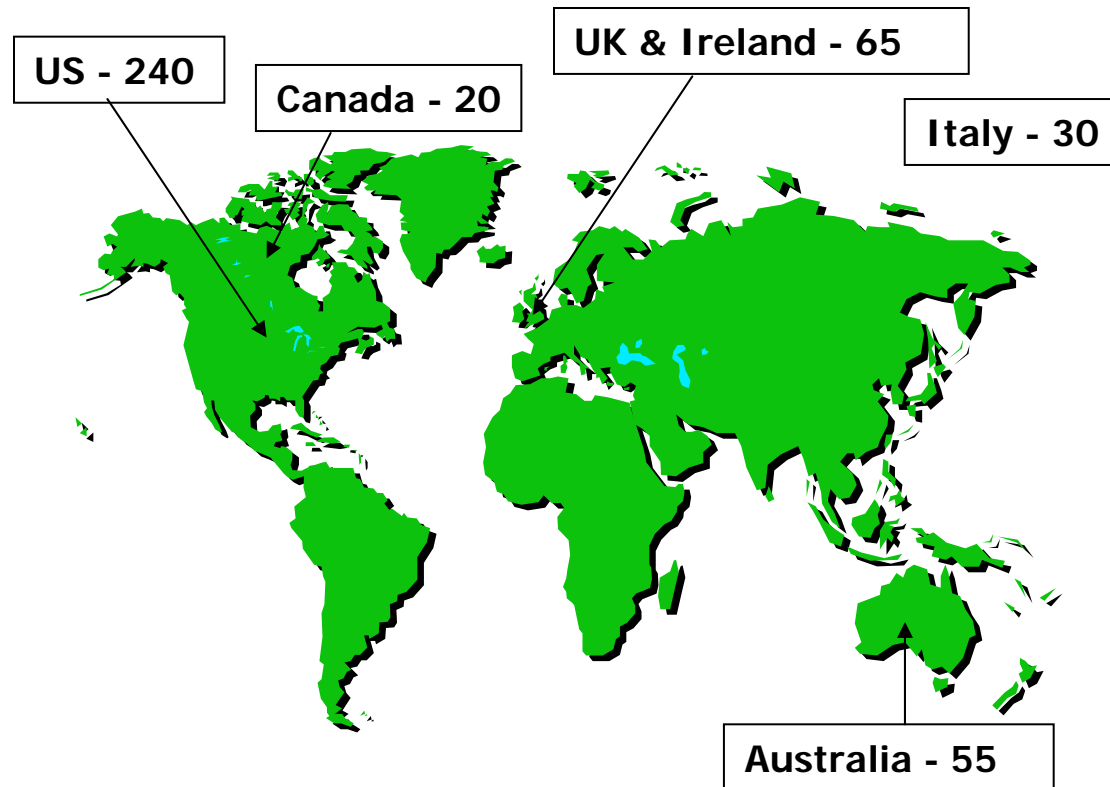




Program



- Largest global Progeny Testing program
- Sample bulls in six countries
- **GENEIRLAND®** is a key part of our program in Ireland
- ABS market semen in 75 countries
- Significant market interest in 'Grassland Genetics'
- ABS sample Holstein, British Friesian, Jersey and Red genetics

s e r v i c e
s c i e n c e
s u c c e s s



ABS and GEN€IR€LAND®

Why GEN€IR€LAND®?

- € We want to sample bulls in a grassland environment
- € Working with GEN€IR€LAND® fits with our Product Development strategy
- € We can dual sample Irish selected bulls in other global Progeny Test programs
- € We believe high ranking EBI sires (both Irish acquired and Irish sampled) will have global appeal



How we select our bulls

- Global sire selection is moving towards greater emphasis on:
 - Longevity
 - Female Fertility
 - Somatic Cell Count
 - Calving Ease
 - Wider genetic diversity

- Irish Cornerstone /GENEIRELAND® young sires are selected using the current EBI, then adjusted for projected changes to EBI and other global market needs



Plans for the future

Continue to acquire and test bulls in Ireland

Selecting for a 'future' EBI

Market high ranking proven EBI sires into global grassland markets



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