



PIC® South Africa

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The PIC Identification and Traceability protocol is set up with the purpose of identification of PIC pig carcasses. PIC is the international leader in the provision of continuous genetic improvement in pig breeding stock and in world class technical support to the global pork supply chain. As a franchise of PIC International, PIC South Africa produces and multiplies superior PIC boars and gilt products in South Africa and Africa as a whole. PIC combines quantitative analytics with leading-edge biotechnology to develop breeding stock that helps our customers maximize profitability. The company, a division of Genus plc and founded in 1962, operates in 30 countries and over 6 continents. Our PIC genetic products and breeding programs are tailored to meet the individual needs of our customers. All our farms meet all standards in terms of bio-security, health, hygiene and animal welfare and to remain compliant, independent audits are conducted on a regular basis at each farm. Our farms are certified as export compartments and comply with SAPPO's compartmentalization initiative.

PIC (Pig Improvement Company) is the global market leader and the majority market share holder in South Africa. With that in mind, PIC realize that we have a huge responsibility in terms of quality of product that we supply to the farmer and eventually to the consumer. PIC has proven over the years that we provide superior animals on farm level as well as on carcass and market level. Being a genetics company, our focus lies on the farm and with productions systems that farmers use to farm optimally with our genetics. PIC invest millions of pounds on a yearly basis in research and development to select the for the right traits in our pigs to breed better and better quality animals on a continuous basis to satisfy the end user and consumers.

The traits that we select for on genetic level includes the following: High average daily gain, Superb feed conversion ratios, Lower cost of production, High meat quality and carcass value, Lean gain efficiency, Excellent uniform progeny, High emphasis on lean meat percentage and high daily gain, Exceptional carcass muscling, Eating satisfaction, pH and Juiciness and tenderness.

With proven results of the superior performances of our pigs on production and farm level, it became more and more of a necessity to identify our pigs that join the pork carcass pool in the market. With the amount research and development that we put into the breeding of these pigs, it is inevitable that you will see better quality carcasses in the abattoirs and on the shelves. With this rollermark, we identify the PIC pigs that are in the global market for more than 50 years and in the South African market for more than 20 years, that went through the systems all these years, unnoticed.

We believe in the carcass quality that our pigs produce and that it will have a positive turn on investment not only for the farmer as proven already, but finally for the abattoir, the processing plant and the retailer. May the, now identifiably PIC pigs, continue to give you value for your money and continue to NEVER STOP IMPROVING.

 **Never Stop Improving**