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Zoetis and Danone partnersÂ to pioneer sustainable innovation in Dairy farming harnessing the power of genomics

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Zoetis and Danone recently announced a joint business development plan to drive sustainable practices on todayâ??s dairy farms through the power of genetics for healthier cows. Combining Danoneâ??s commitment to environmental stewardship with Zoetisâ?? expertise in animal genetics, the partnership aims to innovate the dairy industryâ??s approach to breeding for sustainability.

The partnership aspires to positively impact the environment, increase cow longevity, improve farm resilience, and meet the increasing consumer demand for sustainably sourced dairy products. VisitÂ ClarifidePlus.comÂ to learn more about Zoetis' comprehensive portfolio of dairy genetic solutions.

The plan between the two companies is intended to enableÂ DanoneÂ to leverage Zoetisâ?? cutting-edge genetic technologies globally. The focus is on integrating sustainable practices into dairy genetics and selection, emphasizing animal well-being, reducing environmental impact, and promoting long-term resilience in dairy farming.

â??Collaborative partnerships allow us to harmonize genetic innovation with sustainable practices. Through our partnership with Danone, we intend to leverage our respective expertise to set new benchmarks for healthier herds that contribute to a sustainable future for the dairy industry,â?• said Wafaa Mamilli, EVP, Chief Digital & Technology Officer, and Group President for China, Brazil, and Precision Animal Health at Zoetis.

As part of its commitment to equip dairy producers with innovative solutions to help them meet their sustainability goals, Zoetisâ?? genetic testing solutions and expertise provide the ability to predict an animalâ??s susceptibility to costly diseases and potential to remain healthy and productive over its lifetime - aligning with Danoneâ??s ambition to support dairy

production that prioritizes environmental resiliency.

â??We really look forward to embarking with Zoetis on this journey. Together, we are committed to utilizing genomic testing as an important tool for incorporating sustainability at its core. This partnership aligns with our vision of creating positive change throughout the dairy value chain,â?• said Jean-Yves Krummenacher, Chief Procurement Officer at Danone.

Zoetis became a member of Danoneâ??s global Partner for Growth program in 2023 as the preferred provider for genetic testing on dairy farms, specifically leveraging the Dairy Wellness Profit Index$^{Â®}$Â (DWP$^{Â®}$) from CLARIFIDE$^{Â®}$Â Plus. Only available through CLARIFIDE Plus, DWP$ is a multi-trait animal ranking selection index that reveals the value of critical wellness traits, including cow and calf wellness, production, fertility, functional type, longevity, livability, calving ability and milk quality traits, plus polled test results.Â