



## PIC USA Applies Innovative Technology to Combine Genetics and Biotechnology to Livestock Breeding

**Name:** PIC USA

**Internet:** www.pic.com

**Products/Services:**  
Livestock Breeding

**Location:**  
Franklin/Simpson County

**Leadership:**  
Phillip J. David,  
CEO of PIC International;  
Greg W. BeVier,  
President of PIC Americas

**Employees:**  
200 Within Kentucky

**Founded:** 1997

**Reach:** International

**Innovative Insight:**  
*"Forming strategic partnerships with universities, researchers, the right business partners to work with you as contractors - is an important key to growth. Through partnerships, PIC is poised to be the leader in swine breeding stock production globally."*

**Advice for Growing Companies:** *"Modernization and enhancement of computer networks are key to success and growth from both time and efficiency standpoints. In this line of work, the speed at which we can share data means we stay ahead of the competition."*

**Way Internet Has Made You More Competitive:**  
*"The Internet lets us maintain contact with customers, employees, contractors and suppliers 24/7."*

**Franklin, Ky.** — The Commonwealth of Kentucky long has been renowned as one of America's most important breeding grounds. Its prowess in creating the best lineage in Thoroughbred horses is unsurpassed. But the Bluegrass State also scores near the top of the class in another milieu: breeding award-winning lines of swine.

At the center of that industry is PIC USA, the United States subsidiary of one of the leaders in swine genetic production and breeding, and an important component of Syngen International PLC. PIC USA, a world leader in applying quantitative genetics and biotechnology to animal breeding, had a modest genesis in the early 1960s as six British pork producers joined forces to counter what they considered the inferior "status quo" of breeding stock in their country's pig industry. Internationally, with operations and licensed distributors in more than 30 countries, PIC supplies more boars and gilts worldwide than any other seed stock company.

The producers focused their energy on creating a breeding stock that met three important criteria for increasing profitability: reproductive performance, growth efficiency and market value. Theirs became a genetic improvement program that was unprecedented in swine production and resulted in significant worldwide growth. Today, PIC, which stands for the Pig Improvement Company, has locations across the globe, and its United States headquarters is located in Franklin, Ky.

PIC's continued success after 27 years is the result of a corporate culture that seeks the cutting edge in science and technological advances, according to Anne Mann, strategic marketing manager for PIC USA. "There are a host of technologies that our company now uses (for the improvement of swine breeding lines), especially including molecular genetics and quantitative genetics," Mann said.

"One of the elements that puts us at the front and keeps us on the leading edge of our business is our constant demand for research and development," Mann said. "Besides our in-house R&D, we currently are working with 20 to 30 universities across the country focusing on swine production and genetics."

Mann noted that recent innovations at PIC have not only focused strictly on breeding. Some of the "new edge" thinking at PIC has come about directly due to the company's use of the World Wide Web.

"The Internet has been a great tool for us," she said. "It is a communications vehicle that is available to our customers and partners 24/7 that allows us to provide resource information for our customers and allows access to documents all year long. Producers are able to get resource information about proper nutrition (for breeding stock), or they might find needed details on how to conduct proper artificial insemination."

In August 2003, PIC USA received approval to expanding its research operation in southern Kentucky, developing two new research facilities in Franklin. One will be dedicated to continuing the company's swine breeding research and the other devoted to researching shrimp genetics. Both are expected to be completed in 2004.

Kentucky's total exports grew by more than 17% in 2002, and Kentucky is #1 in exporting livestock and livestock products,\* thanks in part to PIC USA.

### **About KY 120:**

In the fast-paced world of technology-driven business, it should be recognized that best practices can be studied and emulated. As a part of the [connectkentucky](#) initiative, CITE is profiling business initiatives in each of Kentucky's 120 counties to identify lessons learned on the path toward successful and sustainable innovation.

\*"Origin of Movement Series," Massachusetts Institute of Social and Economic Research, University of Massachusetts