

# **NEWS RELEASE**

## **Genus Breeding**



### **GENUS ABS APPOINT NATIONAL GRASSLAND MANAGER**

**Genus ABS is pleased to announce the appointment of Gareth Davies as their UK National Grassland Manager.**

Mr Davies joins Genus ABS with extensive knowledge of grassland based systems after working for LIC as a Salesman for nearly three years. Based in South Wales, Mr Davies is a former producer retailer, with experience in many different areas of the agricultural industry.

Mr Davies says, "I am excited to be the new Grassland Manager for Genus ABS as I believe they are the one genetics company within the UK that is committing sufficient resources to this sector of their business. This has enabled us to have a specialist grassland genetics team within the company to service the pasture based dairy sector. More importantly, Genus ABS now has a stud of proven bulls that are already successfully being used across the UK and Ireland on pasture based dairy farms. When you add these positives to all the other services and products that we have available at Genus ABS, I really do feel there are exciting times ahead."

This area of the UK dairy industry is something that Genus ABS has been developing over the past three years with the launch of our Grassland Breeding Programme in 2005. Now, with the addition of Gareth they have someone who is able to focus solely on this growing area.

The Genus ABS Grassland Breeding Programme has grown considerably with bulls available to suit many customer requirements, with some of the best UK Proven British Friesian and UK Proven Holstein Friesian sires. Added to this there are many available breeds for cross breeding including Swedish Reds and Jersey sires.

If you would like more information about the Genus ABS Grassland Breeding Programme and stud you can contact Gareth on 07772 227950.