



Genetics for Life®

## NEWS RELEASE

### **Semex renews sponsorship of Holstein Young Breeders to develop farmers of the future**

Semex is once again investing in the next generation of dairy farmers and business leaders by sponsoring the Holstein Young Breeders (HYB) - the largest youth organisation dedicated to the UK dairy industry, which is run by Holstein UK. With 2000 members aged up until 26, the objectives are to help inform, education and develop the skills of the dairy farmers and industry leaders of the future, and to motivate young people towards a career in the industry.

"These are all core values that Semex believes in as a business, and so we are delighted to support HYB in achieving these goals through our sponsorship," said Michael Dennison, UK national sales manager for Semex.

"The organisation has a great spirit, and young people have enormous fun learning about breeding, managing and showing cows. It provides a platform to meet other like-minded people and acts as a great conduit for sharing information. Sponsoring HYB is a superb example of the Semex mantra "Genetics for Life" too. We want young people to become knowledgeable and passionate about this industry, and about genetics. Semex will bring the strength of its products, its brand value and belief in the future to HYB members to help shape their futures and that of the industry as a whole. There are some very ambitious growth plans for the industry, and this is one of the ways Semex can contribute to making that happen," he adds.

Key events in the HYB calendar include National Competition Days, a Weekend Rally, an All Breeds All Britain Calf Show, plus Membership Awards including the Littlestar award and The Presidents Medal, which will be presented at The Semex Conference in January.

"From an HYB point of view I would like to thank our past sponsors for their support but would like to highlight how much we are looking forward to building on our relationship with Semex, a long standing supporter of HYB," said Edward Griffiths, Non-Executive Director of HYB, Holstein UK.

The initial sponsorship deal is for a three year period, and is exclusive to Semex.

Key dates in the HYB calendar for this year include:

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| 31 May           | The National Competitions Day, Aintree Holsteins, Wrexham.  |
| 15 to 17 August: | The Weekend Rally, Bicton College, Exeter.  |
| 18 & 19 October: | All Breeds All Britain Calf Show, Three Counties Showground, Malvern, Worcs.  |
| 18 October       | Presentation of The Littlestar award to HYB members under 18 at the ABAB Calf Show.                                 |
| 13 Jan 2014:     | Presentation of The Presidents Medal to members over 18 at The Semex Dairy Conference, Radisson Blu Hotel, Glasgow. |

**Ends**