

Press release

VJ Messi withdrawn from marketing lists, - All VJ bulls marketed are more than 99.5% pure Jersey

VikingJersey/Danish Jersey announces today, April 26 2017, that marketing and sales of semen from Viking Jersey Hoeholt Leonel Messi, VJ Messi, stops immediately.

The reason is that there is to be no doubt that all Jersey genetics from VikingGenetics is at least 99.5% pure Jersey. The VikingGenetics Jersey Board of directors, made this decision in 2009, after the Gratitude cases.

VikingJersey continuously imports semen from other Jersey populations. The aim is to include some foreign top outcross genetics in our breeding program, but also to fulfill a demand from some of our members.

Until June 2016, we did not make extra checks of pedigrees of imported bulls, being herd booked and registered as pure Jerseys in the country of origin. Procedures have changed now.

VJ Messi was bought in April 2016. We ought to have slaughtered the bull when it came to our knowledge that he did not full fill our 99.5% purity decision.

VJ Messi fulfill the official EU- and Danish Herd book requirements and he is approved as being Pure Jersey.

Other bulls, not fulfilling VikingJersey/Danish Jersey purity standards, are available in Denmark. These bulls are not used in our breeding program. Some farmers have required these bulls but they as well as breeding advisors are aware that offspring cannot be used in the VikingJersey/Danish Jersey breeding program.

We apologize for any confusion and inconvenience us and VJ Messi may have caused!

For further information, please contact Danish Jersey Executive Secretary and Jersey Breed Coordinator, Peter Larson, pelar@vikinggenetics.com

Best regards

Anders Levring
Danish Jersey President

Peter G. R. Larson
Executive Secretary & Breed Coordinator