

NEWS RELEASE

Genus Breeding



Travis the Super Bull

The Limousin sire, Killerton Travis, has been named as the highest fertility bull in the Genus ABS stud. Statistics have shown that Travis is 5% higher than the rest of the Limousin stud for non-return rate, Genus ABS' system for recording how many cows have held to the first service with the sire, which shows the fertility of this sire.

Harper Adams College did a trial in 2004 measuring the performance of Travis bred sires which recorded DLWG's of 1.37kg (0.80kg carcass gain) from birth to slaughter at 598kg yielding a carcass of 341.2kg at only 13.2 months old. In the study the difference in carcass value was over £32 per head, but when the days to slaughter were taken into consideration (17 days shorter) this gave a total Benefit of £46 per head.

Neil Wharton, Beef Director for Genus ABS commented, "Travis is one of the fastest selling sires in our stud and in the four years that we have owned him he has produced a staggering 50,000 units of semen each year. As long as his production continues at the current rate he will be our number one selling sire of all time, even exceeding Ronick Hawk."

Travis with his calving ease and exceptional growth is a bull who is ideal for commercial, pedigree and dairy herds.