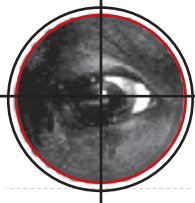


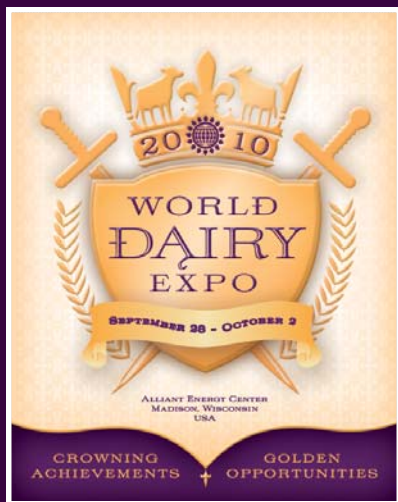
AUGUST 2010

The WESTGEN BULLSEYE



Western Canadian & Farmer Owned

NEWS • IDEAS • HOT TOPICS AND TRENDS



Do you have your



Book by August 25th

Here's a true "Golden Opportunity" to attend one of the "Crowning Achievements" of the dairy industry, **World Dairy Expo** in Madison, Wisconsin. Plan to join Westgen staff and producers from across western Canada from September 27th through October 3rd to attend North America's most extensive dairy trade show and dairy cattle show.

Farm tours will be arranged to some of the area's most interesting dairy farms, you can also participate in the virtual farm tours at WDE, see some of the greatest cows in the world, and join us in the Semex tent for *happy hour*. Please contact Carl Barclay at cbarclay@westgen.com or 604-626-7396 if you are interested in attending or for more information. It's coming soon, so don't miss out, the deadline to join the group is Wednesday, August 25, 2010.

KERNDT STALLION EX-EXTRA

Stallion debuted as the #6 LPI sire on the Canadian LPI charts in August of 2009 instantly making him a popular choice. One of the early proven September Storm sons he continues to be the highest ranking September son on the LPI and Conformation list. This well rounded sire is a production and component specialist combined with Designer Series type status.



Ancestrale Liliane Stallion VG-86-3YR

Stallion has a very strong pedigree highlighted by 5 direct Excellent dams. Stallion's dam is Kerndt Mattie Grumpy EX-91-3E-USA DOM, a daughter of Mtoto, who was a popular bull dam that put 8 sons into A.I. programs across North America. Behind Grumpy is an EX Remarkable, then an EX Elton, EX Nick, and then an EX Stewart. Stallion is a sire with interesting breeding, having a familiar sire combined with a pedigree of less common sires making him a bull that can be used on a variety of bloodlines and expected to deliver the consistent breeding pattern that

September Storm was made famous for.

Stallion is one of the top sires in the breed for feet and legs at +15. Chris Studer, progeny analyst for the Semex partner CIAQ, describes the Stallion daughters as having "Tremendous feet and legs, really nice foot angle and tremendous heel depth. They really, really track tremendously well." With the Holstein breed association increasing the emphasis on feet and legs, it is apparent that breeders everywhere want cows with correct feet and leg structure. He also specializes in dairy strength, at +13 Stallion will leave cows with deep open rib and dairy quality. Chris Studer again described them as cows that are, "Stylish, long, dairy kind of cattle with a lot of angularity while having enough strength and stature." Stallion daughters continue to impress with



Dureseau Jive Stallion GP-83-2YR

their silky dairy quality and strong feet and legs, Stallion is +13 for overall conformation.

Stallion daughters excel in the production of solids, he is a fat improver at +0.44 for fat deviation and +75kg of fat production. At +800kg of milk, Stallion daughters not only look like dairy cows but truly are dairy cows, producing above breed average.

Reports from the field since he started being used as a service sire are very positive for his fertility, with many producers observing that Stallion has been very good at settling cows. Stallion has been designated as a Repromax sire according to international semen fertility data and reports from western Canada agree. With the hot summer months upon us Stallion is a great option for summer breeding to help keep your breeding program successful.

Stallion is ideally suited for cows needing improved milk and fat production. He offers the greatest opportunity to improve feet and legs and dairy strength. He should be mated on cows with high rear udder attachments that are quiet in the herd and easy to milk.



Charmvale Stallion 720 VG-86-3YR

Heatime ips

Proper Fitting of the Collars

Westgen is pleased to offer the Heatime system as part of our reproductive package and program on farms across Western Canada. This heat detection system has been popular with customers and the acceptance and positive results speak for themselves when it comes to the value that Heatime brings to its users. Finding cows in heat is imperative for any reproductive program to succeed, and while many

timed AI protocols can synchronize cows for insemination, there is still nothing that compares to breeding cows on natural heats. Heatime accurately detects heats and operates as a pair of eyes that are watching your herd 24 hours a day, 7 days a week, making it a valuable tool that can be incorporated into your reproductive program.

Recently a pair of representatives from SCR, the manufacturers of Heatime, travelled from Israel to visit Canadian herds using Heatime to view their installs and use of the system. A limited number of herds were visited on this trip but future trips to western Canada have been planned.

(cont'd on pg. 4)

(cont'd from page 3)

It became apparent on many farm visits that attention to detail is imperative to maximize the performance of the Heatime system. One area that is easy to overlook but can

drastically affect your success is the fit of the Heatime collar. **The Heatime transponder has been engineered to sit on the left hand side of a cow's neck at her ear level.** Inside

each Heatime transponder is a micro-computer that measures forward and back, up and down, and diagonal movement, as well as the speed of each movement. If this transponder is positioned on the right side of the cow's neck then forward movement will be measured as backwards and backwards as forwards. If the transponder sits too low on the neck it may not be read correctly by the reader. If the transponder is too high it may have periods of time where it sits on the wrong side of the cow's neck. This will have a major effect on the functionality of the Heatime system and result in lowered performance.

It is also very important for the collars to be snug on the cow's neck. The ideal fit is when you can fit two finger widths between the collar and the top of the cow's neck when her head is up. If the collar sits too loose on the cow's neck there will be extra motion measured by the collar "flapping" around. This extra motion will make it more difficult for the Heatime



system to distinguish times of truly increased activity or heats. The result of a poor fitting collar can be seen on the RAW activity data graphs on your Heatime system. If your RAW activity data has a lot of up and down spikes on the graph it means the collar should be adjusted to properly fit the cow's neck. Ideally the RAW activity graphs will be quite flat with only slight undulations and clearly defined periods of increased

activity or heat. If you have any questions about Heatime or using your Heatime and maximizing your unit's performance talk to your Westgen Rep.

Stay tuned to future issues of the Bullseye featuring articles on the optimal time of insemination using your Heatime data and how to maximize the life span of your Heatime transponders and collars.

Happy Breeding!



Confused About Genomics?

By now most Canadian producers acknowledge that they have heard about genomics and are aware that this new scientific tool is having a significant impact on the breeding business. There's lots of confusion too about the terminology associated with genomics. Most producers don't need to become experts on the subject but understanding the terminology allows for a better understanding of the difference between products on the market.

Semex Genomic Synopsis

Category	Genomic Status	Proof Terminology	Description
Semex Premier Young Sires	Yes All are tested	Genomic Parent Average About 70% Genomics, 30% Parent Average	Young sires that have passed genomic pre-selection and are being progeny tested
Semex Genomax Sires	Yes All are tested	Genomic Parent Average Some have fertility and Calving Ability proof information (60-70% Genomics, 30-40% Parent Average)	Elite young sires - their GPA makes them elite. Some are being progeny tested while others are made available immediately due to market demand. Some are already being used as sires of sons.
Semex Proven Sires	Yes All have been tested	Progeny Proof - Depending on daughter numbers and the trait, Genomics from 50%-0%, Parent Average from 10%-0%, Daughters from 50%-99.9%)	Genomic information is still included as well, but information from milking daughters now trumps the GPA info.

Not all bulls being marketed by competitors are genomically tested. Some being promoted as elite young sires actually just have a high "**parent average**", but without the benefit of a genomic test that confirms and provides a high "**genomic parent average**", such bulls are considered a significantly riskier option. In fact, for most traits, published reliabilities double with the benefit of a genomic test. Typical Parent Average reliabilities for a young sire will fall in the 30 to 35% range while for a genomically tested young sire Genomic Parent Average reliability for the same trait can approach 70%.

Genomic Parent Averages that result from genomic testing are a huge step forward for the industry. There will no doubt be many more developments that improve the science further. Still, a progeny proof is the gold standard. Furthermore the ability to predict an outcome via genomic testing hinges on the accuracy of proofs in a reference population. Semex is aggressively using the science of genomics to improve the Canadian cow population. It is not genomics at the expense of proven sires, but instead genomic testing to generate ever better proven sires.

Goldwyn: *The Next Chapter*

Shortly after you read this, August proofs will launch us into a new era. The Goldwyn sons appear set to take the world by storm. As we prepare this issue of Bullseye, there are a handful of Goldwyn sons who are serving notice of their intent to vie for permanent positions within the Semex proven line-up.

Let's start by acknowledging how special Goldwyn is. Top LPI billing is how he started his career. Despite that some doubted he could really be that good, second crop daughters soon put that debate to rest. Stronger even in his second crop proof numbers, Goldwyn seemingly could do it all: impressive component yields, fancy, fancy Type – top LPI and TPI billing while earning Premier Sire titles in the world's most prestigious shows. Even the great Starbuck himself, who appears three times in Goldwyn's pedigree – all three via his greatest son Aerostar – could not do it all like Goldwyn. **Still, the one question that remained until now: could Goldwyn also succeed as a sire of sons?**

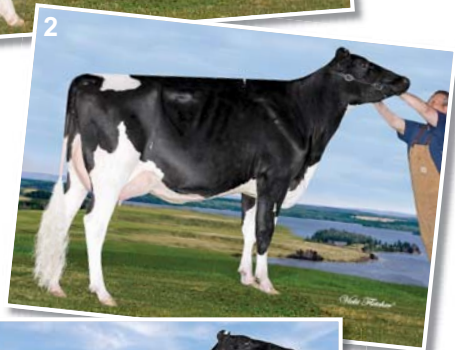
Genomic testing gave us an early glimpse at how Goldwyn might fare as a sire of sons. For the past 12 months several of the highest Genomic Parent Average (GPA) Goldwyn sons have provided producers with an opportunity to get a head start in the face of Goldwyn's untimely death. In so-doing, bulls like **Gillette Jordan** and **Comestar Lauthority** have already become household names in many parts of the world as Genomax sires.

Curiously, August sire proofs will be an endorsement of the Genomic science, but at the same time they will remind us that proving sires with real live daughters is still essential as well. If by starting early on top genomic young sires we can gain a year or two – with significantly reduced risk – many breeders will see the benefit. As Jordan and Lauthority achieve proven status, thousands of breeders already have calves on the ground. That is a big endorsement of the technology itself.

The biggest "buzz" over the past months, however, has been reserved for the Type phenom, **Crackholm Fever**. This sire's GPA was not sufficiently flattering to warrant early semen banking or promotion as a Genomax sire. Then came an astounding group of milking daughters and all of that has changed. An 87% Good Plus and Better rating has a way of doing that. It's simply an unheard of Type standard. Even the great Goldwyn himself with the benefit of thousands of second crop daughters and sporting an impressive 83% rating can't match what Fever has done with his 108 test crop daughters. It's not a sky-high GPA but instead real numbers based on real daughters.

This proof round will be the story of how things change and yet how they also stay the same. Genomic giants will be confirmed as daughter proven genetic giants. Meanwhile, raw average daughter scores will be key to the launch of another new star to global prominence. What a contrast. Indeed, we live in interesting times!

1. Chailow Jordan Liz VG-85-2YR 2. Flechedor Jordan Petunia VG-86-2YR 3. Liatris Jordan Merrillbay VG-86-2YR 4. Rovyaire Mimi Fever VG-85-2YR 5. Benbie Lauthority Morgan GP-84-2YR 6. Kenmarank Lauthority Darcy GP-84-2YR 7. Greendike Lauthority Eva 119 GP-83-2YR 8. Regina Fever Nirma VG-85-2YR 9. Lafougere Fever Cassie VG-88-2YR



The last few years have seen the rise of the sexed semen era, with many producers trying a few doses of it. However, many still have questions regarding whether using sexed semen is a wise decision that makes economic sense under the circumstances of their operation.

A recent article written by Brian Van Doormaal addresses the issues, and his summarizations are below. Your Westgen Rep has a useful economic calculator tool that can help provide you with the real numbers for your situation, and help you make the decision on how to utilize it on your farm. Talk to them today!

The Impact of Sexed Semen on Breeding, Management, and Profitability of the Dairy Herd

Summary and Conclusions

Sexed semen has been commercially offered by most global A.I. companies in North America with the standard product yielding a sex ratio of at least 90% heifers accompanied by a reduction in heifer conception rates to a level of 80% of what is achieved with conventional semen (i.e.: 40% versus 50%). Given the significant time and cost associated with the production of sexed semen, in addition to the reduced efficiency in terms of doses per collection, compared to conventional semen, most elite progeny proven sires are not available via sexed semen although an increasing trend exists towards the provision of sexed semen for elite genomically tested young sires. Under these situations, the use of sexed semen is estimated to increase the herd's rate of genetic progress by 4.4% per year, compared to no use of sexed semen, which could gradually increase to 7% per year if sexed semen progressively became available for all elite A.I. sires, both young and progeny proven. From an economical perspective, the

use of sexed semen to breed a portion (or all) of the virgin heifers in a herd, regardless of herd size, yields financial advantages once market prices for week-old heifers exceed that for bull calves by at least \$150. The economic benefits increase proportionally as this price difference expands due to higher heifer value prices.

Sexed semen is recommended for breeding only virgin heifers that have been well managed, are healthy with good body condition and are reproductively fit with clear heat signs. Sexed semen should not be used to breed cows or in conjunction with any embryo transfer donor inseminations or timing breeding protocols. Use of sexed semen should be considered by owners of herds with quality heifer rearing, nutritional and general herd management systems in order to capitalize on the potential genetic and economic gains available via this new technology in the early stages of broad adoption across the industry.

by Brian VanDoormaal, February 2010
Complete article available at www.cdn.ca



Our sincere congratulations to all breeders and owners of these fine Semex sired cows.

Very Good - First Lactation

Lampada Senior Betty-Jo VG-87
D. Schellenberg, BC
Fred Fornwald & Sons Farms
Ltd., SK

Bellshire Senior Tosca VG-87
Jake & Darlene Konrad, BC

Balgonie Goldwyn Shimmer VG-86
Balgonie Holsteins, SK

Balgonie Jakob Babs VG-86
Balgonie Holsteins, SK

Baumann Gibson Angelina VG-86
Baumann Holsteins, SK

Baumann Gibson Eileen VG-86
Baumann Holsteins, SK

Baumann Linjet Elegance VG-86
Baumann Holsteins, SK

Broyhill Goldwyn Corinna VG-86
Broyhill Holsteins, SK

CRF More Allen Superba VG-86
Abby View Farms Ltd., SK

Lone Pine Township Fay VG-86
Lone Pine Jerseys Ltd., AB

Rhein Mailing Calypso VG-86
Joe Guenther, SK

Unique Comerica Evita VG-86
Unique Stock Farm, AB

Balgonie Goldwyn Honey VG-85
Balgonie Holsteins Ltd., SK

Lampada SS Gigi VG-85
Fred Fornwald & Sons Ltd., SK
Laurie D. & Donna Harp, MB

Lone Pine Comerica June VG-85
Lone Pine Jerseys Ltd., AB

Pleasant View Senior Saphira VG-85
Lone Pine Jerseys Ltd., AB

Rhein Goldwyn Jade VG-85
Joe Guenther, SK

Snowflake Sultan Janel VG-85
Harold & Miriam Sweetnam, MB

St. Isidore Senior Cairo VG-85
Henry & Meredith Delichte, MB

First Time Excellent

Bramville Duke BJ EX-91
Lampada & Ben Hennessy, SK

Caliente Inquirer Rebecca EX-91
Elaine K. Donald, SK

Clanman Sultan Crystal-Et EX-91
Steven & Marie Smith, MB

Lloyetta Outside Dana EX-91
Broyhill Holsteins, SK

PDF Gibson Whistle EX-91
Prairie Diamond Farm, SK

Stanhope Mailing Topper EX-90
Fred Fornwald & Sons Farms Ltd., SK

Super 3 Awards

Benthemmer September Lisbed
BCAs: 309 306 289
Benthem Dairy, AB

Bergeroy Taffy Lyster
BCAs: 292 310 299
Morsan Farms Ltd., AB

Friecrest Inquirer Hildie
BCAs: 290 339 307
Ed & Kathy Friesen, MB

Frueh Gibson Peaches
BCAs: 310 502 314
Frueh Farms Ltd., BC

***Triwest Tonya Lonny**
BCAs: 322 315 313
Triwest Farms, BC

***Ubysssey Heilo Thaddeus**
BCAs: 281 333 288
UBC Dairy Ed. & Res. Centre, BC

Vandel James Diana
BCAs: 305 306 308
L & B Van Den Bossche, MB

Longtime Production

Cheam Lassie Lindy
148,099kg 3.9%F 3.4%P
Sandy & Lilian Stewart, BC

Wimba Aerostar Jitske
140,294kg 3.1%F 2.7%P
Earnewald Holsteins, AB

Haddington Storm Melody
137,554kg 3.9%F 3.2%P
Elkview Farms Ltd., BC

Crestomere Milan Mandy
129,295kg 3.4%F 3.1%P
Everett Simanton, AB

Shaddai Rudolph Renee
124,339kg 3.2%F 2.9%P
El-Shaddai Dairies Inc., AB

Wedgwood Cousteau Van
106,089kg 3.2%F 2.9%P
Wedgwood Holsteins, BC



WESTGEN WINNER'S CIRCLE

Our sincere congratulations to all breeders and owners of these fine Semex sired cows.

Longtime Production (cont'd.)

Donfield Astre Storm
103,136kg 4.3%F 3.4%P
Donfield Farms Ltd., MB

***Telford Twilite**
102,484kg 3.2%F 3.3%P
Telford Farms, BC

Star Brood Cows

Pennview Rudolph India 16*
Pennview Farm, MB

Brooknook Broker Dream 10*
Brooknook Farms, BC

Hanson Broker Candace 9*
Ronald Boerchers, MB

Benner Outside Joyce 8*
Benner Holsteins Ltd., MB

Scotchman Skychief Wacco 8*
Bernalta Dairy, AB

Willswikk Charles Dream 8*
J. William Wikkerink Farms Ltd., BC

Suncountry Hilde Starbuck 7*
Keith Garbutt, BC
Suncountry Holsteins Ltd., BC

Jedah Astro Theresa 6*
Sunny Vale Farm Ltd., BC

Serli Charles Lydie 4*
Rumardale Holsteins, MB



November 10-14, 2010 • Toronto, ON

Westgen will be organizing a trip to the Royal Winter Fair this fall. The National Holstein Show at the Royal features the best Holsteins in Canada, and the Sale of Stars provides you an opportunity to take some of them home.

This year's schedule of events includes:

Thursday, November 11, 9am: R&W Holstein Show, Judge Donald Dubois

Thursday, November 11, 2pm: B&W Holstein Calves, Judge Gerald Coughlin

Thursday, November 11, 5pm: Holstein Sale of Stars

Friday, November 12, 7:30am: B&W Holstein Show, starting with Sr. Calves

Saturday, November 13, 2pm: Supreme Champion

Contact Kristin Dahl(kdahl@westgen.com or 778-878-1327) or your Westgen Rep if you are interested in coming along.

New Proofs

The next proofs will be released on August 17, 2010 in all countries that participate in international genetic evaluations. If you would like

a copy, send us your email address to proofrequest@westgen.com. You can also see all new information by visiting:

www.cdn.ca

Reproduction: The 10 Steps of AI



*Brian Shaw,
Reproductive
Services
Manager*

Steps and Practices to Follow when Inseminating Your Own Cows

Every so often it is a good idea to review your AI procedure to ensure you are performing each step correctly. Use the 10 steps below as a refresher.

1. Secure the cow to be bred.
2. Arrange your AI kit, french gun, sheath, glove and paper towel into a handy, workable position.
3. Temper thermos and set thaw water at 35°C.
 - then place the thermos as close to the semen tank as possible
 - remove top from thermos
4. From your semen inventory:
 - know the bull's code
 - know which cannister in the semen tank it is located
5. Remove the semen from the nitrogen tank:
 - keep the cannister as low in the tank neck as possible
 - use tweezers to remove the semen straw
 - place the straw into the thaw water as quickly as possible
 - the semen should be in the thaw water:
 - 1/2cc** - 40 seconds and **1/4cc** - 20 seconds
 - remove from thaw water and carefully dry off the straw
6. Warm and load the french gun
 - carry this out as close to the cow as possible
 - keep the french gun and the semen wrapped up and protected from temperature fluctuations
7. Put on a plastic disposable glove and apply lubricant.
8. Proceed to breed the cow.
9. Complete all necessary paperwork and record keeping.
10. **Think Positive!**



WESTGEN CANADIAN CLASSIC

August 24-28, 2010 • Armstrong, BC

The 26th annual Western Canadian Classic will take place at the Armstrong Fairgrounds in Armstrong, BC from Tuesday, August 24th to Saturday, August 28th. Over 100 youth from across western Canada will participate in this excellent program. They will compete in a variety of events including judging, clipping, dairy science quiz, showmanship, conformation, and herdsmanship.

This program does an excellent job of developing future dairy industry leaders, and is a great opportunity for the youth to make lifelong friendships and memories. Westgen is pleased to be the major sponsor of this prestigious show and wishes all of the competitors good luck! We hope to see you there!

For more information, visit the new WCC website at:

www.cowsmo.com/wcc

A.I. Schools

Westgen offers A.I. Management Schools and A.I. Refresher Courses.

If you would like a school in your area, please contact your local Westgen Rep.

NEXT CLASSIFICATION



Early August: Alberta MR

Mid August: Manitoba MR

Mid September: Saskatchewan

Have the classifier request a G-Mate for your herd from Westgen.

This is a **Free** service.

You're either part of the solution or part of the problem.

Monthly Shirt Winners

*Harvey Gietema, BC
Sandy Acres, AB*

Congratulations! All dairy producers who purchase semen are entered into the monthly draw.

The Westgen Bullseye

Westgen - Western Canada's Genetics Centre
Box 40, Milner, BC V0X 1T0
Phone: 1-800-563-5603 Fax: 604-534-3036



WESTGEN
www.westgen.com