



dr. van haeringen laboratorium b.v.
quality - service - know how



PRESS RELEASE

IGENITY® profile to be offered through Dr. Van Haeringen Laboratorium

5th November 2009

Merial and Dr. Van Haeringen Laboratorium sign agreement to offer the comprehensive IGENITY profile for beef and dairy cattle.

From October 2009, in addition to offering their existing range of tests and state-of-the-art technology, Dr. Van Haeringen Laboratorium (VHL) will also offer the comprehensive IGENITY® profile, following an agreement between Merial and VHL.

Dr. Van Haeringen Laboratorium is a well known, certified and accredited laboratory, specialising in DNA-technologies, Wim Van Haeringen of VHL says “At VHL our mission is to utilise the most up-to-date technology to provide accurate, reproducible and valuable information to our customers in the livestock market.”

“The range of traits analysed by IGENITY means it is a very useful DNA profile tool for both the beef and dairy cattle markets, which makes IGENITY a perfect fit with the VHL mission.”

“Dr. Van Haeringen Laboratorium has a customer base which includes cattle studbooks, AI stations and a huge network of farmers. We are dedicated to pursuing technologies and solutions to help serve our customers and so we are very excited at the prospect of being able to provide the IGENITY profile” Wim adds.

The IGENITY profile for dairy, analyses traits such as milk yield, fat and protein, dairy form, productive life, somatic cell score and fertility. The IGENITY profile for beef analyses 9 economically important traits such as tenderness, marbling, retail meat yield, back fat thickness, ribeye area, heifer pregnancy rate, longevity, maternal calving ease and docility. IGENITY also offers analysis for feed efficiency, myostatin, genetic recessives and polling. Plus samples can be taken from calves at any age.

“It is clear that the wealth and timeliness of information that can be provided through IGENITY is immensely valuable to our cattle industry customers says Wim. It will help allow the efficient and timely management of an animals potential to perform and to transmit traits of economic importance and as such is the first step to a progressive and profitable future.”

“For over 20 years Dr. Van Haeringen Laboratorium has been providing it’s customers with quality, service and know-how and on this basis we are proud to add the IGENITY profile to our already extensive offering” concludes Wim.

-Ends-

For more information about IGENITY contact Nick Munce on 0044 7836 217614 or 0845 603 8895 or visit www.igenity.com

For more information about Dr. Van Haeringen Laboratorium, contact Wim A Van Haeringen, +31 317416402 or e-mail wha@vhladmin.nl

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Notes to editors:

About VHL

Dr. Van Haeringen Laboratorium (VHL) is a well known, certified and accredited laboratory, specialising in DNA-technologies. With **Quality, Service** and **Know-how** the name is established in international markets. For over 20 years VHL has been serving customers with research and tests based on material originating from animals, plants and micro-organisms.

About IGENITY and Merial

IGENITY is a division of Merial. Merial is a world-leading, innovation-driven animal health company, providing a comprehensive range of products to enhance the health, well-being and performance of a wide range of animals. Merial employs approximately 5,700 people and operates in more than 150 countries worldwide. Its 2008 sales were over \$2.6 billion. Merial is the Animal Health subsidiary of sanofi-aventis.

For more information, please see www.merial.com.



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