

NEWS RELEASE

Genus Breeding



SEARCHES FOR THE UK'S OUTSTANDING LONG LIFE COW HOT'S UP

With just one week to go before the competition closes, competition to find the top long life cow in the country is really hotting up.

"This competition really seems to have struck a cord with today's dairy farmers," comments Mark Smith, Genus ABS Dairy Product Development and Production Director.

"We have been overwhelmed, not just by the number of entries we have received, but also by the wide variety of cattle that have been put forward and the varied reasons given for why individual cow have been selected."

"What has been consistent amongst all entries is that the cow's owners are really proud of their stock. We have seen some fantastic examples of the modern dairy cow at her best, and we hope that these great examples of long life cows will go a long way to redress the current portrayal of the modern dairy cow in the media."

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 send Genus ABS 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, alternatively you can download a form from the Genus ABS website – www.genusbreeding.co.uk.