

NEWS RELEASE

Genus Breeding



NEW BRITISH BLUE SIRE JOINS THE GENUS ABS BEEF BREEDING PROGRAMME

Stockmerle Cruise is the newest British Blue sire to join the Genus ABS Beef Breeding Programme.

Cruise is the first Gitan Du P'Tit Mayer son to join the Genus ABS programme. He has a tremendous cow family stretching back to Annanwater Penny and Bringle Isabeau. Cruise is a tremendously long bull who shows great muscle definition, combined with breed character. Cruise displays the same characteristics as his proven British Blue companions Wilodge Ubitus and Greystone Turbo. He was bred by Mr Barker of Stockasteads Farm in Carlisle.

“Cruise will be launched at £6 per dose to Genus ABS Beef Breeding Programme customers. The benefit of the programme is that the first 300 customers to return their calving survey for Cruise will be credited with £6 back,” explains Arwel Owen, UK Beef Sales Manager for Genus ABS. “This is something that we do with all our unproven Beef sires, on the Genus ABS Beef Breeding Programme and demonstrates the value of calving survey’s to us and to the customer. From the information that is returned we hope that Cruise, like his companions Ubitus and Turbo will be proven too in the near future,” concluded Mr Owen.