

NEWS RELEASE

Genus Breeding



GENUS ABS LAUNCH SEXED BEEF SEMEN

Genus ABS now has Beef sires, Lorabar Might Prince and Dinton Nautical available as sexed semen.

The two new ABS Sexation bulls, Mighty Prince an Aberdeen Angus and Nautical a Simmental, have been tested through Genus ABS' comprehensive calving survey, and are both easy calving sires. Mighty Prince has high milk values which makes him an ideal maternal sire and transmits tremendous growth and conformation to his progeny. Nautical produces calves with excellent calf quality and growth, with superb milk values for heifers, making them ideal as replacements.

Arwel Owen, UK Beef Sales Manager for Genus ABS says, "We have been using ABS Sexation with Dairy bulls for over two years now and we have been having so much success with it, we decided to use it with a few of our beef sires. It is great for those farmers who are wanting to rear more heifers as it makes selecting replacement breeders more efficient and as you know, it is easier to calve heifers than bulls."

Both bulls are available immediately and are priced at £35 per straw.