

# **NEWS RELEASE**

## **Genus Breeding**



## **GENUS ABS APPOINT A NEW TECHNICAL SERVICES DIRECTOR**

**Genus ABS are pleased to announce the appointment of John Cook to the position of UK Technical Services Director.**

Mr Cook has joined Genus ABS after 19 years working in large animal veterinary practice, including most recently as a partner in the Paragon Veterinary Group. In 2004, Mr Cook received a Diploma in Cattle Health and Productivity and now looks forward to helping farmers improve this area of their dairy herd as part of his new role.

Mr Cook explains, "Declining fertility is the biggest issue on farm at the moment, the continued decline in fertility levels in the UK is resulting in increased culling level, lower milk yields, fewer replacement heifers being born and reduced calf income."

He continues, "As Technical Service Director at Genus ABS I will be working to ensure that we have the best trained, skilled professional available to help improve fertility on farms, backed up by accurate and meaningful management data and services.

"There is no single answer to improving reproductive performance. My aim is to help farmers understand what they can do to improve fertility and how we can work in partnership with them to deliver consistency better results." Mr Cook concludes.