



## Media Release

For Immediate Release

### **Breakthrough Cow Methane Reduction Product Released - Cost Effective, Natural and Commercially Available.**

In Australia, direct livestock emissions account for approximately 70% of greenhouse gas emissions by the agricultural sector and 11% of total national greenhouse gas emissions.

Genesis Algae Innovation has launched *AlgaeFeed*, a natural algae-based stock feed supplement. *AlgaeFeed* contains amazing animal health and nutritional benefits and following testing with the University of Queensland it has been assessed to reduce cow methane emissions directly by 20%; which equates to 28.5% on a per kilo basis.

Due to its innovative, patented growth technology, Genesis Australia is able to produce this product at an extremely affordable price. In fact, it is recognised as the only commercially viable and readily available methane reduction product available on the market today!!

*AlgaeFeed* has also been demonstrated to:

- Increase meat yield/output;
- Increase the overall animal health and reproductive performance;
- Dramatically improve the meat quality due to the abundance of omega oils in the algae;
- Provide dependable year-round supply, not affected by drought; and
- Reduce the overall cost of feed to the farmer.

Based in North Queensland, Genesis Australia currently produce over 1,000,000 litres of AlgaeFeed per day and is ready to supply this growing market.

Furthermore, one hectare of algae growth ponds absorbs a similar amount of CO<sub>2</sub> from the environment as 360 hectares of rainforest. This means that Genesis products not only help the environment by reducing methane emissions but also play a major role in removing carbon from the atmosphere.

Colin McGregor, Managing Director of Genesis Algae Innovation, says "These results confirm that AlgaeFeed is a genuine livestock and environmental solution, helping fight climate change while lifting the output and quality of our agricultural products. We are excited to be in a position to offer this unique Australian product to our farmers".



## About Genesis Agricultural Innovation

Genesis Algae Innovation is the agricultural and environmental services arm of BioGenesis, Australia's largest commercial algae producer. We are an innovative Australian company exporting products to global customers from our farm in the Great Barrier Reef region of Queensland, Australia.

Genesis Algae Innovation uses natural algae to produce exceptional quality stockfeed supplements and bio fertilisers which meet the challenges of climate change while optimising Australia's stock and soil health. Our innovative technology for the high-volume production of organic algae uses no pesticides, herbicides or trade waste and provides farmers with a never seen before non-chemical feed and fertiliser combination.

Great for our farmers. Great for our planet. [www.GenesisAlgaeInnovation.com](http://www.GenesisAlgaeInnovation.com) and [www.BioGenesisNatural.com](http://www.BioGenesisNatural.com)

## Media Contacts

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## Other Key Points

Australia's livestock industry is the third largest source of greenhouse gas emissions after the energy and transport sectors. Livestock are the dominant source of methane (CH<sub>4</sub>) and nitrous oxide (N<sub>2</sub>O), accounting for 56% and 73%, respectively, of Australia's emissions.

Ruminant animals such as cattle and sheep are the principal source of livestock methane emissions because they produce the most methane per unit of feed consumed.