

# **NEWS RELEASE**

## **Genus Breeding**



### **SECOND CROP RELIABILITY SUCCESS FOR GENUS ABS**

**The proof is in the pudding of Genus ABS' progeny testing programme, the Cornerstone Breeding Club, with 11 'Diamond Sires' to be featured in their new Holstein Directory.**

The January 2009 sire proof run has seen several bulls in the Genus ABS stud reach Diamond Sire Reliability (over 1,000 milking daughters), continuing the theme of customer satisfaction by ensuring farmers get what they pay for.

These 11 bulls average 13,566 daughters in their production proofs, are positive on lifespan (+0.2), above breed average on daughter fertility (-1.2) and most importantly they are all still available in the UK.

"The proportion of high reliability bulls we have in the stud is testament to the global Cornerstone Breeding Club," said Isabel Gardner, Dairy Product Manager. "All young sires tested in our Cornerstone members herds are targeted to reach Rock Solid status by their first crop proof (100 daughters in 60 herds). Our research has shown that at this level of reliability, our customers can have absolute confidence in the product they buy. This means that when more daughters calve in and add second crop information to the bulls proof; our bulls maintain and often improve their figures."

**Lutz-Brookview Burt** is one such bull. Now with 3,099 daughters in 731 herds, 82 of which are milking in the UK, Burt is still in the top 100 TPI list in the US. He is an easy calving sire at 6% and positive on fat and protein percentages, with an above average daughter fertility index. "Burt has recently been on an exclusive offer to Cornerstone members which is one of the many benefits of being in the Cornerstone Breeding Club," concluded Isabel Gardner.

Other bulls in the new Genus ABS Holstein Directory which qualify for Diamond Sire status are Die-Hard, Drake, Garrison, Melody, Reece, Shottle, Brad, Janner Roy and Jammer.