



Genetics for Life®

NEWS RELEASE



Semex's Facebook now world's No.1 TPI Sire.

The exceptional Man-O-Man sire Marbri Facebook has joined the ranks of Semex's proven sires having come up through the ranks as a highly rated and extremely popular genomic "Genomax" sire. At one time he was the third highest-ranking genomic sire in the Semex stud of hundreds.

His new proof (based on over 230 daughters for production) bears out his genomic predictions. It shows he is a sire with high milk of good quality (+685kg Milk, +0.05% Fat, +0.01% Protein, -8 SCC), and his other figures indicate he breeds medium-sized cows with very good feet, legs and udders, that will get back in-calf easily and milk out without trouble. As an added bonus he is an Immunity+ sire with disease resistant-boosting genetics, and the combination of all his qualities means that he will be one the most sought-after sires world-wide and now ranks as the world's No.1 TPI sire.

Since he was identified and listed as a possible superstar-sire in 2010 no less than 17 of his sons have now entered the Genomax programme, says the company. They include Mr Lookout P Enforcer, Mr Lookout P Embargo and RMW Anchor who are some of the most highly respected and in-demand genomic sires available and who have each been near the top of the GLPI and GTPI rankings. Embargo and Anchor are also Immunity+ sires, further reinforcing the long-term benefit of using bulls like Facebook as a sire of sons.

"We know Facebook is exactly the type of sire that our customers are looking for because of his popularity as a genomic sire, and of his sons too," says Michael Dennison, sales manager of Semex UK.

"Now his proof shows he will produce really exceptional milking daughters who have the added advantage of being Immunity+. Farmers who use Facebook have the best of all worlds – good milk and quality, good type and additional health benefits too."