

## ART Lab Solutions

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Rapid improvement of the characteristics of beef cattle that meet market needs is vital for the beef industry to remain globally competitive against other protein sources. ART Lab Solutions will be a company with a core focus of developing and commercialising cattle reproductive technologies that feed into genetic improvement breeding programs.

Across the world, more cattle embryos are produced than human (for infertility treatment) and this is expected to rise. The company will have access to an existing portfolio of products and services, some of which already have an established performance profile in the industry, following a close collaboration between the lead inventor and an Australian commercial embryo producer over several years. The company's initial focus will be on commercialising its suite of uniquely formulated media that supports new embryo production from genetically elite cows. The formulations remain a trade secret. We are seeking funding and advice to assist in marketing and distributing our product range globally.

For further information, contact Jeremy Thompson (0408849172, [jeremy.thompson@adelaide.edu.au](mailto:jeremy.thompson@adelaide.edu.au)).