

NEWS RELEASE - 8 APRIL

Semex sires power ahead in proven and genomic young sire rankings

- Top 5 genomic young bulls ranked for UK Type Merit
- Top 4 genomic young bulls for PLI
- Close to 50% of the top 100 sires for Type Merit
- 20% of the top 100 on PLI
- Former No.1 genomic sire Lavaman now No.1 proven sire for PLI



Gen-I-Beq Lavaman.
No.1 UK PLI proven sire



Sandy-Valley-I Penmanship.
No.1 UK PLI genomic young sire

Semex Genomax™ sires have once again dominated the UK genomic young sire rankings, with all of the top five sires ranked on UK Type Merit and six of the top ten ranked on PLI being marketed by the company. In addition, nearly half of the top 100 sires for Type Merit and 20% of the top 100 on PLI originate from the firm's \$multi-million ten-year old genomic selection programme.

Such is the caliber and range of choice now that, over and above "conventional sires", Semex is uniquely able to offer six sexed genomic sires in the top 50 TM sires. And there is a growing number of sires with Semex's unique and ground-breaking Immunity+ status, which means they carry genes which provide significantly improved immune response, and thus build a natural immunity to diseases like mastitis, metritis, respiratory diseases, retained placentae and Johne's in the next generation.

"No other company comes close in terms of the range and options for genomic sires than Semex," says Michael Dennison, National Sales Manager. "But then no other company comes close in terms of the investment we have made in this exciting transformational genetic technology," he adds. "It is all paying dividends now - for both Semex and our customer base."

As the number of sires increases so does customer confidence in the technology. Three years around 20% of Semex customers were using genomics, which increased to 50% two years ago. Now it is around 75%. And further proof of just how good the technology is comes from the success in this year's proven listings of Gen-I-Beq Lavaman. He is now the No. 1 proven sire for PLI on the UK and international list with an exceptionally high score of £640, some three years after he was the No.1 genomic sire. Indeed, if he was still a genomic sire he'd still be in the top five.

"This shows just how good genomic technology is at picking tomorrow's winners today," adds Michael. "Semex customers around the world already have many daughters of Lavaman milking right now. If they had delayed choosing him until today they'd have another three years to wait before milking the benefits of his genetics. Our customers who had the foresight to use him as a genomic sire are, or soon will be, reaping the rewards of having the top PLI proven sire in the country milking through their parlour."