

## Genetics turns cows into export marvels

Hawke's Bay agri-businesses Brownrigg Agriculture and Firstlight Foods are turning a wasted resource into export gold. Hybrid dairy bobby calves are usually sent straight to the works but thanks to Brownrigg's success in breeding top wagyu, a cross between the animals is producing a premium product. They imported embryos and air-freighted wagyu calves to their Japanese customer who helped improve their Te Aute Valley herd's genetics. They now produce top-flight bulls. Use is also made of pharmaceutical company Pfizer's genetic profiling service.

**View the original article here: [Genetics turns cows into export marvels](#)**