



EXCITING OPPORTUNITY TO WIN A YEAR'S SUPPLY OF IMMUNITY+ SIRES



Launching the competition UK Area sales manager Michael Dennison (right) Neil Brough (middle) Buckabank Farm, Dalston, Carlisle and Bruce Richards (Left) BVSc DBR MRCVS Paragon Veterinary Group, Dalston Carlisle.

Five years ago this Autumn, the genetic landscape changed markedly with the launch, by Semex UK of ground-breaking new genetic technology – Immunity+. For the first time a farmer could choose sires that not only excelled in production and conformation traits but which would also pass on genes that would increase the herd's natural immunity to disease. In so doing greater natural resistance to disease would build up through the generations, resulting in fewer disease problems like mastitis and metritis and reduced drug use – including antibiotics.

Since then tens of thousands of Immunity+ straws have been used across the world, with significant progress in immunity being generated. Third generation Immunity+ daughters are now landing on farms, in fact, which will have far superior disease immunity compared to their great grandparents.

And now - to celebrate the fifth anniversary of the launch - Semex is giving farmers the chance to win a year's supply of Immunity+ semen* PLUS 100 straws of British Blue beef semen, worth over £6,000!

To enter a farmer has to simply purchase 25 doses of any Immunity+ sire. The lucky winner will be drawn and announced at UK Dairy Day Wednesday 13th September 2017.

The launch of the competition was at Neil Brough's Buckabank Farm, Dalston Carlisle who has been using Immunity+ sires for a couple of years. "We are selecting bulls for positive health traits. As the herd grows bigger we need the cows to be able to look after themselves. We find some cows are better at looking after themselves than others and with better immunity we find we would have better fertility rates and cell

counts. We hope to use disease resistant genetics, going forward, to improve the herd health and overall to reduce associated vet bills.”

Promoting the herd health benefits of Immunity+ was vet Bruce Richards from Paragon Veterinary Group in Dalston and part of the XLVets network. "As the need for responsible and appropriate use of antibiotics remains ever important, particularly at drying off and with the need to minimise chronically infected cows in the herd, the option of Immunity+ technology, utilising disease resistant genetics to minimise the impact of some mastitis bacteria, is an exciting additional tool available to farmers.

Immunity+ improves the broad based defence against many viruses and bacteria and will have a cumulative effect with subsequent generations. As we push for improved herd efficiency & health, Immunity+ semen will have a place in all herds, locally, nationally and internationally."

Semex UK sales manager Michael Dennison states “There’s never been a better time to consider the benefits to the herd using Immunity+ sires. As dairy farmers the number one priority is reducing the cases of mastitis or lameness to maximize herd health. We are very excited to give one lucky UK dairy farmer an opportunity to win a year’s supply of Immunity+ sires.”

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