

# **NEWS RELEASE**

## **Genus Breeding**



## **Durham Sons now available as Heifer Choice**

**The May proof run saw the launch of three exciting new sires as part of the Genus ABS Heifer Choice system; Harvue Durham Ron, Dev-Lin Dayton and Wauregan-I C Morrie.**

Heifer Choice is the heifer pregnancy system, which gives you more heifers. Launched in the UK in January, it offers an exclusive way to maximise returns of heifer calves from maiden heifer groups. The system utilises ABS Sexation semen, which is sorted sexed semen to the highest, industry, quality standards, helping customers to maximise fertility and conception rates of their services.

The three new sires that are available represent the best of North American genetics, with two Durham sons and another bull from the famous Laurie Sheik cow family.

Hugh Ratcliffe, Dairy Product Manager, Genus ABS says, "Harvue Durham Ron is a Durham son, with his dam being Harvue Storm Rickie EX90, a Storm daughter from an extremely high type cow family. His daughters milk really well with tremendous longevity traits. Ron scores +0.2 lifespan, -8% somatic cell count and 2.07 type merit based on nearly 200 milking daughters."

He went on to say, "Dev-Lin Dayton is also a Durham son from a Manfred daughter, Dev-Lin Dancer Delta VG87. The result of this cross makes Dayton a high milk sire, with functional, strong type merit. His daughters have wide and powerful frames, particularly through the rump, with smooth fore udders and excellent udder support. Like Ron, Dayton is high for lifespan with a score of +0.3."

Wauregan-I C Morrie, is the third new graduate into the Heifer Choice system. "Morrie is a Dutch Boy son whose dam is the famous Crackholm Comestar Memory VG87 cow, who descends from the Laurie Sheik cow family. This combination produces a sire with high milk at +690kgs and 2.2 type merit. Morrie daughters are balanced milky cows, with over two points udder composite, showing them to hold their milk extremely easily. Like the other two new Heifer Choice sires, Morrie excels in lifespan and somatic cell count, giving customers the opportunities to make more Long Life Cows from their maiden heifers," concluded Mr Ratcliffe.

Continued...

Genus ABS are now currently marketing six Holstein and two Jersey sires as part of the Heifer Choice system.

Genus Breeding Ltd, Alpha Building, London Road, Nantwich CW5 7JW

Telephone: ☎ 01270 616616 Fax: 📠 01270 616702 [www.genusbreeding.co.uk](http://www.genusbreeding.co.uk)