

NEWS RELEASE

Genus Breeding



GENUS ABS SEARCHES FOR THE UK'S OUTSTANDING LONG LIFE COW

Everyone has a view on what makes an exceptional long life cow and for the first time Genus ABS is looking for the top long life cow in the country.

"There are many competitions which seek out the 'top' cow but none of them focuses on lifetime contribution," comments Mark Smith, Genus ABS Dairy Product Development and Production Director.

"There are many attributes which mean a cow will last longer. It may be that she gets in calf regularly over several lactations , or she may be a high producer with good compositional and hygienic milk quality. The reasons vary from farm to farm, but ultimately it will be a cow that is ideal for your particular management system."

The Genus ABS Long Life Cow Award will recognise the cow deemed to be the best all round contributor. Genus ABS wants farmers to nominate their favourite long life cow from their herd and all entries will be judged to find the countries outstanding long life cow.

To enter, just visit the Genus ABS stand and bring details of your nominated cow and why you think she deserves to win. These can include a copy of lactation certificates, pedigree certificates and any other relevant information. This is your chance to pit your cow against the best.

For more information and an entry form call 0870 900 1270.

Genus ABS are on cattle shed 6, stand number 585.