

# **NEWS RELEASE**

## **Genus Breeding**



## **UK bulls to boost Genus ABS sexed line up**

**Genus ABS are pleased to announce that they will now be supplying sexed UK semen to the global market place. An increasing demand for Genus ABS sexed semen and the industry shortage of heifers was the driving force behind the move.**

Hugh Ratcliffe, European Business Development Manager says, "Within the dairy industry there is a continued shortage of replacement heifers, which is resulting in high heifer prices at market. This situation looks set to worsen as farmers look to expand herd size to offset increasing production costs and drive efficiencies of scale. These factors are driving an increase in demand globally for sexed semen."

Hugh continues, "Up until now we have been limited to offering sexed semen from our US bulls. The global demand for this has far exceeded our expectations, which has resulted in a shortage of supply in all markets. In order to meet growing customer demand we have decided to increase our product range and add current UK and European bulls to the sexed semen line-up.

"Over recent years our UK Cornerstone Breeding Club has tested many bulls that have gone on to perform on the global stage. It is exciting to think that UK stars such as MOET Melody and Kelstein Dynasty will soon be available as sexed product, both here in the UK and in other export markets," he concludes.