**ROSS BULLETIN – NOVEMBER 2016**

Attached please find an extract from the ROSS Bulletin of November 2016, regarding the interview with Santiago Avendano, Aviagen Genetics Director.

Santiago Avendano, Aviagen Group Director of Genetics, was invited by Aviagen South Africa to visit the various production facilities at Astral. During this period he visited the Grand Parent, Parent Stock and the broiler operations. He stated that it is imperative for him to see the effects, on the ground, of the improvements in the traits he is selecting for in the breeding program.

The investment in state of the art technology like “transponders” to help measure the feed intakes of individual birds, as well as “imaging” technology to measure skeletal integrity, and meat yields assists greatly in this genetic improvement process. The use of genomics helps further increase the accuracy and rate of genetic progress and these are the factors which assist Ross to maintain their leadership in the Global market.

All of this technology enables the Ross Genetic team to select for specific traits, and they are then able to predict the heritability of these traits in the future. All of the specifics of this process are expanded on in the attached article.