

NEWS RELEASE

Genus Breeding



NEW BULL STUD BUILT TO MEET GLOBAL DEMAND

Genus ABS has recently begun production at its new stud in America at the same time as expanding their global breeding programme.

The collection facility which is based in Dekorra, Wisconsin, will be European Union health qualified ensuring that all semen produced at the facility will be eligible for all global markets. The new stud means that Genus ABS are able to expand their progeny testing programme in America and intends to produce 5 million units of semen per year at the facility.

"Having invested in these state of the art facilities, in addition to our DeForest production facility, will aid us in meeting the growing global demand for Genus ABS dairy and beef genetics," stated Mark Smith, Dairy Product Development and Production Director. "The opening of the new stud coincides with a 50% growth in the size of our US bull programme, now testing 300 bulls a year through the US Cornerstone programme. This further exemplifies the Genus ABS commitment to producing the most profitable genetics and bringing producers a diverse line-up of high ranking sires."

"These production facilities will enable us to collect a greater number of sires than ever before and do it in a safe, bull friendly and state of the art environment," concluded Mr Smith.

ABS Dekorra currently houses nearly 150 sires in the two newly completed barns. In the next four years, a total of four barns will be built to house 350 additional sires.