

NEWS RELEASE

Genus Breeding



Global Legacy Roy Dies

Roylane Jordan died on Friday 19th October. This Global Type Leader achieved the rare milestone of over 1 million semen units produced and sold. He is the number 1 semen production bull in the history of Genus ABS with 1.35 million units produced.

Roy was born on 1st May 1996, he arrived at Genus ABS, in the US on 15th February 1997, and graduated into active A.I. in May 2001.

As a "Global Legacy" his type proof boasts 15,375 daughters from 6,311 herds from around the globe, and with a score of +2.77 points on Type and +2.94 points for Udder Composite, Roy is known for siring high scoring and show winning daughters around the world.

"While saddened by this loss, the world can long enjoy the impact of Roy through his current semen inventory, milking daughters, and the sons and grandsons that will be popular in global A.I. programmes for decades to come," stated Mark Smith, Global Production and Product Development Director for Genus ABS.

Roy's success in the show ring is evident by the multiple successes at the 2007 World Dairy Expo with the first Fall Calf and Jr. Champion, MS Atlees Roy Autumn. Roy also sired the winning Sr. Three Year Old, Harvue Roy Frosty, who went on to be named Intermediate and Reserve Grand Champion. Roy daughters were also along the top ten in several other classes at the show and will continue to be class winners for years to come. Genus ABS sires that follow in the footsteps of Roy include, Atlas, Drake and Shottle.