

NEWS RELEASE

Genus Breeding



TRAVIS EXCEEDS A QUARTER OF A MILLION UNITS OF SEMEN

Killerton Travis, the Limousin sire owned by Genus ABS, has produced over 250,000 straws of semen since his release in 2004.

Of the 250,000 straws of semen, over 200,000 of these have been used for AI inseminations, resulting in 100,000 progeny born on farms all over the UK. "Travis is an exceptional sire who has the highest pregnancy rate to inseminations on first service of all our beef bulls in the stud," says Neil Wharton, UK Beef Director for Genus ABS.

"Our unique calving survey has shown that Travis is an extremely easy calving sire with short gestation length. On top of this he produces exceptional calf quality, whether it is crossing on to dairy cows, commercial beef cows or used in pedigree beef herds."

The legendary Ronick Hawk was one of the most successful Limousin bulls across all the beef breeds for Genus ABS, but Travis is proving to be one of our most popular bulls today and has been the quickest to sell over 250,000 straws. "He is without a doubt a fantastic bull, giving customer satisfaction and high fertility, the two main components of a successful AI sire," concluded Mr Wharton.