

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 December 2021 publications;

AI Services

Alta

Cogent

Gene Source UK

Genus

Semex

Shorthorn Sires UK

UK Sires Direct

World Wide Sires

Cattle Services Ayrshire

English Guernsey Cattle Society

GB Bulls

LIC

Mastergen

Viking Genetics

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

<https://ahdb.org.uk/dairy-semen-code-of-advertising>

To sign up to participate in the Code of Advertising please contact Dairy.Breeding.Evaluations@ahdb.org.uk

Colour key

GOLD – company achieved average score at least 90% across all publications available for review

SILVER– company achieved average score at least 80% across all publications available for review

BRONZE– company achieved average score at least 70% across all publications available for review

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