

Offering better male or female breeders is a long process that requires massive doses of organization and discipline for successful execution. There are three basic steps to bring new

STEP 1

Development of experimental genetic lines

Once the goals for a new product are established, typically four or six lines will be placed in a "horse race." These lines will undergo intensive selection until the two winning genetic lines are identified.



STEP 2

Product testing

New products are thoroughly tested before entering the marketing through a combination of internal, small-pen trials and external, large-pen. Proper product testing takes about two years.



STEP 3

Establishing a production pipeline

Experimental genetic lines are kept in much smaller sizes than commercial lines, thus a systematic process to expand the populations is started. This step takes about two to three years.

