

Genex Cooperative Continues Farm Show Exhibit Tradition

NEW HOLLAND (Lancaster Co.) — For about 40 years, Genex Cooperative has taken part in the Pennsylvania Farm Show meeting with showgoers, sharing the latest in dairy genetics and reproductive services.

Originally named Southeast Breeders Cooperative, then Atlantic Breeders Cooperative, this local bull stud supplier merged in 1996 into Genex Cooperative, a part of Cooperative Resources International (CRI).

Plans for the 2004 Farm Show are still in the early stages, noted district manager Dave Zimmerman. However, Genex will have its booth at the Farm Show Complex featuring the latest sire summary information, products to assist farmers in achieving better reproductive performance, and farm supplies such as calf coats and teat dips.

Zimmerman stresses that Genex is known for maintaining a high standard in the AI industry with "high production and lifetime net merit."

The August sire summaries back up this statement with six sires in the Holstein breed with over \$600 on Lifetime Net Merit. The summaries also list 24 sires



A Sosa daughter, Sosa is Genex's number one lifetime net merit sire and the number one milk bull in the industry.

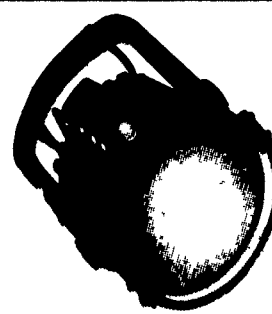
in the top 10 percent for the breed's Lifetime Net Merit.

For the beef breeders who will be in attendance at the Farm Show, Genex will have information on its beef AI organization, which is one of the largest after the company purchased the Alta Genetics beef program.

Genex continues to grow and maintain a competitive edge in the genetics field. Their mission

statement: "Provide products and services as effectively as possible to maximize the profitability of members and customers worldwide, while maintaining a strong cooperative."

Zimmerman said, "We have always had our representatives on the road. (As Genex grows, the company has) a larger product line and better genetics available to the producer more for producers to choose from."

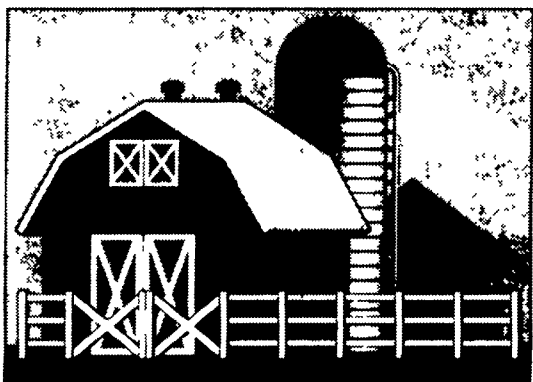


Farm Show 2004 Exhibitor Spotlight

Exclusive to
Lancaster Farming



Breeding program specialists assist producers with their genetic programs.



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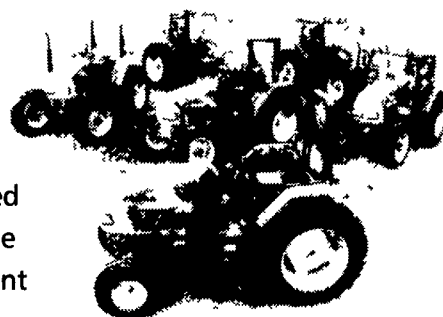
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