

# THE INSIDER

FALL 2023 EDITION

SEPTEMBER 2023

WWW.TOPIGSNORSVIN.CA



*InGene Semen Quality Check*

## TOPIGS NORSVIN LAUNCHES BREEDINGWEB

As the first in the world, we are delighted to announce the successful completion of Breedingweb, our latest project designed to revolutionize the way we approach breeding programs. While the new Breedingweb has been used in several European countries for the past while, it is now being launched in Canada.

### What is Breedingweb?

Breedingweb is an advanced online platform for our InGene users where you can easily access all your sow's genetic information, such as updated Topigs Selection Index (TSI's), pedigrees, selection lists, and mating advices which will better support your farm to get maximum genetic quality of Topigs Norsvin breeding populations and better facilitate breeding activities.

### Key Features of Breedingweb:

- Downloading various reports related to all breeding and selection procedures, such as customizable mating advice.

CONTINUED ON PAGE 2...

### IN THIS ISSUE:

**PAGE 1**

Topigs Norsvin Launches Breedingweb

**PAGE 2**

Balanced Breeding

**PAGE 3**

Producer PROfile - Mae-Mart Farms Ltd.

**PAGE 4**

Topigs Norsvin Summer BBQs

**PAGE 5**

Topigs Norsvin Growth Worldwide

**PAGE 6**

Employee Spotlight: Zach Wollmann

**PAGE 7**

Pig of the Month

**PAGE 8**

Canada Contacts and AI Stud Stations  
Topigs Norsvin Insider Quiz

## Topigs Norsvin Launches Breedingweb continued...

- Accessing Topigs Norsvin Pigbase directly.
- Monitoring and analyzing breeding activities easily.
- Monitoring the progress of your farm to minimize genetic lag.

Breedingweb is live, real-time information that will further enhance the benefits of our InGene program using Topigs Norsvin pure line semen for the production of gilts for your own farm.

### Advantages of Breedingweb:

- Create a closed farm to minimize infection risks.
- Gain access to the best genetic material.
- Full breeding support including breeding values and mating advice.
- Accelerate genetic improvement and increase profits.
- Become a part of the global Topigs Norsvin breeding program via Pigbase.

Topigs Norsvin Breedingweb has been developed as an easy-to-use, quick, and reliable tool in support of our customers, to improve their genetic quality and to better facilitate their breeding activities.

# BALANCED BREEDING RESULTS IN MORE PIGLETS WITH A HIGHER WEIGHT AND STRONGER SOWS



**More pigs & heavier pigs**

The Topigs Norsvin breeding goal strives towards sows that are healthy, robust, and efficient producers. Recent Norwegian research based on Ingris data shows that this balanced way of breeding works.

A comparison between 10-year-old sow management system data and current results reveals several changes. The most important findings are:

- 1.29 more piglets weaned per litter
- 30% higher piglet survival rates

In addition to this increased number of weaned piglets, the sow has more functional teats, higher feed intake, and produces more milk. As a result, survival rates of piglets increased by 30%. Furthermore, the total number of liveborn piglets increased by 0.25 piglets, leading to 1.29 piglets more weaned.

- Higher weight at weaning, for the pig and the litter

Total litter weight at weaning also increased during the last 10 years. This is also an indication that the sow's milk production has increased, just like her feed uptake.

Also, individual piglet weight increased. Normally, it would have been reduced, as it is a correlated response to increased litter size. However, the balanced breeding approach of Topigs Norsvin prevents this. When we

simultaneously breed for piglet weight and survival, number of teats, and milk capacity, we can maintain individual piglet weight and increase litter size. This is also clearly shown in the annual statistics of Ingris, where most of the Norsvin Landrace nucleus population is represented.

- Sow can cope with extra production
- 66% fewer shoulder lesions

Another element of balanced breeding is the health of the sow with increased litter size. This is also clearly visible in the Norwegian data. More piglets and larger litter weights may result in poorer welfare for the sow. This is because she potentially loses too much of her body weight and back fat and so becomes more susceptible to developing shoulder lesions.

The Norwegian data show a clearly reduced incidence of shoulder lesions. Shoulder lesions are seen increasingly less often on Norwegian pig farms. Data from 2019 and 2020 show that 89% of sows in Norway had perfectly intact shoulders and 8% had minor lesions. Only 0.1% had severe shoulder lesions. Compared to the data of 10 years ago, this means a 66% reduction in shoulder lesions.

Also, body condition at weaning improved. This can be explained by a higher feed intake capacity of the sow, which improves heritability to maintain her body reserves during the lactation period.

# PRODUCER PROFILE - MAE-MART FARMS LTD.



**The Wiedrick Family**

Mae-Mart Farms Ltd. is owned by the Wiedrick family. It is presently operated by Philip Wiedrick, who is a seventh-generation farmer in Canada. The farm is located in beautiful Norfolk County which is considered Ontario's Garden.

The Mae-Mart team consists of 8 family members and 50 employees to manage their enterprise which consists of a 2,500 and a 1,500-sow unit. This total of 4,000 sows is farrow to part finish, and the balance are sold as weaner pigs. In addition to operating the sow and finisher barns, this large team also operates their on-farm feed mill, trucks all the feed and pigs, and provides the service of custom manure spreading. To supply much of their own feed corn, Mae-Mart also has 1,000 acres of crop land.

In early 2022, Mae-Mart Farms purchased the 2,500-sow barn to bring their sow herd total to the current 4,000. "When considering options

for stocking this new barn, Topigs Norsvin had high quality gilts available, and we wanted to reap the benefit of using the Topigs Norsvin InGene program to produce the TN70 and Z-line gilts internally," said Philip. Purebred Z-line (Dutch Large White) gilts and TN70 gilts were brought in at the start of the herd fill from the Genetic Nucleus farms of Green Ash and Paradise Valley.

Philip also commented, "We are very happy with how the TN70's are performing. We have been rolling our original sow herd from another genetic line to the TN70's that we have been producing through our InGene program. We are seeing a nice performance increase as a result. They are very calm, and are great mothers able to raise large litters on their own with minimum need for foster sows."

In the last quarter, the herd had a Farrowing Rate of 91.1%. The average pigs born alive per

litter is at 14.58. With a pre-weaning mortality of 9.51%, they are weaning 13.1 pigs per litter.

Topigs Norsvin is proud to be the supplier of genetics to Mae-Mart Farms Ltd. We are pleased with our relationship and look forward to working together even more in the future.



**Teamwork pays dividends**



**Mae-Mart Farms 2,500 sow unit**



**Mae-Mart team with first litter**

# TOPIGS NORSVIN SUMMER BBQS

These summer BBQs are just a small token of appreciation from Topigs Norsvin, to our many dedicated customers. Thanks to all who attended.

## May 24 - Manitoba



Manitoba BBQ

On May 24, over 200 customers and pork sector partners attended the Customer Appreciation BBQ at Oakville, Manitoba.

The weather was great, and everyone enjoyed the baseball and excellent food. As always, Chef Ike Kleinsasser did a tremendous job preparing pork ribs, loin and smokies. No one left the event with an empty stomach. Many door prizes were given to the lucky draw winners.

## July 11 - Alberta



Alberta BBQ

On July 11, 2023, Topigs Norsvin Canada hosted a customer appreciation event in Lethbridge, Alberta at the Rotary Picnic Shelter. We had a great turnout of customers from across the province, with people travelling from all over because of the growth we have been experiencing. It was well attended, and we heard many conversations mentioning how prolific, productive, and well-mannered the TN70 sow is.

Some customers and Topigs Norsvin employees barbequed smoked pork chops and premium sausages. Many people complimented the food and fun atmosphere of the event. There was a large summer thunderstorm that swept the BBQ for a few hours, but as soon as it was over we were able to have our fastball competition which had great participation from most of the younger attendees.

We look forward to hosting many more of these events as we grow in Alberta and Western Canada.

## July 11 - Ontario



Ontario BBQ

On July 11 Ontario staff and customers gathered at the Rock Glen Conservation Area for our first Summer Customer Appreciation BBQ. This event was organized by Veronica Anderson and Tassi Edwards (Topigs Norsvin) with Amanda Smith (Bodmin Genetics), and we had a great first-year turn out, with well over 100 people in attendance.

We would like to thank everyone who came – for some it was a long drive and the weather was only moderately cooperative. Lambton Meats provided a delicious dinner, the kids played yard games, and Jeff Crossman ran some walking tours to the beautiful waterfall at Rock Glen.

It was wonderful to see everyone! Please mark your calendars for Tuesday, July 9, 2024. We have Rock Glen booked again!

# TOPIGS NORSVIN GROWTH WORLDWIDE



*Innova Canada loose farrowing*

Since the opening of Delta Canada boar testing unit in 2018, several new projects around the world have been undertaken by Topigs Norsvin. As a leading swine genetics company, the demand for our products and the growth of our business worldwide, have facilitated new projects providing the very best genetics for customers in our domestic and global markets.

### **Innova Canada**

This spring, Innova Canada, a 1,600 sow Z-line Genetic Nucleus was filled and is now in production. With its loose farrowing and state of the art monitoring technology, Innova Canada will be part of the world genetics hub of Topigs Norsvin.

### **Delta Norway**

In Norway, the construction of the new Delta boar test station is in full swing. Construction work on the site near Hamar began this spring, and there has been good progress throughout the summer.

This new testing station replaces the current Delta boar testing station and will increase testing capacity from 3,000 to 5,000 boars per year. The two breeding lines being tested here are the TN Duroc and the Norsvin Landrace. Just like Delta Canada and the current test station in Norway, this new station will be equipped with IFIR feeding stations for individual feed intake registration and a CT scanner.

This Delta station offers new data collection opportunities that will significantly improve breeding work. Artificial intelligence developed in the research project Pig Brother will be used to continuously track pigs based on data from surveillance cameras. This will provide unique data about the animal's state



*The Delta Norway Boar test station*



*Delta Norway Boar test station*

CONTINUED ON PAGE 6...

## EMPLOYEE SPOTLIGHT: ZACH WOLLMANN

After having spent five and a half years with another swine genetics company, I joined the Topigs Norsvin Canada production group in October 2021 as part of the Paradise Valley Nucleus team. While the new Innova Canada Genetic Nucleus was in its planning stages, and during the various stages of construction, I also took on the role of Innova Canada Manager.

Now that Innova Canada is stocked, there is a lot of work to make sure production and genetic program targets are met. While managing the many day-to-day responsibilities, I am also making sure that the remainder of the final construction occurs on time. Fortunately I have a great team of dedicated people at the Innova Canada sites along with really good support from Topigs Norsvin management.

When I have time off, or in the evening, I really enjoy the outdoors, and I love to spend time in the woods or on the water. My dog Katie is usually by my side at home or outdoors, and we both love to fish, hunt, and spend time with friends.



Zach Wollmann

## Topigs Norsvin Growth Worldwide continued...

of health and how the animal behaves towards its pen mates. Camera surveillance of all 132 pens in the test station will provide a daily data stream of 4 terabytes, which will be processed and linked to the pig's DNA.

The new station provides a major health benefit with 100 percent SPF high-health status. The rural location was selected to maintain the highest level of biosecurity, safeguarding the good Norwegian pig health as best as possible.

Delta Norway construction work is set to finish in the spring of 2024.

### Lages Brazil Nucleus

The Lages nucleus farm in Brazil has been built during 2023 and the opening event is planned for mid-December 2023. The capacity of the farm is 1,000 sows with 500 Z-line, 200 L-line and 300 TN Duroc sows.

Located in a very remote area, the farm will be an SPF high-health status including being negative for PRCV.



The Brazil Lages Nucleus



Brazil Lages Nucleus

## PIG OF THE MONTH



### June 2023 Starlite Colony, MB

This Z-line purebred is working hard at Starlite Colony near Starbuck, Manitoba. She has just farrowed her 5th litter with 23 live piglets. In her first 4 parities she has farrowed 81 live piglets (20.25 Ave.) and weaned 62 piglets (15.5 Ave.) Being on the InGene program for many years has helped the Starlite team achieve excellent results. Z-line sows like this produce even better performing TN70 F1's for the next generation. Congratulations to the team at Starlite Colony.



### July 2023 Devereaux Farms, ON

Our Pig of the Month for July 2023 is sow tag #79. She is a highly productive TN70 from Devereaux Farms near Seaforth, Ontario. On her current (4th) parity she farrowed 22 piglets, fostered off 7 and weaned 14. Her lifetime total born average is 19.75 and born alive is 19.0 on 4 parities. All litters are sired by the TN Duroc. She produces a large number of live piglets with very few still born pigs. Congratulations to the team at Devereaux Farms!



### August 2023, A & A van Ginkel Pork Farms, AB

The Pig of the Month for August 2023 is a TN70, tag #510. She is a very productive TN70 from A & A van Ginkel Pork Farms near Leslieville, Alberta. This is a great example of the InGene program working well. In three parities she has averaged 16.5 pigs born alive, no stillborn pigs, and weaning an average of 14.66 pigs per litter. With a lactation length of 26 days average, she has been weaning a whopping 36.5 pigs per year! Congratulations to the A & A van Ginkel Pork Farms!

#### Disclaimer

The data (hereinafter: Information) that Topigs Norsvin makes available or supplies to you is for informational purposes only. The Information has been drawn up by Topigs Norsvin with care but without warranty as to its correctness, its completeness, its suitability or the outcome of its use. Nor does Topigs Norsvin warrant that intellectual property rights of third parties are not infringed by publication of the Information. The Information is not intended to be a personal advice to you. The Information is based on general circumstances and not based on your personal circumstances. It is your own responsibility to check whether the Information is suitable for your activities. Use of the Information by you is entirely your own responsibility. The outcome of that use will depend on your personal circumstances. To the fullest extent permitted by applicable law Topigs Norsvin rejects any liability to you for losses of any kind (including direct, indirect, consequential, special and punitive damages) resulting from you using the Information or from relying on the correctness, the completeness or the suitability of the information.

**Topigs Norsvin Canada**  
Unit 1, 20 South Landing Drive  
Oak Bluff, MB  
Canada R4G 0C4  
www.topignorsvin.ca

**John Sawatzky**  
Sales Manager  
(204) 981-0243  
john.sawatzky@topignorsvin.ca

**Rick Beunen**  
Ontario Business Development  
(519) 317-7403  
rick.beunen@topignorsvin.ca

**Russ Penner**  
Manitoba Business Development  
(204) 770-1885  
russ.penner@topignorsvin.ca

**Wes Friesen**  
Alberta Business Development  
Representative  
(403) 330-8380  
wes.friesen@topignorsvin.ca

**Gordon Edwards**  
Eastern Canada Sales Manager  
(519) 440-8128  
gord.edwards@topignorsvin.ca

**Jeff Crossman**  
Ontario Business Development  
Representative  
(519) 496-4923  
jeff.crossman@topignorsvin.ca

**André Lavergne**  
Québec Business Development  
Representative & Technical Support for  
Québec and Ontario  
(418) 551-1142  
andre.lavergne@topignorsvin.ca

**Xavier Temple**  
Customer Relations Liaison  
(204) 390-7975  
xavier.temple@topignorsvin.ca

**Veronica Anderson**  
Ontario Business Development  
Representative  
(519) 440-6226  
veronica.anderson@topignorsvin.ca

**Sheldon Friesen**  
Alberta Business Development  
Representative  
(403) 331-1109  
sheldon.friesen@topignorsvin.ca

**Tassi Edwards**  
Ontario Business Development  
Representative  
(519) 531-1187  
tassi.edwards@topignorsvin.ca

**AI STUD STATIONS**

**Alberta Swine Genetics**  
Nisku, AB  
Greg Lebowa  
(800) 691-3060

**C & M Genetics**  
Lucan, ON  
Dr. Corneliu Oltean  
(888) 259-7594

**Magnum Swine Genetics Inc.**  
Fort Macleod, AB  
Andrew Buesekom  
(888) 553-4844

**Sunrise Genetics**  
Amherst, NS  
Mike MacDonald  
(902) 661-7883

**Carlo Genetics Inc.**  
Ste. Anne, MB  
Katrin Braasch  
(204) 371-0411  
Order Desk (204) 355-4012

**CIPQ S.E.C.**  
Saint-Lambert de Lauzon, Québec  
(418) 889-9748

**Ontario Swine Improvement**  
Innerkip, Ontario  
Rod de Wolde  
(519) 469-3010

**Total Swine Genetics Inc.**  
Tillsonburg, ON  
Stuart De Vries  
(800) 844-9913

**INSIDER QUIZ**

**HOW TO PLAY**

Please answer the questions in our Insider Quiz. All the answers are in this newsletter. Then fax, mail or email your answers, along with your name, address, and phone number to: Fax: 204-489-3152 or Email: info@topignorsvin.ca

Entries are to be received by **November 15, 2023**. The *first 10 entries drawn with the correct answers* will receive a \$20.00 gift card. The Topigs Norsvin rep in your area will deliver the prize. Employees of Topigs Norsvin and their subsidiaries are not eligible.

1. How many boars will be tested annually in the new Delta Norway station?
2. How many more pigs are weaned per litter using the Balanced Breeding program?
3. What is the total number of sows at Mae-Mart Farms?
4. How much higher is piglet survival rate using the Balanced Breeding program?

Name:

Address:

Phone #:  Fax #:  Email:

**Topigs Norsvin INSIDER Quiz Winners**

Topigs Norsvin INSIDER Quiz Winners from the June 2023 Summer issue will receive a \$20.00 gift card. Jessica Vehof, Bright, ON; Marcus Martin, Listowel, ON; Shari Waldner, Rosebank Colony, MB; Alvin Waldner, Brantwood Colony, MB; Lena Wipf, Vanguard Colony, SK; Levi Entz, Cypress Colony, SK; Martin Wipf, Willow Creek, AB; Joshua Waldner, Cloverleaf Colony, AB; Steve Waldner, New Rockport Colony, AB; Kaleb M. Waldner, Hilldale Colony, MT.