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Genus PLC
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Genus plc
('Genus' or 'the Company')

BOVINE RESEARCH AND DEVELOPMENT SUCCESS

Genus, a world leading animal genetics company, is pleased to announce significant success within its bovine research and development programme.

The internationally renowned TPI* ranking list, recently published in the USA, demonstrates the accelerating product lead Genus has established in dairy Holstein genetics as a result of its research and development investment.

The Genus stud has now successfully extended its product lead as follows:-

3 bulls in the top 6

17 bulls in the top 50 (up from 8 a year ago)

The new entries to the TPI ranking list graduated from the historical bull programme that tested only 200 bulls per year. This programme has now been increased to 300 bulls per year by using the Company's newly expanded facility in Wisconsin. This increase in the programme size should improve the number of bulls graduating each year at the end of the five year gestation.

Genus' bovine stud is one of the most genetically elite and diverse in the world with beef and dairy bulls carefully selected for desirable traits of quality, output and robustness

This successful data and increased product lead highlights Genus' ongoing success and increasing product competitiveness generated from its world leading genetic capabilities.

* *Note - TPI stands for Type and Production Index*

For further information, please contact:

Genus plc **Tel: 01256 345970**
Richard Wood, Chief Executive
John Worby, Finance Director

Buchanan Communications **Tel: 020 7466 5000**
Charles Ryland
Suzanne Brocks
Jennie Spivey

About Genus

Genus creates advances to animal breeding through biotechnology and sells added value products for livestock farming and food producers. Its non-genetically modified organism technology is applicable across all livestock species but is only commercialised by Genus in the bovine and porcine farming sectors.

Genus' worldwide sales are made in seventy countries under the trade marks 'ABS' (dairy and beef cattle) and 'PIC' (pigs) and comprise semen and breeding animals with superior genetics to those animals currently in production. Customers' animals produce offspring with greater production efficiency, milk and meat output and quality, and use these to supply the global dairy and meat supply chain.

The Group's competitive edge has been created from the ownership and control of proprietary lines of breeding animals, the biotechnology used to improve them and its global production and distribution network.

Headquartered in Basingstoke, England, Genus companies operate in 30 countries on six continents, with research laboratories located in Madison, USA.

This information is provided by RNS
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