

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 2020 publications;

Cogent
Gene Source UK
Genus
LIC
Shorthorn Sires UK
UK Sires Direct
World Wide Sires

AI Services
Alta
Cattle Services Ayrshire
Semex

GB Bulls
Mastergen

English Guernsey Cattle Society
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

AHDB Dairy – 15 March 2021

While the Agriculture and Horticulture Development Board seeks to ensure that the information contained within this document is accurate at the time of printing, no warranty is given in respect thereof and, to the maximum extent permitted by law, the Agriculture and Horticulture Development Board accepts no liability for loss, damage or injury howsoever caused (including that caused by negligence) or suffered directly or indirectly in relation to information and opinions contained in or omitted from this document.

AHDB Dairy is part of the Agriculture and Horticulture Development Board (AHDB)
© Agriculture and Horticulture Development Board 2017. All rights reserved.

