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Jetstream Genetics Establishes New Distributor in Canada

Jetstream Genetics Inc. is pleased to announce that an agreement has been reached with Alta Genetics to be the exclusive distributor for Jetstream Genetics in Canada. This change is effective August 8th, 2023.

Ron Bird, Canadian Sales Manager, Alta Genetics says “this new opportunity will allow for a great product offering to our clients and strengthen Alta’s position within the Canadian market.”

The Jetstream portfolio offers breeders a wide array of sires, from breed-leading genomic sires backed by great cow families to some of the world’s highest type sires. Jetstream is also the home of some of the world’s leading daughter-proven sires as well as a top source for Red genetics. The success of Jetstream in the recent past is demonstrated with popular offerings like 534HO00049 IHG MONTANA-ET, 534HO00025 MARDI GRAS and 734HO00091 BGP YOLO-ET.

“The goal of Jetstream Genetics is to move genetics forward. Positioning ourselves in the Canadian market with Alta Genetics helps us deliver on that goal with strong branding while providing the best genetics and services possible to our clients. The team and network that Alta Canada has built is the strongest in Canada and is a significant component in the industry and we will align ourselves to work closely with them,” says Roger Turner, Global Sales and Genetic Manager for Jetstream Genetics.

Jetstream Genetics is part of the URUS family of companies, one of the largest and leading sources of high-quality genetics globally. For more information about Alta Genetics or Jetstream Genetics, visit www.canada.altagenetics.com | www.jetstreamgenetics.com.