

# **NEWS RELEASE**

## **Genus Breeding**



### **NEW APPROACH OFFERS SAVINGS IN BEDDING COSTS AND REDUCED MASTITIS RISK**

**Genus ABS has launched a major new range of bedding and slurry conditioners, widely used in the USA and Europe and based on a totally safe technology proven to improve environmental hygiene and reduce the amount of bedding material required.**

The SOP (Sirio Operating Process) range of products are designed for use in all types of cattle housing and for the treatment of slurry in lagoons, and works by stimulating changes in bacterial populations. Based on natural components, SOP relies on a bio-conditioning approach as opposed to the traditional chemical or biological mode of action and as such is completely safe.

“SOP is a brand new approach to dairy bedding hygiene and slurry management,” explains Paul Nunn, European Business Development Manager - Products Genus ABS. “Its bio-conditioning approach inhibits the growth of pathogenic micro-organisms and stimulates beneficial micro-organisms instead.”

SOP C Cow is formulated for use in cubicles and straw yards and encourages the bacteria which give rise to a drier bed, so reducing straw usage and the risk of environmental mastitis. Its use promotes an environment that specifically reduces the prevalence of coliforms, staphylococcus and streptococcus strains found in cattle bedding.

In trials straw usage was reduced by over 40%, worth £50 per cow compared to other straw conditioners. It also reduces odours and ammonia levels in cattle housing.

SOP C Calf is designed for calf housing and promotes a healthier environment, which can contribute to reduced incidence of scouring.

Designed to improve the utilisation of slurry and manure and reduce the problems associated with waste storage, SOP Lagoon reduces the formation of crusts and so means less mechanical agitation is required. By stimulating anaerobic fermentation it reduces ammonia emissions and odours. In trials, ammonia losses were reduced by over 50%.

"The SOP range offers dairy farmers a proven and safe way to reduce many of the problems associated with housing and waste management on dairy farms," Mr Nunn emphasises. "By reducing bedding use and the time taken to bed down cubicles and straw yards, farmers can make a significant cost saving while reducing the problems associated with udder infections will boost the yield of saleable milk."

All SOP products are safe to handle and are easily applied direct to the bedding or slurry store. The price depends on the numbers of animals housed in the area to be treated, but a guide would be £1.40 per cow per month for SOP C Cow used in a cubicle shed.