

NEWS RELEASE

Genus Breeding



GLOBAL SIRE OF SONS JOIN THE ABS SEXATION LINE UP

Genus ABS now have sexed semen available from two household names, plus one new exciting graduate.

Ked Outside Jeeves, the number four ranked bull on the US TPI list and one of the best longevity bulls available anywhere, is now available as ABS Sexation. This Comestar Outside son from the same family as Ked Juror combines the unique combinations of elite type, with high production and unbelievable longevity and fertility index scores. "Despite his high global demand we have managed to sex some Jeeves semen, which will enable customers to use the very best in modern Holstein genetics on their most popular cow families," commented Hugh Ratcliffe, European Business Development Manager for Dairy Genetics.

The other household name is the ABS millionaire, Regancrest RBK Die-Hard. "Die-Hard himself is over 14 years old, yet is still in good health and so is available to be put on the sexing machines. Despite his age, his genetics still make him unique in today's market with over 500kgs of milk and the No 1 Fertility index on the UK active bulls list at +11.6, based on 44,451 milking daughters worldwide. Add to this 6% calving ease and +0.3 lifespan and you can see why Die-Hard remains a customer favourite and now is a great opportunity to breed more heifers using him as ABS Sexation," added Mr Ratcliffe.

Last but not least is the first Oman son to join the ABS Sexation line up, Ralma Focus. Focus is bred from the hottest cow family in the US, with his dam being the famous Ralma Christmas Fudge VG88 who has bred amongst others the full sister to Focus, Ralma Christmas Cookie VG89-2yr, one of the best young cows in the world today. "Focus combines the production and fertility traits of his sire with the type of his maternal grand sire Durham. He is £163 PLI with +2.18 type and 6% calving ease, making him one of the truly elite bulls available in today's sexed semen market. Focus will be an ideal cross on your most valuable maiden heifers including those sired by Shottle, Bolton, Goldwyn and BW Marshall bloodlines," concluded Mr Ratcliffe.

The ABS Sexation line-up now consists of over 20 Holsteins, alongside proven British Friesians, Jersey's, Brown Swiss's, Red and White Holsteins and Swedish Red's. For more information visit the Genus ABS website, www.genusbreeding.co.uk