



MEMO
FALKIRK EXPANSION IN SOUTH AFRICA
06 09 2014

My recent trip to the Republic was a litmus test for the continuity for Falkirk to effectively function a Tri-Nation operation. Psychologically and physically I thoroughly enjoyed the experience and travelled extremely well. This proved that my surgeon's prognosis was 100% as he predicted a lengthy and active life out front. The timing is perfect as an evolutionary process is well advanced in the animal genetics world to consider the complete genome sequence to respect the epigenetic consequences on animal selection. The beginning of this understanding is an essential part of the Falkirk mantra.

This assurance argues well for business expansion and motivation for myself to continue to pressure for change by example, to encourage farmers to take control of their businesses through greater viability and profitability. The catalyst for this thrust is to enhance genetic excellence through greater use of technology of the unique Falkirk System of livestock selection. In addition my thirst to encumber the understanding of epi-genetics which explains an animal's ability to adapt to continual change in the environment is bountiful.

Working in conjunction with Falkirk Director, Lionel de La Harpe of Graaff-Reinet, we have started to prise open the mystical shroud surrounding this area of genetics to understand that what is assumed by traditional geneticists as "junk DNA" is instead a Pandora's Box of enlightenment for future use.

The revelation that the EBV linear prediction model has failed the requirements of astute breeders and commercial producers is evident. A senior geneticist in NZ has publicly stated that **"a number of traits have run the course"** and his entity is rebirthing with new funding to seek the DNA for traits that they previously denigrated. The promise to create EBV's for structural correctness and longevity is ludicrous. These factors are either only subjectively assessed or are an outcome of correctly interfacing a number of main traits, Falkirk style!

The prospect of Falkirk expansion has now become a reality as Stephan Buys residing in the North West has joined the team. Stephan (58) holds immense wisdom and knowledge of the beef industry in ZA and environs as he has been the breed director for both the Simmental and Boran Breed Societies. In addition he has also bred his own Beef Short Horn select animals. He is dedicated to spreading the Falkirk philosophy and has already introduced a number of new clients to our client base.

Stephan is in training to the Ultra Sound methodology that is crucial for Falkirk to produce our unique Physiology Index. This sits beside structural assessment and functionality of an animal to define the most optimal group that is genetically superior and is fit for purpose.

I am sure that Stephan will be certified to operate within the client base commencing February 2015. The skill level for Falkirk expectations is extremely high, in fact a benchmark for the industry, but he holds the temperament and capability to achieve this status.

The think tank approach on my recent trip produced the brilliant idea of identifying all Falkirk Certified beef animals with the brand-mark;

(FQ) which equates to Falkirk Quality.

This will assure purchasers of high status animals through to commercial acquisitions to animals that qualify for processing to Quality Branded Product.

Thank you to Willie Zastron and Johannes Van Rensburg for creating the environment, inspiration and the mirth that became the basis for a truly great idea on Saturday 9th August in the Karoo.

A Falkirk Industry meeting was held in Palmerston North NZ recently at the request of a number of industry participants. Sheep and beef breeders, commercial producers and several senior stud stock agents were present. I was originally asked to speak to a group of disgruntled breeders who were dissatisfied with the systemic failure of the animal selection systems that they were using.

I invited them to listen to the Falkirk Solution through a 3 hour seminar. I delivered the complete 27 year plus story line of the history of the industry and the reason for the creation of Falkirk. Inter-spiced through the delivery 4 commercial clients spoke their personal challenges, Falkirk experience and genetic and financial gains. The attendees realized that they witnessed a solution that was developed for commercial reality and a clarity that enabled them to take control of their businesses. Genetic excellence is the core value to financially secure their chosen careers and to assure succession for the next generation.

I will now attend regional meetings to reach many more affected farmers and multiply the impact of the Falkirk System. This format would well suit Breed Groups, commercial production groups and many individual producers in ZA.

What better than a system designed for producers and is user friendly? To provide fundamental scientific evidence that ignites the almost forgotten art of described stock judgment. A legacy that Falkirk is proud to share to enhance agricultural genetic and financial economy of South Africa.

Thank you for the hospitality extended to me on my recent visit to your great country.

Regards, Ian.

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