



GENIAL

REPRO
PERFORMANCE

—
INNOVATION
BETWEEN GENETICS
AND DIET
—

- IMPROVES
- REPRODUCTION
- HEALTH
- PROFITABILITY

WWW.GENIAL-REPRO.COM

THE DIFFERENCE

GENIAL, an innovative concentrate to:

- Influence **gene expression**
- Activate **reproduction function**
- Improve **immunity**

MICRO-SEAWEED

Sources of **functional nutrients** (Carotenoids/Sugars/Anti-oxidant complex) having a role in **reproduction** and **immunity**

YEASTS

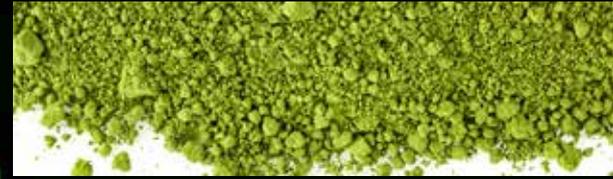
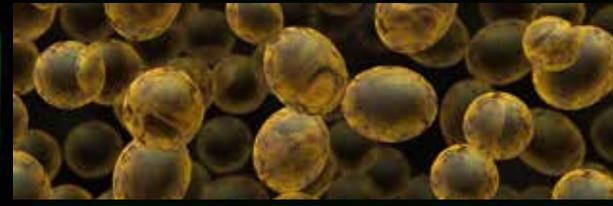
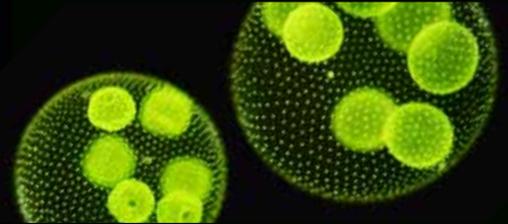
Various forms (live, wall etc.) for different functions (dietary efficiency, repro)

MARINE SEAWEED

Rumen regulatory ingredients and sources of macro-elements and natural trace-elements

PLANT EXTRACTS

Sources of functional nutrients having a role in immunity and dietary intake



EFFICACY AND PERFORMANCE OF INGREDIENTS VALIDATED BY NUTRIGENOMICS

Nutrigenomics = this is the link between nutrition and genetic expression. It studies how diet influences the transcription of genes and metabolism. It explains how nutrition is a key element in understanding the interaction between the genetic system on the productivity and performance of an animal. Specifically: "How to feed genes".

GENIAL REVOLUTION IS EPIGENETICS!

For 4 years, GENIAL has been developing independently its own EPIGENETICS research on cattle. This program named GÉNÉPI is conducted at INRA Jouy en Josas. The stated objective is to always stay at the forefront of research and make GENIAL the brand of innovation. EPIGENETICS studies the impact of nutrients on gene marking that will determine the function of genes to progeny.

GÉNIAL TARGETS REPRO

Reproduction = major pillar for bovine farming
(technical + economical)

Control reproduction = **economical enhancement**
lever



**Biotechnology + Bio-informatics = bases
to improve reproduction and income:**

○ **Genomics, Sexing, new characters** = revolution
in farming practices = new adaptation possibilities
E.g. Functional indices = improve reproduction,
health of the teat, longevity, fertility = reduce the
costs of production



○ **Nutrigenomics = GENIAL** = specific repro solu-
tion, suited to an animal's actual requirements.
E.g. GENIAL = accompany reproduction phases via
immunity, proper rumen function and the animal's
physical condition.



**REPRODUCTION = STRATEGIC AXIS IN
MANAGEMENT OF A HERD**

UNCONTROLLED REPRODUCTION = FINANCIAL WASTE



**GENIAL = ONLY REPRO solution scientifically validated by
N2G standards**

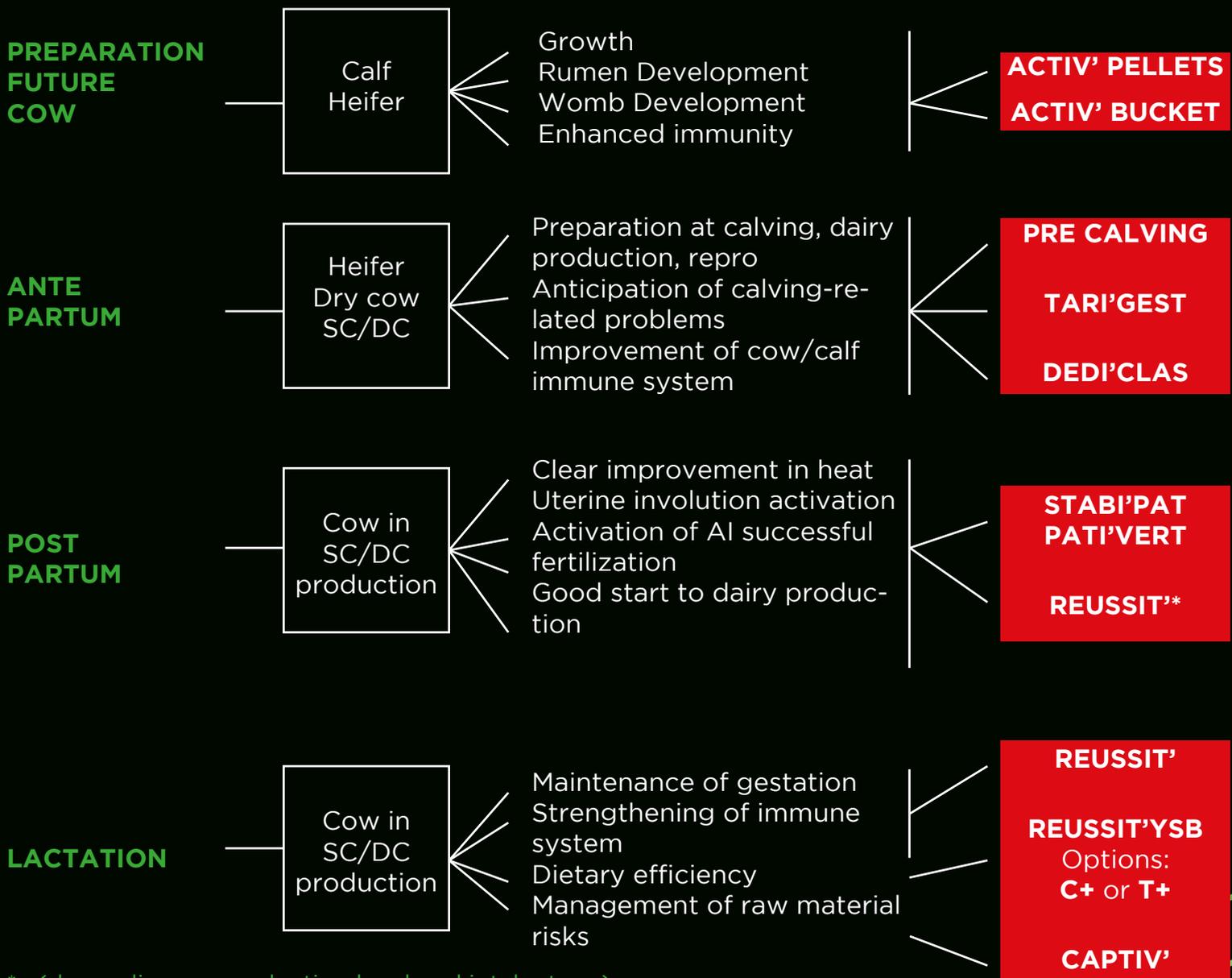
ASK YOUR TECHNICIAN FOR ADVICE !

DECISION TREE

GENIAL, the repro solution

- o Suited to all intake types, all production types
- o Multiple forms: pellets, powder, semolina, bucket
- o Specific products: growth, anti-acidosis, anti-mycotoxins

REPRO, PERFORMANCE, PROFITABILITY



* : (depending on production level and intake type)

Product advice: