



Seeking Expressions of Interest: NuBull – ambient temperature sperm storage

! The problem

Artificial insemination (AI) allows for the rapid dissemination of genetic material to a herd. The use of superior sires by AI improves productivity and profitability of a cow herd. Artificial insemination can be undertaken with chilled or frozen semen, however, frozen (-80°C) material is predominately used by the bovine industries.

Subsequently, investment in handling and storage equipment is required by beef businesses. The effectiveness of transportation and storage media for fresh semen is time limited to approximately 3 days after which fertility declines because of cell death.

In addition, the popular methods of chilling and freezing semen can destroy up to 50% of sperm cells



⚙️ The solution

A new semen extender medium 'NuBull' has been developed to improve fertility rates following AI, accelerate genetic improvement and remove the need for liquid nitrogen and associated handling and storage equipment.

NuBull can maintain semen viability for up to 14 days at 22°C, without chilling or freezing, which means less damage to the sperm and improved fertility, as well as reduced number of sperm required per insemination dose.

NuBull sperm extender assists with:

- Improved longevity for fresh sperm
- Easier and cheaper storage
- Simpler and cheaper transportation of sperm
- Less damage, from traditional liquid nitrogen freezing
- Reduction in the number of sperm required per AI dose; and
- Greater pregnancy rates.

Where is it up to?

- International patent application filed as of February 2025 in the following countries:

Australia, New Zealand, Brazil, Canada, Europe, United States, China, Japan and Mexico

💡 The opportunity

MLA are seeking licensees in the manufacture, commercialisation and retailing of the NuBull medium to the Australian cattle industry.

International commercialisation partners are also wanted.

The protective properties of the NuBull media may be complimentary to semen sexing and other reproductive technologies however, further studies are required to validate the effectiveness of NuBull media with existing technologies.

Note: Potential partners need to make their own assessment of this technology and opportunity.

More information

For more information or to register your interest in the new product, please contact MLA.

Tony Parker

Program Manager – Grassfed productivity

M: 0429 109 997

tparker@mla.com.au

commercialisation@mla.com.au

A technology presentation is available under an NDA.

MLA Reference: B.GBP.0030