

# **NEWS RELEASE**

## **Genus Breeding**



### **NEW ELITE GENETICS AVAILABLE SEXED**

**Autumn-Ridge Matson and Jeffana Outside Voyage are the most recent additions to the ABS Sexation line-up, the sexed semen offering from Genus ABS.**

Matson is a Durham son with an outstanding pedigree, being bred from five generations of EX dams, from the internationally respected Mary family. "The family have an excellent reputation for longevity, outstanding type and high components with exceptional milk production," comments Hugh Ratcliffe, European Business Development Manager for Genus ABS. "Matson also confirms this with +2.79 type merit, positive components and 6% calving ease score. This combination positions Matson as one of the best bulls available in today's UK sexed semen market."

He continues, "Jeffana Outside Voyage is one of the worlds first Outside sons to be available as sexed semen, like Matson, Voyage offers over two points on type and has exceptional health traits. He is perfect for the UK market, transmitting good production with over 300kgs of milk and positive fat percentage.

"Both these new Sexation bulls offer customers the opportunity to produce the highest quality heifers from their herd, so maximising their investment. The ABS Sexation line-up has now grown to include 15 Holstein bulls, plus Jersey and Brown Swiss sires, giving dairy producers a complete range of genetics to choose from," concludes Mr Ratcliffe.