



The Foundation for Rock Solid Genetics

Genus Beef Breeding Programme



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The foundation for rock solid genetics

Where it all begins...

Our Beef Specialist Team are constantly on the lookout for the next beef sire to join our breeding programme. Sourcing bulls from all over the world, they choose from the very best genetics a particular breed has to offer.



Rock solid selection process...

When a sire is chosen to be a contender to enter our breeding programme, he is immediately tested for health and fertility. And unless he passes with flying colours he fails to join our beef stud.

Making the grade...

Reliability is the foundation for the Genus Beef Breeding Programme and we're proud of our selection process. So when a bull passes the initial health and fertility stage his semen is then used exclusively over dairy cows, giving our beef sires the highest reliability data.

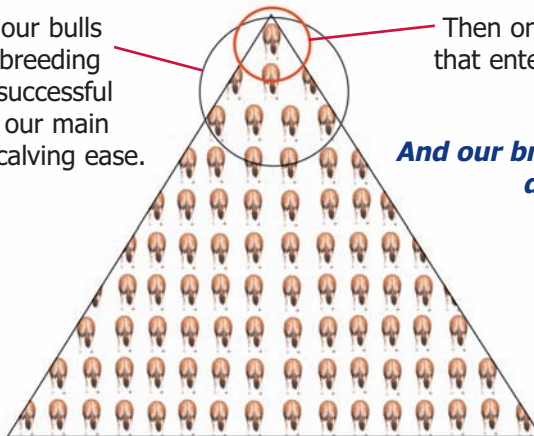


This is why ours is the worlds most comprehensive beef calving survey. Where each and every beef sire in our breeding programme undergoes a rigorous selection process to assess:

- Calving Ease
- Calf Quality
- Gestation Length
- Beef Sire Index - easy reference for overall profitability

High standards for top quality...

Only **1 in 10** of our bulls selected for our breeding programme are successful enough to enter our main proven stud for calving ease.



Then only **1 in 3** of the bulls that enter the stud make it to our elite grade.

And our breeding programme doesn't stop there...

Rock solid reliability

Only when we have data on at least 200 calvings in 120 dairy herds will our beef sire have the stamp of approval for rock solid reliability.



Sapphire Sires

Our beef sires go on to achieve the sapphire stamp of approval when they sire over 50,000 progeny.



Diamond Sires

They only gain the ultimate accolade of diamond sire when they reach over 100,000 progeny in their proof, a true legend in the Genus Beef Stud.



You are vital to the success of the Genus Beef Breeding Programme and here's how it works:

- Ask your local Genus Representative about current Beef Breeding Programme sires and choose which one you would like to use on your dairy cows.
- In nine months time if your dairy cow calves to the Beef Breeding Programme sire, we will send you a calving survey form to complete.
- There are approximately 20 questions on the survey, once completed and returned to us, we will credit your Genus account with £6.00 to say thank you.

If you would like to be part of the world's most comprehensive Beef Calving Survey, contact your local Genus Representative today.



For more information on Genus Beef Breeding Programme, call our Specialist Team on 0870 900 1270



The legendary Ronick Hawk has sired over 400,000 calves in dairy, suckler and pedigree herds - a true Diamond Sire

Why not try a Genus Beef Breeding Programme sire today!