

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 2023** publications;

World Wide Sires

UK Sires Direct

Semex

Cogent

Genus

Alta

Cattle Services Ayrshire

Shorthorn Sires UK

AI Services

Viking Genetics

LIC

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 – 01 March 2024

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.

