

# **NEWS RELEASE**

## **Genus Breeding**



## **HAWK LEGEND LIVES ON THROUGH HIS SON**

Genus ABS has recently purchased Machermore Augustus, a son of the legendary Limousin bull Ronick Hawk, who was born and bred south Scotland.

Hawk sired over 500,000 progeny and left behind a fantastic legacy being an easy calving sire, style and conformation with a great temperament and plenty of customer satisfaction, with many using him year on year.

“With Augustus joining our stud it gives our customers the opportunity to continue with a sire from such a great pedigree, said Neil Wharton, Genus ABS Beef Director. “We are extremely pleased and excited about the new addition and if he follows in his father’s footsteps, he will become another exceptional bull, who will be in demand by dairy, suckler and pedigree beef herds,” he added.

Semen is expected to be available in spring 2008.