

Code of advertising

Relating to genetic and genomic evaluations covering sales of semen from dairy bulls

The following short notes outline the information for inclusion in any advertisement promoting the sales of semen from dairy bulls.

(Note: Advertorials are simply another form of advertising and must follow the same guideline)

1. The information shown in the advert must be the latest official available at the time of going to press (interim or preliminary unofficial genomic information may not be used). Alongside it the following must be provided:
 - a. Source of information – UK organisation (AHDB Dairy or Holstein UK) and if foreign, country responsible for evaluation.
 - b. Date of information – date evaluation published (Month-Year; e.g. Dec-2014).
 - c. Genetic reference base (e.g. Holstein, British Friesian, Ayrshire).
 - d. Status of the bull;
 - i. Young sire (No genomic information used)
 - ii. Genomic young sire
 - iii. Proven sire (At least 10 milking daughters included in the evaluation).
2. When Genetic or Genomic evaluations for Production Traits, SCC, Lifespan, Fertility Index, CE, TB Advantage, Conformation, £PLI, £SCI or £ACI are given, these must be based on:
 - a. Official UK evaluation published by AHDB Dairy or Holstein UK when available (This includes UK Combined or MACE evaluation). Associated UK reliabilities must be used in all cases. As a minimum the £PLI, £SCI or £ACI reliability should be provided.
 - b. If 2a is not available and a conversion of the foreign evaluation is possible, this must be used instead (using the latest official available conversion formula published by AHDB Dairy and Holstein UK). Associated UK adjusted equivalent reliabilities must be used.
 - c. If neither 2a nor 2b are available, foreign evaluations may be used. In this case supply the same information as set down in the UK evaluations. Where foreign information is used, a statement to that effect must be provided.
 - d. When the information (either trait or composite indices) is based on company derived calculations, a statement to that effect must be provided.
3. Carriers of known genetic traits must be reported (see Annex 1).
 - a. If confirmed non-carriers are not identified then a statement to that effect must be included along the lines “Bulls tested free for genetic recessives will not show these codes for formatting reasons”
4. Where photographs are used, it must be clearly indicated what the relation to the bull is (eg Daughter, Sister, Dam, Sire).
5. Companies signing up to this agreement are expected to print the following text on marketing materials which promotes bull genetic indices. “[Company name] abide by the AHDB Dairy and Holstein UK established Code of Advertising”.

Annex 1: Genetic trait codes

Holstein:

Health traits

BLAD
Bulldog
Mule foot
DUMPS
CVM
Factor X1
Citrullinaemia
Brachyspina
Haplotypes 1, 2, 3, 4, 5 and 6
Haplotype Cholesterol Deficiency

Management traits

Polled

Coat colour traits
Red
Black/Red
Variant Red
Dominant Red
Black

Jersey:

Health traits

Limber Legs
Rectovaginal Constriction
Haplotypes 1, 2 and 3

Management traits

Polled

Brown Swiss:

Health traits

Weaver: Bovine Progressive Degenerative Myeloencephalopathy
Spiderleg: Syndrome of Arachnomelia and Arthrogryposis; SAA
SDM: Spinal Dysmyelination
SMA: Spinal Muscular Atrophy
Haplotypes 1 and 2

Management traits

Polled

Ayrshire:

Health traits

Haplotypes 1

For further information please contact breeding.evaluations@ahdb.org.uk or visit dairy.ahdb.org.uk/breeding.

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Annex 2: Companies signed up to the agreement

- Alta Genetics Inc
- Bullsemen.com
- Cattle Services (Ayr) Ltd
- Cogent Breeding
- CRV Avoncroft
- English Guernsey Cattle Society
- GB Bulls
- Gene Source UK
- Genus Breeding Ltd
- LIC
- Mastergen
- Semex UK
- Shorthorn Sires UK
- UK Sires Direct
- Viking Genetics
- World Wide Sires

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