

NEWS RELEASE

Genus Breeding



MELODY STILL HITTING THE RIGHT NOTES AT 10

MOET Melody, one of the best UK bulls of all time has reached the grand old age of ten.

Owned by Genus ABS, Melody was born from their MOET nucleus programme and is bred from the famous Martha family, with his dam being MOET Slocum Martha A VG.

Melody was progeny tested through the Cornerstone Breeding Club and as such graduated as a Rock Solid proven sire in May 2004. Since his release he has stood the test of time and is now one of our top selling Diamond Sires with over 5,200 daughters in his second crop proof.

Mark Smith, Global Product Development Manager says, "Melody has sold over 500,000 units of semen into 15 countries across all continents and is one of our keenest workers at the stud, even at his age! The stability of his proof with over 5,000 milking daughters shows the huge reliability that the Cornerstone Breeding Club and UK testing provides."

"He is also a favourite in our sexed semen line-up, ABS Sexation, selling 10,000 units in the UK and around the globe, to countries as far afield as Australia," he concluded.