

NEWS RELEASE

Genus Breeding



NEW HOLSTEIN DIRECTORY FULFILLS LONG LIFE PROMISE

The new Genus ABS Dairy Directory, released this week contains over 25 sires bred to meet the needs of the UK dairy farmers, and all bulls meet the Genus ABS promise of long life cows, being positive on lifespan.

Andrew Rutter, Genus ABS Sire Analyst, comments, "Longevity has always been a key part of our breeding goal and is a trait that we take very seriously when selecting our young sires and future genetics. It is fantastic to see this strategy now delivering in our proven dairy line-up, which contains a wide range of bulls which will all increase the herd life of your cows."

The new Directory also includes high quality Beef sires, bulls from the ABS Sexation (sexed semen) range and information on Valiant, Powerstart Instant and Fertility plus.

To get your copy of the Genus ABS Autumn brochure call our customer services team on 0870 162 2000.