

**13 FEBRUARY 2018
RABDF PRESS RELEASE**

Immunity+® FROM SEMEX WINS ROYAL DAIRY INNOVATION AWARD

Semex's Immunity+® was crowned winner of the Royal Dairy Innovation Award at Dairy-Tech.

Using a patented technology Immunity+® sires are selected for their ability to genetically increase the immune status of their daughters, and thus they naturally improve the cows' resistance to infection and disease. By using this technology in breeding decisions dairymen constantly improve their cows' health and well-being generation by generation, which reduces antibiotic use.

The product was pitched by Dr Steven Larmer to the judging panel, comprised of dairy farmer Tim Downes, CIEL's Lyndsay Chapman and Andrew Harrision from the RABDF Young Board, on the Innovation Hub alongside the other two award finalists. Tim Downes, RABDF council member and head judge said the decision to award Semex as the winner was unanimous.

"It was a well presented and researched innovative new product that all of the judges thought offered dairy farmers advancement in genetic selection for improved health traits."

Gordon Miller, Semex senior vice president sales & business development, said he was delighted that the game-changing technology of Immunity+®, and its outstanding results demonstrated worldwide, have been recognised through the award.

UK sales manager Michael Dennison said: *"Immunity+® sires were making up an ever increasing share of sales in the UK, as understanding, belief and confidence in the technology and its benefits became more widespread."*

Miracle-Tech's thermal imaging CCTV and Lallemand Animal Nutrition's new silage additive development were the other two finalist products judged at Dairy-Tech.

The Royal Dairy Innovation Award is run by the RABDF and was first awarded in 1999. Open to any Dairy-Tech exhibitor it is awarded for the most practical, relevant product or service which is, or is likely to be, the most significant innovation for the future of dairying.

-ends-

Further information from Victoria Chomiak (victoriachomiak@rabdf.co.uk) or 02476 639317

RABDF Photo 1: Steven Larmer with head judge Tim Downes

RABDF Photo 2: Steven Larmer

RABDF Photo 3: Steven Larmer with Dr Bryony Core, technology analyst from IDtechEx (she presented Steven with a cow that she printed at the event using her 3D printer).

