

# **NEWS RELEASE**

## **Genus Breeding**



### **Genus ABS' First Sexed Heifer Born**

The first calf has been born from ABS Sexation, the company's sexed semen. The heifer, which was born on the 5<sup>th</sup> October, was a Wa-Del Cashmere daughter and owned by Mr Dutton of Oldfields Farm in Shropshire. Hugh Ratcliffe, Europe Business Development Manager for Genus ABS commented, "We launched ABS Sexation in December 2006 and have been eagerly waiting for the first calf to be born, this is a really exciting time with many more due."

With the current industry shortage of heifers, Genus ABS have recently strengthened their ABS Sexation line-up with the addition of eight UK bulls; MOET Melody, BWM Degas, Overside Dragon, Kelstein Dynasty, ABS Revolution, ABS Riviera, MOET Brinstar Sirius and MOET Skavlan.



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)