

NEWS RELEASE

Genus Breeding



NEW JERSEY SIRE, JEVON JOINS GENUS ABS STUD

Forest Glen Meccas Jevon joins the Genus ABS stud with a fantastic all round proof in the US.

Bill Foster, Breeding Specialist for Genus ABS, says, "Jevon provides new bloodlines, being a son of Sunset Canyon Mecca out of an EX91 daughter of MVF Bold Venture Daniel. He is bred from an excellent cow family and his grand dam, HBC Jade EX95, has 12 proven sons in AI. With a PLI of £190, he is ranked eighth on the list of bulls available in the UK, and he is being used as a sire of sons in the US."

Jevon is one of the world's leading sires for milk production, at +635kg. He also gives a big boost to fat (+29.4kg) and protein (+19.8kg). His daughters are built to last, with high wide rear attachments and strong udder support. Jevon is +1.4 Type Merit and +0.2 Lifespan, he is the complete package for breeders looking for the very best Jersey genetics. Jevon semen is now available from Genus ABS at £18 per straw.

Mr Foster went on to say, "Jevon is one of many outstanding new proven bulls that have recently joined the Genus ABS Jersey stud – now the strongest ever! Grammar Hallmark McGwire (£148 PLI), Forest Glen Lemvig Gunner (£80 PLI) and Molly Brook Hallmark FTD (£145 PLI) all have very good proofs, completing an excellent year for the Genus ABS Jersey Cornerstone programme."

Sexed semen is now available from Gunner and McGwire, at £35 per straw, which is great news for farmers that are keen to take advantage of the many benefits that sexed semen provides.