

# ABS Global Launches Sexcel™ Sexed Genetics

MADISON, WI, U.S.A. — [ABS Global Inc.](#) (ABS), a division of Genus plc, today launches [Sexcel™ Sexed Genetics](#), made using 21<sup>st</sup> century technology and designed to deliver more high-value pregnancies to dairy herds worldwide.

Sexcel harnesses ABS's best genetics and is produced through a novel, proprietary technology for sexing bovine semen. This innovative technology does not subject the cells to the high pressures, electric currents and shear forces used to produce the sexed semen historically available to farmers. The result is a superior sexed genetics product that helps customers maximize their profitability in line with their individual economic and herd goals.

Data from ABS Global's [Real World Data®](#) (RWD™) database demonstrates that Sexcel achieves a 90 percent relative conception rate when compared to conventional semen and a higher relative conception rate than other sexed semen used by dairy farmers. RWD contains real results from real customers and is sourced from more than 37 million cows from herds located in key dairy markets throughout the world.

"This is an exciting moment for ABS and its customers," said Nate Zwald, Chief Operating Officer – ABS Global. "Sexcel gives farmers a new option for achieving their desired genetic blueprint and will help them profit through genetic progress. We have a unique product, and trial results show it is a very effective sexed offering for our customers."

Prior to today's launch, competition was restricted in the sexed genetics processing industry. Today's launch marks the first time sexed genetics produced from a new and differentiated technology will be available to farmers. In March 2017, the U.S. federal court held that Sexing Technologies® (ST) had willfully maintained monopoly power in the market for sexed bovine semen processing in the U.S. and granted a permanent injunction against ST. The court's judgment validates the importance of customer technology choice for sexed genetics.

"Our research has shown that our customers are seeking a stronger line-up of sexed genetics and Sexcel brings that to the marketplace," said Olivier Hiers, Global Sexed Genetics Brand Manager – ABS Global. "Our ground-breaking technology helps farmers fast forward their genetic progress. It enables their elite heifers to produce the replacement animals they want, while also providing farmers a choice of sexed genetics tailored to their specific needs – including calving ease, milk production, feed efficiency, reduction in disease risk or any number of genetic traits."

To find out more about Sexcel, go to [www.abssexcel.com](http://www.abssexcel.com) or join us at [www.facebook.com/ABSGlobal](https://www.facebook.com/ABSGlobal) at 10 a.m. today for our Facebook Live broadcast.