

# **NEWS RELEASE**

## **Genus Breeding**



### **OBJAT SON TO JOIN THE GENUS ABS BEEF BREEDING PROGRAMME**

**Chytodden Conan is a Limousin bull from the Genus ABS Premier Collection sire, Objat.**

Conan is the first Objat son who is available in the UK; he is an excellent terminal sire for the beef market, with a maternal score of +12 and BLUP data which demonstrates him to be an easy calving sire. His mother was a great cow who was purchased from the Montgomery herd by Geoff Hollow of Chytoden herd in Cornwall.

Objat sons are commanding great interest in both pedigree sales and the show rings, with many winning prizes at this year's Royal Welsh Show. Arwel Owen, UK Beef Sales Manager for Genus ABS says, "We are very excited about Conan joining the Beef Breeding Programme being the first Objat son to come back into the stud."