Spring
2025

LIC®
LIVESTOCK IMPROVEMENT

Green to Gold

Genetic base cow update

What you need to know.

Proof in production

The Knowles' high-input herd thrives with LIC genetics.

Genetics that beat the heat

SLICK gene offers a heat-tolerant future for dairy herds.

From base cow to bull team: Updates that matter

Since our catalogue was printed in March, there has been an important update to the Base Cow model in New Zealand, effective from 20 June. It's essential to check which genetic base your bull data references.

For instance, the figures in our printed catalogue are based on the 2005 Base Cow, while the latest data on the New Zealand and Australian websites now reflects the updated 2015 Base Cow. You can read more about this change on page 3, with further details available on the DairyNZ website.

In this edition, we visit the Western Districts to profile the Knowles family farm - showcasing Australian dairy farmers achieving success with LIC genetics.

Also from the region, see page 12 for Ryan and Alysha Conlan's bold move into dairying. Their journey with LIC and eagerness to learn have quickly positioned them as emerging rural influencers. Both farms share a strong, trusted relationship with their LIC District Manager, Mike Waite, who plays a key role as their breeding advisor.

We also shine a spotlight on some of our exciting new sires, handpicked by the LIC team. Discover our progress with SLICK genetics, including two standout SLICK bulls, and explore the benefits of our SGL Compact™ product, which can offer significant gains in days in milk.

Finally, we're delighted to welcome Colleen Mourie back to the LIC Australia team in her new role as District Manager for Gippsland and Northern Victoria.

We hope you enjoy the stories and insights we've gathered. And if you're joining cattle this spring, we wish you every success.

Hilary Lunn
Country Manager
Australia

Back in the paddock: Colleen returns to the LIC herd!

Join us in welcoming Colleen Mourie back to the LIC Australia team as your new District Manager for Gippsland and Northern Victoria. Colleen has decades of experience in dairy and artificial insemination and a genuine enthusiasm for helping farmers succeed.

Can you tell us a little about your background?

I was born and bred in Taranaki, New Zealand and raised on my grandfather's original 200-acre dairy farm. He bred registered Jerseys, and later my parents took over the herd and the farm.

I trained as an LIC technician at 28 and spent 22 years working for LIC in New Zealand before moving to Australia. I became LIC's District Manager for Gippsland when we were just getting tech services up and running. I spent a lot of time on the road inseminating right across the region. Over the past 13 years, I've worked on and off for LIC here in Australia, also with resellers, including an AI season in Tasmania.

For the last couple of seasons, I've been helping out my neighbour - milking, calf rearing, and doing their AI. I absolutely loved it. They run an excellent operation and were fantastic to work for - big shout-out to Jon and Lauren!

What makes you most excited about rejoining LIC?

Now, I'm excited to be back with LIC as the District Manager for Gippsland, and I've recently taken on the Northern Victoria region as well. The best part? Reconnecting with my old customers, seeing how their herds have progressed, and catching up with their families.

I'm incredibly passionate about LIC's products. The research and development done in New Zealand gives me absolute confidence in what we're offering. And I love that LIC is a co-op - owned by farmers, for farmers.

What do you do in your free time?

We live on a 2.5-acre block, and until recently, we've been almost entirely self-sufficient. Around 80% of what ends up on our plates is homegrown or homemade: meat, sausages, bacon, veggies, pasta, bread, ice cream, relishes, cheese... you name it. That's what I love doing in my downtime.

New genetic base cow now in effect: From 2005 to 2015

The role of Breeding Worth and Breeding Values

Breeding Worth (BW) and Breeding Values (BV) report an animal's genetic merit against a genetic base reference point, which is set at zero.

New Zealand has one genetic base for dairy animals against which all breeds are compared.

The base reference point ('genetic base cow') is the average of a representative group of animals born in a certain year, and is updated at regular intervals, (a 'base change').

The base change ensures relevant comparisons amongst the current population can be made by reflecting genetic progress.

What the base cow update means for Breeding Worth

In June this year, the genetic base cow was updated from a 2005 to a 2015 born animal.

In those 10 years, significant genetic progress was made. As a result of the reset, you'll notice that Breeding Worth (BW) values for all animals have dropped.

This drop in BW does not indicate a reduction in the genetic worth of the animals - it's simply a recalibration.

On average, the cows in the 2015-born base were able to breed replacements who were $185 more profitable than those of the 2005-born base cows, hence BW was scaled back by approximately $185.

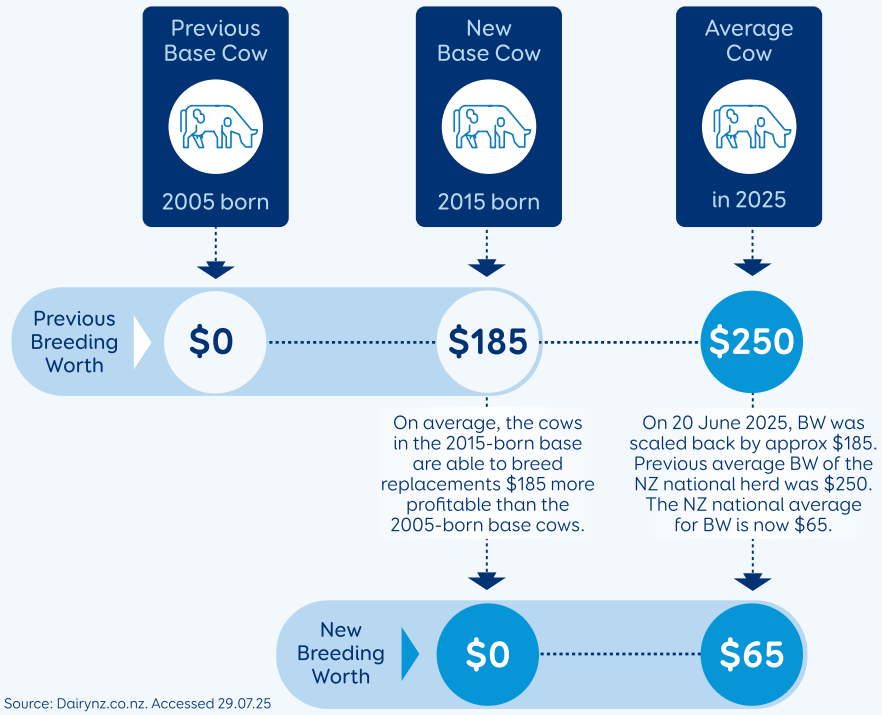
Prior to 20 June 2025, the average BW of the NZ national herd was $250; after the base change it is $65.

The new 'genetic base' group consists of approximately 100,000 well recorded cows born in 2015, with the following breed breakdown:

- Holstein-Friesian: 22.8%
- Jersey: 8.1%
- Holstein-Friesian-Jersey crossbreds: 61.8%
- Other (Ayrshire, Milking Shorthorn, other breeds and their crosses): 7.3%.

Source: Dairynz.co.nz. Accessed 29.07.25

2015 Born Genetic Base Cow: The Impact on Breeding Worth



Source: Dairynz.co.nz. Accessed 29.07.25

Four changes to note from the 2025 genetic base cow change

1. Breeding Worth (BW) for all cows, bulls and heifers decreased by approximately $185 in June 2025.
2. The NZ national average for BW is $65.
3. This decrease in BW is due to a routine base cow change and does not represent a reduction in value or loss of genetic merit in dairy animals.
4. The drop was near identical across all animals.

For more detail visit: https://www.dairynz.co.nz/animal/breeding-decisions/genetic-base-cow/

Trusted breeding advice and high-input performance deliver success

Martin Knowles pictured with his high-input herd.

With a long-standing commitment to LIC genetics and the trusted guidance of their local LIC District Manager, Radnor Properties demonstrates how a high-input herd can consistently and successfully deliver milksolids equivalent to liveweight - proving their suitability to the system.

Located just a kilometre from the sea in Tyrendarra, Victoria, Radnor Properties is a 700-hectare dairy farm held in a family trust, set on sandy limestone soil. The farm, now managed by Martin Knowles, was purchased in 1996 by his parents, Bruce and Lyn, following their migration from New Zealand.

Martin grew up on the farm but initially pursued a career as a boilermaker and FIFO (fly-in, fly-out) worker before returning to his agricultural roots 15 years ago.

While Martin leads the day-to-day management, the farm is very much a collaborative family effort, with his siblings Kerry and Katie involved in areas like calf rearing and human resources. Today, Radnor Properties milks approximately 1,500 cows, primarily Holstein Friesians and crossbreds. The herd is split-calving and is milked twice daily in a 60-bale rotary system. The farm covers 500 hectares of dryland and 235 hectares of irrigated land, supported by a combination of pivot and fixed irrigation systems.

Hungry and happy - the cows enjoy the well-designed feed pad.

Smart sheltering - calves enjoying the purpose-built dual-season calf shed.

Genetics and performance

Having predominantly used LIC genetics for over 20 years, the herd has consistently delivered impressive production. In recent years, each cow has produced milksolids roughly equivalent to her liveweight – around 570-580 kgMS per season. With payment based on milksolids rather than volume, this level of performance makes a strong contribution to the farm's profitability.

Purpose-built facilities

A standout feature of the farm is its massive eco-shelter calving pad, and a brand-new, state-of-the-art calf shed, purpose-built with two separate sides to accommodate both autumn and spring born calves together.

Herd goals in focus - Martin discusses herd performance with Mike Waite.

The calving pad not only provides protection from harsh weather, but reduces stress, illness, and newborn calf losses.

Overall, it's a well-designed setup that boosts efficiency, streamlines daily tasks like feeding, cleaning, and monitoring - and reduces workload during busy times.

A high-input operation, the farm is primarily pasture-based, supplemented with 2.5 tonnes of grain per cow annually. The feed pad diet includes silage and almond hulls, and during drought conditions, cottonseed and grape marc. The farm has faced two consecutive droughts, with the current year being particularly severe and marking the first time in 15 years without an autumn break.

Breeding strategy and trusted partnerships

When it comes to genetics, Martin doesn't spend hours poring over catalogues or analysing every bull. Instead, he relies on a long-standing partnership with LIC and the trusted advice of his District Manager, Mike Waite.

This is where the use of a carefully selected team of bulls proves highly effective. Aligning with their breeding strategy - Holstein Friesian semen is used over the main herd, while crossbred semen goes into the heifers. The goal is to produce medium-sized cows that can walk long distances and perform well on the region's often wet, heavy soils.

"Mike knows our herd really well, he understands our goals, and helps steer us in the right direction," says Martin. "He's become a key part of our decision-making process, working closely with us to develop the best breeding strategy suited to our system."

The breeding plan involves two six week AI cycles each year. In the final two weeks of each cycle, the farm uses high BW, short gestation bulls to tighten calving.

Mike says "Keeping the right cow size has been really important, holding onto the Friesian influence without letting them get too big, whilst also using KiwiCross® semen for calving ease in the heifers."

An interesting detail that adds to the farms complexity: Radnor Properties runs entirely on a generator, with no access to three-phase power.

Martin explains, "We've got two generators, so if one needs servicing or breaks down, we can just switch to the other. There's plenty of capacity, so we never have to worry about overloading the system. In fact, it's actually better than being on the grid. One big bonus is not having to stagger power use. For example, we can unload grain during milking, which wouldn't be possible if we were relying on the grid."

Team and technology

The farm employs 12 full-time staff, primarily from the Philippines, and use collars for monitoring cow health and heat. Herd testing occurs 4-5 times annually, with culling based on production, cell count, lameness, and reproductive results.

"When it comes to animals, the key is to grow them properly." Martin explains, "We follow a 'correct weight program' through Warrnambool Vets, where calves are monitored and fed according to weight, until they are first joined."

"This sets them up for life and handling them often in those early years leads to a better temperament once in the shed."

Philosophy and advice

Martin's philosophy is simple: "Farming is a learning curve. Take the good with the bad."

His advice to fellow farmers is to breed according to their farming conditions, as he has found smaller, agile cows outperform larger Friesians.

Martin adds "If you're like us with sandy soils or a wet farm, aim for smaller animals. Friesians can go lame and don't get in calf."

Farm size (ha)	735
Herd size	1500 split-calving
Breed	Holstein Friesian Crossbred
Dairy shed	60 bale rotary
Liveweight Avg. kg (2024/25)	550-560
Production Avg. kgMS per cow (2024/25)	581

Short Gestation Length (SGL) straws - a vital tool

Reviewing mating results helps you evaluate the effectiveness of the initial six week period.

Non-Return rates (NRR) can provide an indication of the conception rate and how successful your AI mating program has been in generating replacement heifers for the following season.

TARGETS: 2-24 Day NRR target >64%
18-24 day NRR target >70%
(excluding sexed semen)
Conception rate target >52%

Non-Return Rate Calculation %	
(Eligible Matings - Eligible Returns)	x 100
Eligible Matings	

So, what can we do?

Late-calving cows have significantly lower survival rates in the herd. They also contribute to lost days in milk, increased labour for managing cows yet to calve, extended time rearing and holding calves on-farm, and greater pressure on natural mating bulls due to a larger number of cows needing service.

As block calvers we are in the race against time every year.

There are 12 weeks between the start of calving and start of mating. Meaning cows need to calve, resume cycling, be mated and conceive within 12 weeks to retain a 365 day calving interval.

This effectively limits the mating period to less than 12 weeks.

Cows have a limited number of opportunities to get in calf in 12 weeks. On average, cows cycle every 18-24 days, and most herds have a conception rate of between 50-60% in New Zealand.

In a block calving herd

- Cows mated in the first two weeks of mating will get up to four chances to conceive.
- Those not mated by the end of week two only have three chances at best.
- If heats are missed or cows are late cycling, some will get only one or two opportunities to conceive.

Our early calving cows have an advantage

- An early-calving cow has more time to recover postpartum.
- They have the opportunity for a 'practice cycle' or 'pre mating heat'.
- Second and subsequent heats generally are more fertile than a first heat post-calving.
- Research shows, that cows calved in the first six weeks perform better at the subsequent mating for both 6 week in-calf rate and empty rate - winning the 'race against time'.

NOTE: SGL Compact™ Offspring must not be bred.

Plan for Success

Farmers throughout New Zealand and Australia are leveraging SGL semen to maximise herd productivity, improve profitability, and streamline calving management. Whether it's getting late-calving cows back-on-track or optimising whole herd performance, Short Gestation Compact is a proven, results-driven solution.

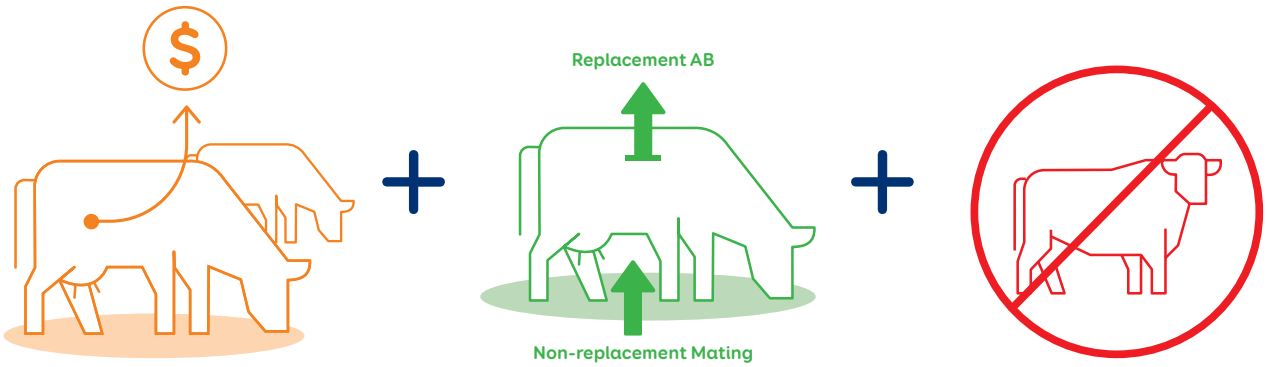
The popularity of LIC's short gestation length semen has never been so high, with the most recent season (2023-24) delivering nearly 2 million extra days in milk across the industry in NZ. Nationally, that's around $37m of extra farmer income.

Mating plans

Tactical use of replacement and non-replacement straws can help you achieve your herd improvement goals, as well as increase income the following year. Using Beef and SGL Compact™ straws together in a mating plan helps ensure you effectively increase returns from using Premium Sexed or Conventional semen.

SGL Compact™

With more days in milk, better cow fertility and not managing natural mating bulls, the benefits of SGL Compact™ semen continue to add up.



1. Creaming it with more days in milk

Maximise value from lower genetic merit cows through extended days in milk by using Short Gestation Length (SGL) bulls, which can reduce gestation by up to 12 days.

And the sooner the cow calves, the sooner she'll be back in the shed making milk.

Increasing days in milk is one of the most effective ways to improve productivity, increasing kilograms of milksolids (kgMS) per cow.

The days in milk opportunity

12 extra days milking per cow at 1.87kg MS/day and a $8.50 payout = $190 per cow.

If 80 cows calve to SGL, that's extra income.

2. Multiple fertility advantages

A tighter calving spread means more recovery time between calving and the planned start of mating. This reduces late-season challenges, minimises interventions, and simplifies workload.

Earlier-calving cows have more time to start cycling and regain BCS before mating, improving conception rates and the six week in calf rate.

Save more of your late calving cows. Tactical use of SGL can help save a good young cow which which has cycled late this season, meaning her calving can be brought forward into the replacement AI window next season. This helps maintain optimum herd age structure and productivity.

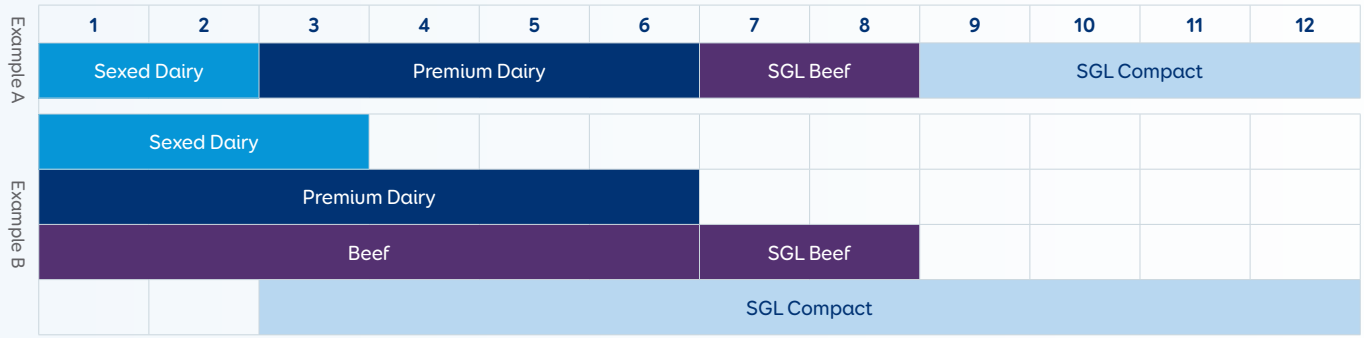
3. No bull - fewer hassles

SGL semen is a cost-effective alternative to using natural mate bulls during the tail-end of mating.

SGL straws are usually a more cost-effective option compared to leasing, purchasing, and feeding stock bulls.

Artificial breeding also reduces the risks and costs associated with bull fertility, biosecurity, staff health & safety, performance breakdown, and farm damage.

Example 12 week mating plans



Your District Manager can help design a mating plan specifically for your herd.

A selection of our new bulls for 2025

Jersey

324018 BENWORTH TM GRIFFINPOLL-P JC15

Hilary's standout sire

This standout sire is the highest gBW polled (heterozygous) Jersey bull ever recorded in LIC's history, combining elite genetics with exceptional performance. He is sired by Montage, who is currently ranked number one on the NZ Ranking of Active Sires (RAS) list. Griffinpoll boasts some serious milksolids and volume, with an impressive Fat gBV of 41 kg, Protein gBV of 22 kg, and a Liveweight gBV of -19 kg. An added advantage of his unique polled pedigree is his potential to help with inbreeding challenges within certain cow lines.

$487/56% gBW REL

Breeding Details	
NASIS	NZGGRIFFPOLL
Breed	J15 F1
Pedigree	MONTAGE x GYM

NEW ZEALAND DETAILS

Genomic

NZ Breeding Values		0 Daughters	
Milk Volume (litres)	-146	Fertility %	2.6
Fat kg	41	Body Condition Score	0.06
Fat %	5.6	Functional Survival	0.7
Protein kg	22	Cow CD/REL	-2.1/34
Protein %	4.5	Heifer CD/REL	-6.3/29
SCC	-0.49	Gestation Length (days)	3.3
Liveweight	-19	Beta-Casein	A2/A2

NZ Evaluation Data		Traits other than production
Management	gBV	-0.5 0 0.5 1.0
Adaptability to Milking	0.13	
Shed Temperament	0.13	
Milking Speed	0.11	
Overall Opinion	0.20	
Conformation (0 daughters TOP tested)		
Stature	-0.46	
Capacity	0.51	
Rump Angle	-0.22	
Rump Width	-0.22	
Legs	0.05	
Udder Support	0.19	
Front Udder	0.27	
Rear Udder	0.55	
Front Teat Placement	0.28	
Rear Teat Placement	0.00	
Teat Length	0.43	
Udder Overall	0.46	
Dairy Conformation	0.45	

18/07/2025

Jersey

Ultraplus

320029 ROCKLAND LQ BERKLY

Casey's herd hero

A crowd favourite in New Zealand and around the world, Berkly continues to win over farmers with the performance of his daughters. As they complete their second lactation, these daughters are consistently delivering outstanding milksolids, excellent fertility, and strong conformation. Berkly has firmly cemented his place among New Zealand's most elite sires, backed by a proven pedigree. His 9-year-old dam consistently produces over 500 kg of milksolids in a once-a-day (OAD) system on steep hill country, showcasing the strength and resilience behind his genetics.

$445/97% gBW REL

Breeding Details	
NASIS	NZGBERKLY
Breed	J16
Pedigree	QUADRANT x LARSON

NEW ZEALAND DETAILS

Daughter Proven

NZ Breeding Values		1301 Daughters	
Milk Volume (litres)	-405	Fertility %	5.1
Fat kg	43	Body Condition Score	-0.04
Fat %	6.0	Functional Survival	2.4
Protein kg	11	Cow CD/REL	-1.3/98
Protein %	4.5	Heifer CD/REL	-8.7/90
SCC	-0.14	Gestation Length (days)	3.0
Liveweight	-26	Beta-Casein	A2/A2

NZ Evaluation Data		Traits other than production
Management	gBV	-0.5 0 0.5 1.0
Adaptability to Milking	0.38	
Shed Temperament	0.36	
Milking Speed	0.41	
Overall Opinion	0.57	
Conformation (252 daughters TOP tested)		
Stature	-0.27	
Capacity	0.18	
Rump Angle	-0.30	
Rump Width	-0.41	
Legs	-0.03	
Udder Support	0.51	
Front Udder	0.54	
Rear Udder	0.98	
Front Teat Placement	-0.07	
Rear Teat Placement	-0.19	
Teat Length	0.76	
Udder Overall	0.69	
Dairy Conformation	0.31	

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KiwiCross®

Ultraplus

521072 BALDRICKS SPECTACULAR

Rowan's top bloke

Spectacular by name and by nature, this Flash Gordon son is truly delivering. With efficient production and exceptional udders, his performance is no surprise - especially given his pedigree. His Beamer dam completed seven strong lactations, while his Thunderbolt granddam achieved an impressive eleven, showcasing the depth of durability and productivity in his maternal line.

gBW $362/89% REL

Breeding Details	
NASIS	NZGSPECTACLR
Breed	F10 J6
Pedigree	FLASH-GORDON x BEAMER

NEW ZEALAND DETAILS

Daughter Proven

NZ Breeding Values			118 Daughters
Milk Volume (litres)	31	Fertility %	4.0
Fat kg	41	Body Condition Score	-0.02
Fat %	5.4	Functional Survival	3.6
Protein kg	16	Cow CD/REL	1.3/98
Protein %	4.3	Heifer CD/REL	2.7/85
SCC	0.31	Gestation Length (days)	3.9
Liveweight	-2	Beta-Casein	A2/A2

NZ Evaluation Data		Traits other than production
Management	gBV	-0.5 0 0.5 1.0
Adaptability to Milking	0.14	
Shed Temperament	0.13	
Milking Speed	0.26	
Overall Opinion	0.14	
Conformation (94 daughters TOP tested)		
Stature	-0.03	
Capacity	0.38	
Rump Angle	-0.01	
Rump Width	0.51	
Legs	-0.08	
Udder Support	0.99	
Front Udder	1.00	
Rear Udder	1.16	
Front Teat Placement	0.19	
Rear Teat Placement	0.54	
Teat Length	-0.25	
Udder Overall	1.09	
Dairy Conformation	0.43	

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KiwiCross®

521005 PAYNES SUBLIME-ET

Liz's pick for progress

The Payne family is well and truly delivering with the first of its bulls from the 'S family' graduating this year and the majority already being marketed both in New Zealand and internationally. Sublime is proving popular everywhere, thanks to his exceptional udders and outstanding milksolids production. He's currently the highest protein gBW KiwiCross® bull in our stable, and his Azure x Pinnacle pedigree adds valuable diversity to breeding programmes.

gBW $417/88% REL

Breeding Details	
NASIS	NZGSUBLIME
Breed	F12 J4
Pedigree	AZURE x PINNACLE

NEW ZEALAND DETAILS

Daughter Proven

NZ Breeding Values			121 Daughters
Milk Volume (litres)	325	Fertility %	1.6
Fat kg	45	Body Condition Score	0.10
Fat %	5.2	Functional Survival	3.6
Protein kg	32	Cow CD/REL	0.4/99
Protein %	4.3	Heifer CD/REL	-1.0/90
SCC	0.10	Gestation Length (days)	-1.9
Liveweight	41	Beta-Casein	A2/A2

NZ Evaluation Data		Traits other than production
Management	gBV	-0.5 0 0.5 1.0
Adaptability to Milking	-0.09	
Shed Temperament	-0.10	
Milking Speed	0.08	
Overall Opinion	0.01	
Conformation (80 daughters TOP tested)		
Stature	0.66	
Capacity	0.09	
Rump Angle	0.08	
Rump Width	0.56	
Legs	-0.10	
Udder Support	0.70	
Front Udder	0.86	
Rear Udder	0.45	
Front Teat Placement	0.53	
Rear Teat Placement	0.24	
Teat Length	-0.86	
Udder Overall	0.87	
Dairy Conformation	0.22	

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Holstein Friesian

121005 PEMBERTON GG PROPANE S1F

Colleen's go-to gene machine

Propane holds the prestigious title of top Friesian bull, combining elite performance with a well-rounded genetic profile. He delivers an impressive combined milksolids of 96 kg of fat and protein, supported by a moderate liveweight of 66 kg, making him both productive and efficient. Propane hails from a maternal lineage renowned for its longevity. His dam, Pippa - a 7-year-old Kelsbells daughter - consistently averages over 500 kg of milksolids per lactation. Both her dam and granddam have completed ten successful lactations each.

$444 gBW / **89%** REL

Breeding Details	
NASIS	NZGPROPANE
Breed	F16
Pedigree	GOVERNOR x KELSBELLS

NEW ZEALAND DETAILS

Daughter Proven

NZ Breeding Values			114 Daughters
Milk Volume (litres)	573	Fertility %	3.0
Fat kg	60	Body Condition Score	0.08
Fat %	5.3	Functional Survival	3.5
Protein kg	36	Cow CD/REL	3.0/99
Protein %	4.2	Heifer CD/REL	9.3/37
SCC	0.17	Gestation Length (days)	-2.8
Liveweight	66	Beta-Casein	A1/A2

NZ Evaluation Data		Traits other than production
Management	gBV	-0.5 0 0.5 1.0
Adaptability to Milking	0.14	
Shed Temperament	0.12	
Milking Speed	0.30	
Overall Opinion	0.31	
Conformation (87 daughters TOP tested)		
Stature	0.62	
Capacity	-0.05	
Rump Angle	-0.26	
Rump Width	0.49	
Legs	-0.40	
Udder Support	0.17	
Front Udder	0.18	
Rear Udder	0.26	
Front Teat Placement	0.04	
Rear Teat Placement	-0.30	
Teat Length	0.76	
Udder Overall	0.27	
Dairy Conformation	0.10	

18/07/2025

Holstein Friesian

121035 BALANTIS TR TRICK-ET S1F

Mike's headliner!

Trick leads the charge for efficiency. With commendable fat and protein percentages of 5.0% and 4.2%, he delivers profitability through 327 litres of volume with minimal waste. On top of his production credentials, his daughters are proving exceptionally fertile, boasting a gBV of 6.6 - a standout trait for herd improvement.

$371 gBV / **90%** REL

Breeding Details	
NASIS	NZGTRICK
Breed	F15 J1
Pedigree	REEF x BEAMER

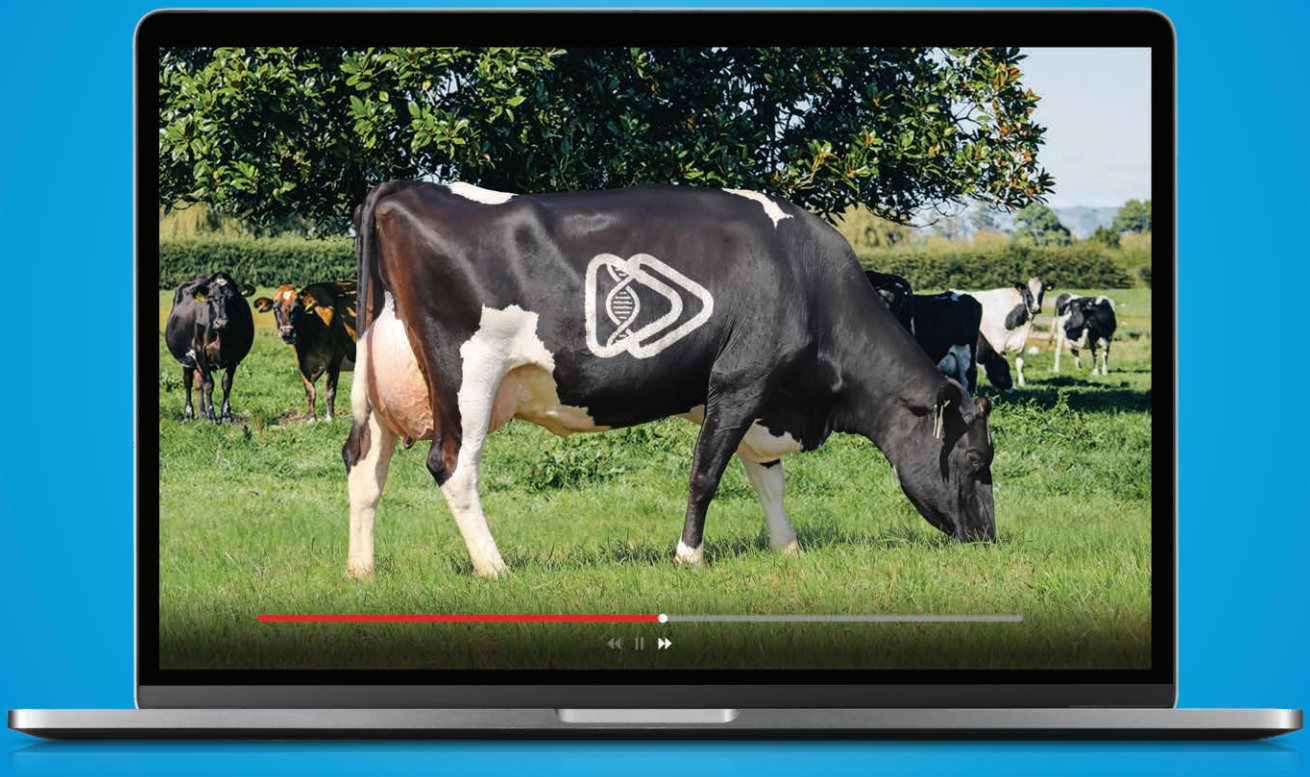
NEW ZEALAND DETAILS

Daughter Proven

NZ Breeding Values			128 Daughters
Milk Volume (litres)	327	Fertility %	6.6
Fat kg	33	Body Condition Score	0.23
Fat %	5.0	Functional Survival	2.2
Protein kg	27	Cow CD/REL	0.4/98
Protein %	4.2	Heifer CD/REL	10.7/49
SCC	-0.19	Gestation Length (days)	0.3
Liveweight	41	Beta-Casein	A1/A2

NZ Evaluation Data		Traits other than production
Management	gBV	-0.5 0 0.5 1.0
Adaptability to Milking	0.28	
Shed Temperament	0.28	
Milking Speed	0.22	
Overall Opinion	0.36	
Conformation (114 daughters TOP tested)		
Stature	0.15	
Capacity	0.85	
Rump Angle	0.34	
Rump Width	0.65	
Legs	0.18	
Udder Support	0.35	
Front Udder	0.47	
Rear Udder	0.28	
Front Teat Placement	0.30	
Rear Teat Placement	0.32	
Teat Length	-1.12	
Udder Overall	0.45	
Dairy Conformation	0.69	

18/07/2025



Fast forward
your genetic gain

Imagine fast-forwarding your genetic gain by years. Imagine the improved efficiency, the increased fertility and the extra profits.

LIC's Fast Forward Team makes that a reality for Australian dairy farmers. Our Fast Forward Team gives you elite young bulls so you can breed better cows, faster. The team come from top KiwiCross® and Holstein-Friesian genetics, delivering high breeding worth, with excellent fertility and conformation traits.

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FAST FORWARD Team®

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Gumboots and grit:
Ryan and Alysha's brave leap into dairy farming

When Ryan and Alysha Conlan traded construction sites and design studios for gumboots and milking sheds, they weren't just changing careers, they were rewriting their future.

Ryan grew up on a sheep farm near Bendigo, while Alysha was raised on a snow pea and beef farm in South Gippsland. After completing a building apprenticeship in Melbourne, Ryan moved to Gippsland and launched his own construction business. Alysha spent 10 years in land surveying and civil engineering, and also completed a course in architectural building design. Alongside raising their two boys, James and Lewis, they successfully renovated houses, expanded their building business, raised calves, and established a beef herd. Ryan admits his true passion had always been farming. While their original plan was to focus on beef farming, rising land prices in Gippsland forced them to look further afield.

In late 2023, the couple purchased a 291-hectare dairy farm in southwest Victoria, despite having no prior experience in the industry.

"When we arrived, we didn't even know how to turn the plant on," Ryan laughs.

"We had the business and financial management skills, but everything about dairy was new."

John Hinkley, the previous owner, was just a phone call away. "He mentored us through budgeting, herd management, and seasonal planning, so we felt confident knowing we had his support whenever we needed it".

Less than two years later, they're milking 350 cows through a 50-bale rotary in just over an hour - and loving every minute of it.

With grit, curiosity, and a strong support network, they've transformed into confident dairy operators. Their pasture-based, low-cost system has helped them weather both tough payouts and ongoing drought conditions.

They've embraced technology to boost efficiency, installing a herd management system and adding collars to their herd. "Anything that helps with decision-making, saves time, or increases efficiency is very welcome," Alysha says.

Learning from the ground up

The couple credits much of their success to the support they've received from the dairy community, including the value they get from the levies that fund Dairy Australia. They're currently enrolled in Dairy Australia's Feeding Pastures for Profit course, which they both describe as "invaluable". This program teaches farmers how to maximise profit from pasture-based dairy farming by optimising pasture rotation and supplement use.

In the beginning, advice came from all directions - the key was knowing what to take on and figuring out what worked for them.

District Manager Mike Waite chats with Ryan Conlan about the future direction of his herd.

They also attend multiple discussion groups, follow the "Once A Day Farmer" on YouTube, and share their own journey on Instagram (@westlinedairy), where they've built a community of over 3,000 followers. "It's my creative outlet," Alysha says. "And it's amazing how much advice and encouragement we get from people online."

Building a better herd

When Ryan and Alysha bought the existing LIC-bred herd of 530 crossbred cows, they weren't just buying cows, they were investing in over 20 years of LIC genetics. These animals, bred for efficient grass-to-milk conversion, were perfectly suited to the farming systems in their region.

Speaking enthusiastically about the valuable role their LIC District Manager, Mike Waite has played in their breeding decisions, they describe him as an integral part of their team.

Representing LIC in Western Victoria for 13 years, Mike is passionate about herd improvement and helping farmers select the right bulls to build a herd that suits their system.

"Helping new farmers like Ryan and Alysha get started in the dairy industry - sharing stories and answering questions - is one of the real highlights of my job," says Mike.

Knowing the importance of a top-quality herd to farming success, Mike helped the Conlans select the best 300 mixed-age cows and 40 heifers from the original herd.

"As a former local farmer, he really knows his stuff," says Ryan. "We appreciate his knowledge and breeding advice.

Planning the next generation - important discussions around bull selection.

He also knows this herd inside and out - he helped get it to where it is today with the previous owner."

The herd's quality is shining through. Averaging around 480 kg liveweight, with improved feeding, grazing management, and grain supplementation, they've already lifted milksolids from 380 kg to 450 kg per cow per year. They're currently feeding 800 kg of grain per cow annually, with plans to increase that to 1-1.5 tonnes depending on conditions. During the drought, they've also invested in silage and almond hulls to maintain production.

Alysha takes the lead on breeding decisions, carefully selecting a team of bulls that align with their goals for the herd.

They plan to focus on herd improvement in the future by utilising cow production information. "No herd testing has occurred so far because we are still in the growth phase, but plan to start testing this season," says Ryan.

Reproduction was a standout in their first year, with 91% of cows and 92% of heifers in calf after a nine week joining period. Their straightforward mating plan included six weeks of (artificial insemination) AI with no intervention, followed by three weeks with Jersey bulls.

Before the collars were installed, they achieved excellent heat detection results using LIC Scratch Patches, which they recommend for their ease of application and accuracy.

They credit much of their success to the invaluable support of their service provider, Ange Wilson from Southern Land Bovine Services, who went above and beyond, teaching them heat detection and guiding them through the entire joining process.

Courage, confidence and the future

Ryan and Alysha's story is one of bold decisions, hard work, and community support.

When asked about the courage it took to step into a completely new industry, Ryan says,

> "A positive attitude is everything. You can do anything - you've just got to be willing to have a go, believe in yourself, and get on with it."

"We hope our story inspires others to consider a career in dairy," Alysha remarks. "It's tough, but it's rewarding".

With their passion, adaptability, and growing expertise, there's little doubt they will succeed in whatever they set their minds to.

Farm size (ha)	291
Herd size	350 crossbred cows
Dairy shed	50-bale rotary
Liveweight Avg. kg	480
Production Avg. kgMS per cow	450

Future-proof your herd with SLICK genetics

As climate temperatures rise, so too does the impact of heat stress on dairy cows - affecting not only their welfare, but also feed intake, milk production, fertility, and calf birthweight.

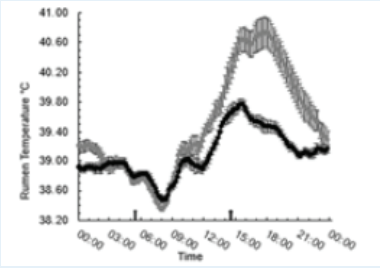
Fortunately, scientific breakthroughs are opening new doors to help dairy herds adapt to these rising temperatures. In 2014, LIC discovered the SLICK1 gene in cattle, which produces a short hair coat and improves heat tolerance. Since then, we have been working on a breeding programme to incorporate the SLICK gene into dairy animals and undergoing trial work to closely track these animals' milk production and coat characteristics, as well as how well they handle the heat.

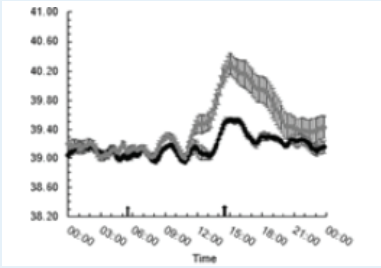
Trial research to date has found cows carrying the SLICK gene have lower rumen temperatures (0.5-1.0°C) compared to their non-SLICK counterparts when the Temperature Humidity Index (THI) exceeds 73 (around an ambient temperature of 26°C and a humidity of 60%). Although a one-degree temperature decrease doesn't sound significant, it goes a long way to helping cows feel cooler overall. These reassuring results show the role this SLICK gene can have to support both the productivity and wellbeing of future dairy herds amidst rising global temperatures.

For the first time, we are excited to offer two heterozygous SLICK KiwiCross® bulls that rank highly on genetic merit and have encouraging data for traits such as fat, protein, fertility, capacity and udder overall. Being heterozygous, there is a 50% chance progeny will be SLICK. Testing is available to confirm status.

A SLICK coat (above) displaying a sleek,short haired coat vs a typical non-SLICK coat with increased hair.

These bulls can be purchased at $20+gst per straw and can be ordered by contacting your District Manager.





Mean rumen temperatures over 2 warm days for SLICK (black) and control (grey) heifer groups, where the THI and ambient temperature at 4 PM was, 74 THI and 26.3°C (left graph), and 75.7 THI and 27.8°C (right graph).

Source: www.aaabg.org/aaabghome/proceedings24.php

NZ AB Code	Bull Name	gBW/Rel	Breed Split	Milk Volume (litres)	Fat kg	Protein kg	Somatic Cell Score	Fertility %	Heifer Calving Difficulty (HCD)/ Rel	Cow Calving Difficulty (CCD)/ Rel	Capacity	Udder Overall
KiwiCross®												
524360	TRANQUILO 21	292/56	F11J5	-422	36	12	0.13	6.5	-1.6/30	0.2/32	0.62	0.42
524352	TRANQUILO 14	233/47	F11J5	-432	25	7	-0.21	2.4	-0.5/16	0.4/25	0.45	0.44

Spotlight on Tasmania: **Farmer Study Tour 2026**

Join us for an exclusive farmer study tour of Tasmania in the first week of February 2026, where we'll explore some of the region's most innovative and high-performing grazing operations.

Tour Highlights:

- Visits to family-run farms and a leading corporate farm
- A look into smart collar technology for advanced herd management
- Showcasing LIC herds in action
- Learn from real-world examples of genetics in practice

Limited spots available - this is a unique opportunity to connect, learn, and be inspired alongside fellow farmers and industry professionals.

Expressions of interest now open.

For more information contact your local District Manager or to register your interest, email us at admin@licaus.com.au

LIC®
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Out and about: With LIC Australia

Work hard, chill harder - shed goals achieved.
Mike Van Der Aa in his man cave, a renovated historic building built in 1840.

When nap time can wait,
but bull selection can't.

Sean Durkin with his
granddaughter Audie who
has a keen eye for genetics!

Repping the brand before she can
even walk the paddock. Audie
Kilsby from Mt Gambier.

From muddy boots to family roots - Nick Lowe, his
daughter Hettie and LIC's Colleen Mourie
- stories and smiles in the paddock.

Udderly focused on the perfect shot.
Photographer Morgan Fisher.

Farmers, genetics and a good yarn - Rowan Priest catches
up with Brian and Margeret Nichols at Agfest.

Branded and brilliant! Spreading the Ag love one hat at a time!
We were thrilled to welcome this vibrant group of girls from
Burnie High School during their visit to Agfest.

Real conversations in the heart of the shed
- Matt Cowie and Mike Waite.

Purposeful paddock talk - working together to breed better herds.
Ryan Ashby with Rowan Priest enjoy a walk among the cows.

Hilary & Mike Wilson discuss the
benefits of SGL semen at AgFest.