

Code of advertising; Related 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 organization (DairyCo Breeding+ or Holstein UK) and if foreign, Country responsible for evaluation.
 - b. Date of information – Date evaluation published (Month-Year; e.g. Apr-2012).
 - 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, Conformation or PLI are given, these must be based on:
 - a. Official UK evaluation published by DairyCo Breeding+ or Holstein UK when available (This includes UK Combined or MACE evaluation). Associated UK reliabilities must be used in all cases.
 - 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 DairyCo Breeding+ 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 defects must be reported (see Annex 1)
4. Where photographs are used, it must be clearly indicated what the relation to the bull is (e.g. 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 DairyCo and Holstein UK established Code of Advertising”

Annex 1: Genetic codes

Holstein:

BLAD
Mule foot
DUMPS
CVM
Factor X1
CIT
Brachyspina
Polled

Red
Black/Red
Variant Red
Black

Haplotype 1
Haplotype 2
Haplotype 3

Jersey:

Limber Legs
Rectovaginal Constriction

Haplotype 1

Brown Swiss:

Weaver: Bovine Progressive Degenerative Myeloencephalopathy
Spiderleg: Syndrome of Arachnomelia and Arthrogyrosis; SAA
SDM: Spinal Dysmyelination
SMA: Spinal Muscular AtrophyHaplotype

Haplotype 1

Annex 2: Companies signed up to the agreement

- Alta Ltd
- Avoncroft Genetics Ltd
- Bullsemen.com
- Cattle Services (Ayr) Ltd
- Cogent Breeding
- Dairy Daughters
- Future Genetics
- Genus ABS
- GB Bulls
- LIC
- Nordic Genetics
- Red Cattle Genetics
- Semex UK
- Sterling Sires
- World Wide Sires UK