

## **PRESS RELEASE - FOR IMMEDIATE RELEASE**

### **22nd March 2018**

### **Total Livestock Genetics wins Business Excellence Award at the 25th Annual AustCham Westpac Australia-China Business Awards.**

The 2018 AustCham Westpac Australia-China Business Awards Gala Dinner, held on Thursday 17 May, recognised Australian and Chinese businesses in Greater China across a broad spectrum, from small entrepreneurs through to large publicly listed companies.

Hosted by the Australian Chamber of Commerce in Shanghai, the evening presented 12 awards recognising businesses that have performed with excellence and demonstrated commercial success in Australia and/or Greater China over the past year.

With over 260 nominations this year across eight categories, TLG was announced as the joint winner of the State Government of Victoria sponsored Business Excellence Award for Agriculture, Food & Beverage.

TLG Director Dr Steve Williams accepted the award, thanking the judges for their recognition of the work TLG has been doing to promote Australian genetics in China.

"We have seen China progress from importing livestock to establish their herd, to improving their herd through imported genetics. North America has marketed itself exceptionally well in the genetics space, evidenced by the fact that they are responsible for over 96% of bovine semen imported into China in 2016 (equating to approximately \$32m).

"For some time in Australia we have employed some highly sophisticated genetic evaluation techniques in an effort to improve the performance of our herd. As a consequence, Australian-bred dairy cows routinely achieve comparable production levels as their North American counterparts (when run under the same management systems). Capitalising on our strong reputation for quality and safety, we believe that Australia can become a growing source of high performance genetics for Chinese farming enterprises".

TLG is one of only two semen collection centres in Australia licensed to collect for export to China and in the last 12 months TLG has invested heavily in animals sourced specifically to suit the Chinese market with contracts secured for ongoing supply of cattle and small ruminant semen.

"We feel confident that the genetics we export will add value to the production systems of our customers. Through the development of strategic, long term trading relationships we feel there is enormous capacity to grow this business and for Australian genetics to become a growth industry for trade with China".

#### **For more details please contact TLG Directors:**

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