

NEWS RELEASE

Genus Breeding



GENUS ABS CONTINUES TO SUPPORT FUTURE GENERATIONS

Genus ABS the world's leading bovine genetics company is helping to support future generations of young people in the agricultural industry. Anna Bletcher has just started her 12 month placement with the company at their head office in Nantwich, Cheshire.

Anna, who is on her year out placement as part of her BSc Honours degree in Agri-Food Marketing at Harper Adams University College, replaces Stuart Williams, in the Marketing team as Market Analyst. Anna who lives on the family dairy and beef farm in North Wales is a keen member of Cilcain YFC and has represented the County and Wales in many different competitions including stock judging. She has also taken on key roles in her University life being Harper Cymru Secretary and Harper Forum Publicity Officer. Anna says, "I am looking forward to my year ahead, working in different areas within Genus ABS and learning new aspects of marketing communications and the industry as a whole."