothane gene.
- We offer stress-free, genetically lean, superior meat quality Duroc boars.
- We've specialized in Duroc boars for years ... now recognized worldwide as a major contributor to pork quality.
- We will continue to produce breeding stock free of the halothane gene – to aid the Canadian pork industry in producing more suitable domestic and export pork products.

**Canada's Largest Breeder
and Registrar of Purebred Durocs.**

Designed Genetics is the largest breeder and registrar of purebred Durocs in Canada, with 300 sows in our Minimal Disease nucleus and 100 Duroc sows in our High Health nucleus.

Our breeding and selection program, and the genetic value it builds, gives confidence to our domestic and overseas customers.

When you want Durocs that are lean, efficient and free of the halothane gene, call Designed Genetics.

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