

## **HOLSTEIN UK PRESS RELEASE**

### **NEW SPONSORS FOR HOLSTEIN YOUNG BREEDERS**

Holstein UK are delighted to announce that Genus ABS, Keenan and Farmers Guardian have become sponsors of Holstein Young Breeders (HYB). In an exciting new tie-up between the organisations, Genus ABS and Keenan have agreed to bring their expertise as leading suppliers in the dairy cattle breeding and nutrition fields to the 2200-strong HYB movement whilst Farmers Guardian will become a media partner.

Speaking at the National All Breeds Show at Stoneleigh, Dairy Genetics European Business Development Manager at Genus ABS, Hugh Ratcliffe, said, "It gives us great pleasure to sponsor HYB and we are looking forward to being able to support Holstein Young Breeders events at both a national and local level and developing a close relationship with members over the coming months.

"Being a global company, we hope to be able to provide selected young breeders with the opportunity to travel the globe and gain a useful insight into our company and how it operates. We will also be looking for opportunities to share with members our technical knowledge regarding all aspects of breeding and reproduction, through club meetings, farm walks and specific training courses."

Max Ford, UK Marketing Manager at Keenan, is also looking forward to working with HYB members. "We're excited about forging this new link with HYB and are looking forward to working with young members to improve their knowledge of dairy cattle nutrition. We will offer an introduction to the nutritional basics and pass on our ideas of best practice to enhance production whilst maintaining herd health and longevity.

Mr. Ford continued, "We are currently planning a number of HYB nutritional seminars to be held around the UK and are looking forward to announcing the details in the near future."

Also speaking at the National All Breeds Show, Holstein UK Chief Executive Greg Ward said, "We are very pleased to have forged these links with Genus ABS, Keenan and Farmers Guardian. Their headlining positions in their respective sectors will enhance HYB membership and provide a range of opportunities for our young breeders to gain knowledge and experience. We are also in the process of finalizing some other

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sponsorship agreements that will add further breadth to HYB membership”.

Holstein Young Breeders is the youth section of Holstein UK and it exists to encourage young people into the dairy industry. The HYB movement aims to help to do this by providing a wide range of activities that promote learning, provide new and exciting opportunities and allow friendships to be built. Membership is open to anyone under the age of 27 and currently stands at 2200.

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**- ENDS -**

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