



Trans Ova Genetics, official Australian launch



On July 1, 2025, Trans Ova Genetics, the global leader in bovine reproductive technologies, will officially launch in Australia in conjunction with Total Livestock Genetics (TLG) in Camperdown, Victoria, Australia, marking a major step in global livestock reproduction innovation. For the first time, Australian cattle producers will benefit from the advanced IVF technologies developed by Trans Ova Genetics.

With Australia ranking third in global beef production and among the top ten in dairy, it's clear that producers here are leading the way—making it the ideal next step for Trans Ova to support the continued success of producers through advanced reproductive technologies by bringing its toolbox of services closer to home.

"Australia presents an exciting opportunity for growth. Producers here already recognize the value of advanced reproductive technologies, and we're thrilled to deliver our industry-leading IVF solutions to support their success," says Chief Operating Officer, Katie Jauert Jess.

Since the beginning of the year, Trans Ova has been working closely with the team at TLG to integrate its proven systems and rigorous protocols into the Camperdown facility. Several members of the TLG team have completed extensive hands-on training in the United States, ensuring the seamless delivery of services that meet Trans Ova's high standards of quality. Upon passing all quality control checks, the new lab has already started creating IVF embryos for clients commercially.

"We are pleased that Genetics Australia will be collaborating to bring the Trans Ova brand and technology to Australia. In our business we strive to do what is best for our clients and the Trans Ova team has similar values. Having access to the technologies of Trans Ova, which is one of the best if not the best company doing IVF in the world, will be very rewarding for our clients," says Genetics Australia Chief Executive Officer, Anthony Shelly.

Trans Ova is internationally recognized for its superior animal husbandry and reproductive expertise. The company operates through an integrated network of regional centers, satellite locations, and on-farm services. Trans Ova expects to expand further into Australia in the future.

About Trans Ova Genetics

Headquartered in the USA and founded in 1980, Trans Ova Genetics provides industry-leading reproductive technologies for breeders seeking to advance and amplify superior genetics. The company helps multiply the genetic success of a herd.

Reproductive technologies, such as embryo transfer, In Vitro Fertilization (IVF), sexed semen and genetic preservation are considered excellent reproductive tools for breeders seeking to achieve specific breeding and reproduction goals. ■■



**For more information, please contact
Anthony.Shelly@genaust.com.au
or +61 0408 529 410**