

# Companies achieving at least 60% overall in adherence to the Code of Advertising

The below companies have achieved a minimum average adherence score of 60% in the Code of Advertising review carried out on all available April 2020 publications;

Gene Source UK

Mastergen

World Wide Sires

Alta

Cogent

English Guernsey Cattle Society

Semex

Shorthorn Sires UK

UK Sires Direct

Cattle Services Ayrshire

GB Bulls

Genus

A full list of companies participating in the Code of Advertising reviews and the Code's criteria can be found in the document Code of Advertising which is available through the link

<http://dairy.ahdb.org.uk/resources-library/technical-information/breeding-genetics/dairy-semen-code-of-advertising/>

To sign up to participate in the Code of Advertising please contact [Dairy.Breeding.Evaluations@ahdb.org.uk](mailto:Dairy.Breeding.Evaluations@ahdb.org.uk)

### Colour key

**GOLD** – company achieved average score above 90% across all publications available for review

**SILVER** – company achieved average score above 80% across all publications available for review

**BRONZE** – company achieved average score above 70% across all publications available for review

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