

PIC Introduces the PIC380 Hybrid Sireline Bred to Maximize System Throughput

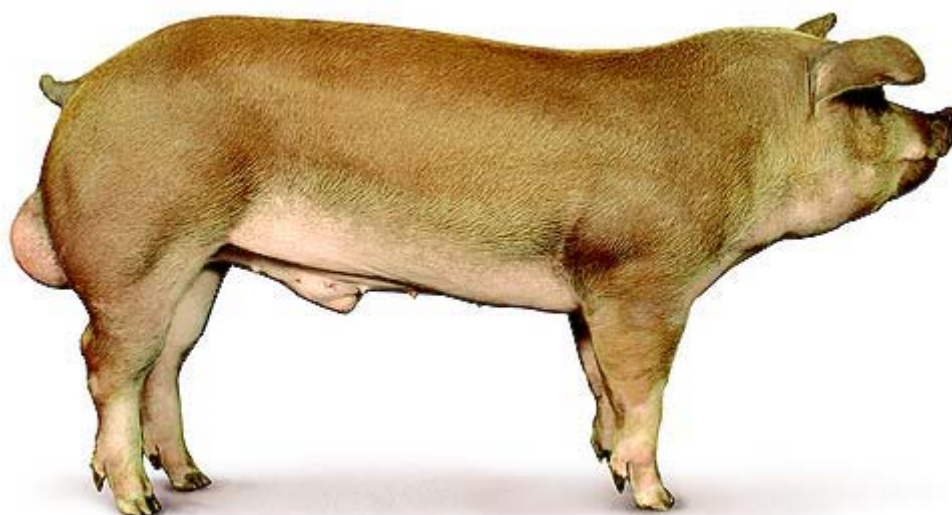
US - Combining key traits of its two best selling boars, PIC launched the new PIC380 AI terminal boar at the 2005 World Pork Expo in Iowa this week.



This hybrid sireline is designed to maximize system throughput (pounds of quality pork produced and marketed), while maintaining very high standards of carcass and meat quality.

"The PIC380 boar development is a result of the highest genetic improvement rates ever engineered by PIC," said Dr. Bill Christianson, Operations Director for PIC North America. "This unprecedented hybrid sireline combines the best traits of our PIC 337G and PIC 280M lines."

Benefiting from the outstanding performance characteristics found in those top selling sires, PIC380 progeny will exhibit excellent daily gain and feed conversion rates to higher slaughter weights, with superior survivability and optimal primal yields. Additionally, the PIC380 is a reliable boar in stud with a strong libido and high viable sperm cell output.



PIC380 Draws Its Genetic Power From The Combination of Two Leading Lines



The new PIC380 combines the ultimate in swine genetics drawn from the best selling AI boar in North America, the PIC 337G, and the popular, packer preferred PIC 280M meat quality boar.

The PIC 337G is North America's best-selling AI boar because it delivers to producers the industry's best growth and feed conversion ratio, taking hogs to market at heavier weights in fewer days, thus decreasing cost of gain. It also produces the high yield of primals and the excellent meat

quality favored by packers.

Packers and marketers with demands for export-quality pork have also made the PIC 280M a top selling boar for PIC. While possessing excellent growth and feed conversion rates, the PIC 280M also uses three gene markers for meat quality that combine with Duroc influenced

carcass characteristics to provide industry leading export quality pork. In addition, PIC 280M progeny have a history of exhibiting robust survivability in a variety of environments and conditions.

As a result of combining these genetic roots, progeny from the new PIC380 will exhibit high levels of growth and survivability to help maximize the amount of quality pork produced and marketed.

This high throughput also will possess the exceptional carcass and meat quality characteristics for which PIC sires are known.

PIC380 Uses a New Breeding Value Calculation For More Accurate Commercial Performance Estimation

The PIC380 is the first boar introduced since PIC employed a tool designed to more accurately predict commercial performance in all its pure and parent lines. This tool, which PIC calls CBV(TM) (Crossbred Breeding Value), adds additional information from the commercial level to the boar's own test performance and PICmarq(R) genotype.

According to Dr. Christianson, "By taking the performance of crossbred siblings, sired by the same GN herd sires, but raised and processed in commercial environments, PIC estimates the breeding value for realized genetic potential in real-world conditions." Data from crossbred pigs raised in commercial farms allows the continuous evaluation of PIC boar indexes to occur. The improved real world accuracy from this unique system allows the PIC380 to be selected to further maximize quality pork throughput in US commercial systems.

Availability

The PIC380 begins shipping this month with initial orders and supply will resume in the early fall. Semen availability from PIC Genetic Transfer Affiliates begins in August 2005 and orders can be placed today with those partners.

PIC, a division of Sygen, is the international leader in providing genetically superior pig breeding stock and technical support for maximizing genetic potential to commercial pork producers. Operating for over 40 years, PIC's success is attributed to its thorough concentration on, and significant investment in, all aspects of genetics, technology and health. PIC operates in all the major pig producing countries around the world. For more information, visit <http://www.pic.com>.

Sygen International PLC is a world leader in applying quantitative genetics and biotechnology to animal breeding. The company's technology, products and services enable producers and farmers to enhance meat quality and improve efficiency in the production of meat animals. Sygen applies a unique combination of quantitative genetics and biotechnology to animal breeding, which is applicable across all livestock species. Sygen's products and services, which allow farmers and producers to create higher quality and healthier non-GMO food products, add value throughout the global meat supply chain of farmers, producers, processors, distributors, retailers and consumers. Headquartered in Oxfordshire, UK, Sygen companies operate in 30 countries on five continents, with laboratories located in Kentucky, USA, and Cambridge, UK. For more information, visit <http://www.sygeninternational.com>.