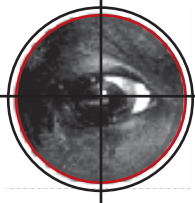


The WESTGEN BULLSEYE



Western Canadian & Farmer Owned

NEWS • IDEAS • HOT TOPICS AND TRENDS



You might have seen the slogan and wondered about its meaning:

Every Dose Counts. The new campaign used by Semex around the world is as much about a commitment to getting cows pregnant as it is about implementing a genetic plan. After all, when you invest in top sires, you want to know that they will get the job done, starting first by creating pregnancies.

Getting good feedback on how Semex sires fare against competitors on fertility is quite difficult to establish in Canada. CDN does gather data from technician herds, but too few inseminations are included on competitor bulls to really allow a true comparison. In the US however, large amounts of data is collected through milk recording agencies on sires from all the companies, including Semex. This data is evaluated by USDA and a Sire Conception Rate (SCR) value is produced for all sires with at least 400 services.

The SCR results are released along with each genetic update, however, it does take about 6 months for new marketing sires to generate sufficient breeding data to be included. That's why the latest published fertility data by USDA was so important for Semex and its Canadian partners. While Canadian CDN-produced Non-Return Rate data helps point to differences within our line-up, the USDA data allows us to compare ourselves to other companies.

The table below clearly shows Semex, with a large battery of proven bulls being used widely by US producers, faring very well against all US competitors – in fact ranking 2nd overall. (cont'd on pg. 2)

	# Active Proven Sires	Average SCR Score
Stud A	30	+1.9
Semex	43	+1.2
Stud B	76	+0.9
Stud C	37	+0.9
Stud D	80	+0.5
Stud E	12	+0.2

(cont'd from page 1)

The SCR data is really a conception rate deviation from average. An average score for Semex of +1.2 indicates that Semex proven sires on average generate over 1 extra pregnancy per 100 breedings compared to the average bull in the data set.

While the entire proven Semex line-up fares quite well under the US microscope, in the end it is individual sires people buy. Here is a list of key sires from the April 2011 SCR report and their individual numbers.

Choosing Semex sires has always been a sound investment for your herd's genetic future. For many producers, knowing it is a good investment immediately, for its superior ability to generate pregnancies is welcome news as well. Indeed, every dose counts!

April 2011 SCR Evaluations		
	Services	Rating
Manifold	5987	+1.1
Piccolo Red	4416	+3.8
Sid	3105	+1.7
Jordan	2948	+2.2
Jerrick	2575	+2.2
Lauthority	2287	0.0
Seaver	1990	+3.2
Fever	1622	+2.6
Longtime	1525	+2.8

Glenridge: The herd that gave us Roxy!

On April 12, 2011 the iconic western Canadian breeding establishment known around the world was sold at public auction, with 43 lots achieving an exceptional \$5,440 sale average. Bidding at the Glenridge dispersal was more than brisk by the standing room-only crowd who clearly grasped the magnitude of the event – wanting to be a part of history.

Glenridge – the prefix made famous by the Loveridge family of Grenfell, SK – is known to Holstein enthusiasts the world over, thanks to the famous Glenridge Citation

Roxy EX-97 4E GMD 6* USA. She helped the herd through three generations of breeding (Gordon, Lorne and Bruce) achieve 3 Master Breeder shields.



Roxy: Queen of the Breed

Even more notoriety came from having Roxy named “Queen of the Breed” – twice – in 1986 and 2004 by the Holstein World and then “International Cow of the Century” in 1999 by Holstein International. As Doug Blair points out, Roxy is the only EX-97 point cow in the US to have produced 200,000 lbs lifetime. How fitting it is that the first EX-97 point cow in Canada, the 300,000 lb lifetime producer Davidsons Raider Bronze, be sired by her grandson, Raider.

Well known Semex sire Glenridge Citamatt was carried in-dam when Roxy was sold to Bob Miller. In fact, according to Lorne, the sale would have fallen through had Miller been unwilling to accept the Fond Matt bull contract on her, written as she won the Agribition that year in 1973.

So many years later, the top seller in the dispersal was 5-year-old Glenridge CBA Ricarda, a 3rd generation EX Allen x Rudolph x Lindy daughter, selling for \$13,200 to Gordon Ell. Ricarda is a 9th generation VG or EX, with 6 of those 9 generations scoring EX. Her 6th dam is an EX sister to Queen of the breed Roxy herself.

Understandably, it was an emotional day for the Loveridge family. Still, when pressed for advice for a young breeder just starting out

Lorne had this to say, eyes welling up as he did so: “I’d say don’t accept just the printed word. Get out there and visit other herds – you’ll learn something wherever you go, including in places where you don’t expect to”.

Humble as ever about a lifetime of great achievement, Lorne and his son Bruce are justifiably most proud that they have been able to keep the Roxy family breeding consistently fine cows for so many years – many of the younger generations now with 10 or more generations of VG and EX dams. To date, there are 341 direct maternal descendants from Roxy, in 4 countries that are scored Excellent. That so many western dairy producers paid homage by actively bidding to gain a piece of this historic herd is fitting as well. No doubt this is not the end, but simply a new beginning.



**Loveridge Family Photo
& Dispersal Sale Catalogues**

A Genomic Report Card for Sceptics (*like me*)

by Paul Meyer

In a previous by-line we've used two full brothers to highlight the magnitude of difference that genomic testing can impart upon bulls that that just a few years ago would have been sampled with identical parent averages. Rockymountain Treasurer and Tailor are Semex bulls that have been sampled in Canada and are awaiting the results of their progeny testing. Why re-visit this story?

1. These full brothers are extreme in the differences according to the genomic test results, so it's natural to want to follow their progression.
2. Now that both bulls have calves on the ground, their Calving Ability proof is based on real progeny.

Year-over-year differences for most traits for the full brothers, changed primarily in step with the recent base change. The dramatic difference for a variety of traits for the two bulls is not moderating.

	TREASURER		TAILOR	
	Apr 2010	Apr 2011	Apr 2010	Apr 2011
LPI	2141	1886	2190	1866
Milk	2193	1872	1025	695
Fat	76	72	75	73
Protein	55	48	30	24
% F	-0.03	+0.05	+0.40	+0.47
% P	-0.15	-0.12	-0.02	+0.02
Conf.	9	7	17	14
Mammary	7	5	13	11
F&L	10	9	12	11
HL	102	105	103	103
SCS	2.84	2.85	2.72	2.77
DF	98	98	98	98
MS	101	98	102	100
CA	102	102	96	93
DCA	101	101	103	102

Will Treasurer deliver more milk and protein yield? Will Tailor transmit a more desirable Type pattern? Sceptics like me will need to wait for those answers, but with respect to Calving Ability, the jury is already in.

A year ago, genomic predictors already warned that Tailor ought not be used on heifers while his litter-mate Treasurer could be. In fact, the differences in the Direct Genomic Values for the two bulls on Calving Ability were even larger than the official Genomic Parent Averages

published at that time, with Treasurer at 103 and Tailor at 92. Today raw birth data for calves on the ground confirm those early numbers. Higher percentages of unassisted births and a lower percentage of hard pulls help prove Treasurer indeed has an advantage here.

Calves from Heifers					Calves from Cows			
	# births	% Unassisted	% Easy Pull	% Hard Pull	# births	% Unassisted	% Easy Pull	% Hard Pull
Treasurer	91	59%	30%	10%	554	68%	27%	4.7%
Tailor	52	50%	27%	23%	249	50%	40%	9.2%
Breed Avg.		51%	35%	14%		67%	28%	4.9%

For those who are still to be convinced, let's chalk one up for genomics.

Westgen is on Facebook!

The Westgen Facebook page has been launched recently.

Visit and 'like' the page to get the most up to date Westgen news in your daily news feed.



Scan this QR Code with your smartphone!

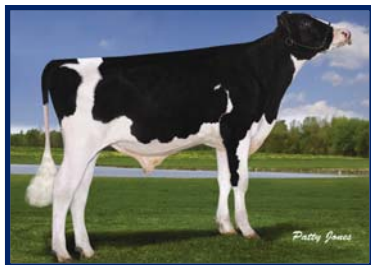


Visit Us on Facebook

Win 10 Units of Facebook!

Post a comment on the Westgen facebook page and be entered in a monthly draw for 10 units of new Genomax sire Marbri Facebook.

He's a Man O Man son @ 3054 GPA LPI!





Master Breeder Profile

Stanhope Dairy Farm, Victoria, BC The Rendle Family

The Stanhope prefix has a long history in the Holstein herd book with registrations going back over 85 years. To top it off in 2010 they have earned their second Master Breeder shield from Holstein Canada, their first was won in 1987. Today Stanhope Dairy is a partnership between Gord Jr. & Karen and Rod & Debbie Rendle. While cows are no longer milked at the farm on Old East Road, Stanhope still jointly owns over 250 head with long-time business partner and friend Ridley Wikkerink. The barns are still full of heifers and dry cows and the Rendles continue to sell hay and operate their composting facility.

The Rendles have always selected sires that were strong type transmitters with the goal of breeding balanced cows with open rib, above average size, with excellent udders and legs. "Lindy and Gibson made a huge impact in our program, and now Goldwyn looks like he's going to be the most incredible bull yet!" says Gord. The sires that contributed the most points towards this Master Breeder shield were Gibson daughters who contributed 93 points, 77 points were from Storm daughters, and 59 points came from daughters of Rudolph.

In 1987 the Rendles formed a partnership with Ridley Wikkerink of Wedgwood Holsteins and started to buy select females from strong pedi-

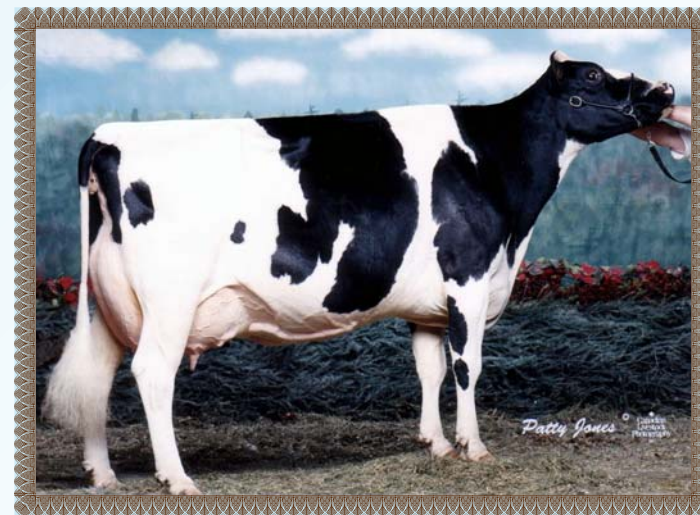
grees that could be shown and marketed around the World. The Stanhope-Wedgwood show string travelled to the Royal Winter Fair in Toronto, and World Dairy Expo in Madison, Wisconsin to compete at the finest Holstein shows in the world.

They captured class winners and the ultimate prize of the World Dairy Expo Supreme Champion title in 1999 with RAINYRIDGE TONY BEAUTY EX-5E-CAN 9* who was at the time a youthful 14 year old, the oldest cow to ever win the Supreme title. The Rendles know what it's like to breed a champion; in 1999 homebred STANHOPE TIFFANY SKY-DOME EX-3E CAN was 1st junior 3yr old and Intermediate Champion at the Royal. Tiffany along with her dam and daughter complete 3 generations of nominated All-Canadian cows. Tiffany's dam STENHOUSE MUIR AJ TOPPER EX-3E 10* has been a tremendous brood cow for Stan-

hope with 5 EX and 12 VG daughters. Tiffany's daughter TRIXIE GIBSON EX-96-2E was a perennial favourite on the show circuit earning herself Reserve All-Canadian honours in 2004 after being named Reserve Intermediate Champion at the Royal Winter Fair. In 2001 Stanhope-Wedgwood trucked over 200 live cattle across the country to Guelph, Ontario to market their cattle in the week leading up to the Royal Winter Fair. A truly ambitious project that resulted in a sale average over \$10,000 and selling the 2002 Royal Winter



Rod Rendle, Karen Rendle, Gord Rendle Jr. & Ridley Wikkerink receiving the BC Holstein Spring Show Dedication



Rainyridge Tony Beauty EX-5E-CAN 9*

Fair Grand Champion, IDEE LUSTRE EX-95-3E-USA 8*. Clearly the Holstein cow is a passion for the Rendles and their expertise has resulted in immense success with their cows.

From all of us at Westgen we congratulate Gord, Karen, Rod, Debbie and their families on winning your prestigious second Holstein Canada Master Breeder Shield.



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

Very Good First Lactation

Benner Jasper Jekylnhyde VG-87

Benner Holsteins Ltd., BC

Bernalta Goldwyn Still VG-87

Bernalta Dairy, AB

Eastside Jasper Olexis VG-87

Morsan Farms Ltd., AB

Marsfield Goldwyn Lisa VG-87

Gert & Sonja Schryver, AB

Marsfield Talent Jane VG-87

Gert & Sonja Schryver, AB

Rainyridge Triumphant Honey VG-87

Southview Dairy, MB

Altappel Goldwyn Grace VG-86

Spruce Lane Dairies Ltd., AB

Blackcor September Storm Amber VG-86

Blackie Corner Farm Ltd., AB

Corlane Final Salsa VG-86

Corlane Holsteins Ltd., AB

Daridelite Goldwyn Deena VG-86

Chris DeWitt Jr., BC

***Delichte Marty Fannie Mae VG-86**

Delichte Holsteins, MB

Detimdale Lalita Titanic VG-86

Tim Hofstra, AB

Harvest Lheros Havana VG-86

Mount Cheam Farms Ltd., BC

Marsfield Dolman Ruby 1232 VG-86

Gert & Sonja Schryver, AB

Marsfield Jasper Fanny VG-86

Gert & Sonja Schryver, AB

Marsfield Jasper Fonta VG-86

Gert & Sonja Schryver, AB

Mazjestic Gibson Natorious VG-86

Joe Mazur, BC

***Mosnang Beamer Reanne VG-86**

Mosnang Holsteins Ltd., AB

Rainyridge Talent Elisha VG-86

Southview Dairy, MB

Rockledge Rubie Burns VG-86

Rockledge Farms Ltd., BC

Roswitha Goldwyn Whitney VG-86

Roswitha Holsteins Ltd., MB

Wendon Goldwyn Micheret VG-86

Wendon Holsteins, AB

***Westman Ice Model Candice VG-86**

Westman Dairy Ltd., MB

Altappel Dolman Fernie VG-85

Spruce Lane Dairies Ltd., AB

Benner Bonair Blissful VG-85

Benner Holsteins Ltd., MB

***Blanshard Ice Model Lilly VG-85**

Blanshard Holsteins, MB

***Blumenlee Lavanguard Mariah VG-85**

Blumengart Colony, MB

Brummelhuis Dolman Ciz VG-85

Ten Brummelhuis Dairy, AB

Brummelhuis Talent Lora VG-85

Ten Brummelhuis Dairy, AB

Chubanna Jasper Dreamweaver VG-85

Chubanna Holsteins Ltd., AB

Cowtown Goldwyn Lookout VG-85

Roswitha Holsteins, MB

CRF Spirte Outside Celine VG-85

Rietveld Dairies Ltd., AB

***Dalfsen Alejandro Diana VG-85**

Marylender Holsteins, AB

Deerhaven Presious Spirte VG-85

Glenda M. Mutrie, AB

Devri September Kyler VG-85

De Vries Dairy Ltd., MB

Deken Diva Jasper VG-85

Orville O. Schmidt, AB
Willowridge Holsteins, AB

Deken Faith Spirte VG-85

Deken Holsteins, BC

Detimdale Chantel Talent VG-85

Tim Hofstra, AB

Donovan Finalcut Danica VG-85

Garth L. Hockley, MB

Donovan Jasper Dail VG-85

Garth L. Hockley, MB

***Enterprize Liam 414 VG-85**

G & A Ferguson Farm, BC

Garedon Mrburns Loraine VG-85

Garedon Holsteins, AB

Goldenset Augusta Jasper VG-85

Chris DeWitt Jr., BC

Goldenset Goldwyn Vanessa VG-85

Chris DeWitt Jr., BC



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

Very Good First Lactation cont'd

Grass River Mr Burns Batham VG-85

Grass River Colony Farms Ltd., MB

Graylane Goldwyn Bluma VG-85

Matthew & Debbie Graye & Family, MB

Huntcliff Buckeye Kanga VG-85

Huntcliff Dairy, AB

Hylac Gold Sybil VG-85

Hylac Holsteins, AB

Idavista Moe VG-85

Idavista Farms Ltd., BC

Innislake Jasper Adiva VG-85

Innislake Dairy Farm Ltd., AB

Kingsmill Jasper Audio VG-85

Harmill Farms Ltd., MB

Krown Goldwyn Brandy VG-85

Krown Holsteins, MB

Lakefield Outside Serina VG-85

Lakefield Farm, MB

Lakefield Storm Joyce VG-85

Lakefield Farm, MB

La Presentation Pam Red VG-85

Continental Holsteins, AB

Lebold Jasper Carnival VG-85

Rumardale Holsteins, MB

Lyba Goldwyn Elsa VG-85

Lyba Farms, BC

Lyba Talent Elisa VG-85

Lyba Farms, BC

***Managra Klark Cleo VG-85**

University of Manitoba, MB

Marsfield Goldwyn Samantha VG-85

Gert & Sonja Schryver, AB

Martnkay Fortuna Success VG-85

M & A Leyenhorst, MB

Morsan Jasper Tудay VG-85

Marylander Holsteins, AB

Morsan Mr Burns Hilary VG-85

Morsan Farms Ltd., AB

Morsan Talent Rosey VG-85

Morsan Farms Ltd., AB

Morsan W Jasper Deannah VG-85

Morsan Farms Ltd., AB

Mosnang Jasper Izzy VG-85

Mosnang Holsteins, AB

Markus Hehli, AB

Myowming September Jet VG-85

Wilbur Hofstra, AB

Novum Janine Goldwyn VG-85

Enterprises Lavoie (1999) Inc., AB

Oakparke Final Cut Dewdrop VG-85

Oakparke Holsteins, MB

Pennview Mr Burns Lausen VG-85

Pennview Farm, MB

Pol Butte Goldwyn California VG-85

Van Den Pol Dairy, AB

Rainyridge Allen Mercedes VG-85

Southview Dairy, MB

Rainyridge Goldwyn Sybil VG-85

Ronald Boerchers, MB

Optimal Dairy, MB

Rainyridge Jasper Dorit VG-85

Ronald Boerchers, MB

Optimal Dairy, MB

Rainyridge Mr Burns Esma VG-85

Ronald Boerchers, MB

Optimal Dairy, MB

Raya Talent Ticktak VG-85

Raya Holsteins, MB

Readore Gibson Farrah VG-85

Real J. Simon, MB

Rietben Dolman Olena VG-85

Rietveld Dairies Ltd., AB

RIH Spirte Tinkerbelle VG-85

Twinairview Holsteins Ltd., MB

Romyns Goldwyn Hildy VG-85

Romyn-Hill Farm Ltd., BC

Scenic Outside Ditz VG-85

Scenic Farms Ltd., AB

Stanhope Betta Jasper VG-85

Chris DeWitt Jr., BC

***Sunnyacres Casandra Jngle 2015 VG-85**

Agape Dairy Ltd., AB

Twinairview Goldwyn Gladwyn VG-85

Twinairview Holsteins Ltd., MB

Wendon Jasper Jemima VG-85

Wendon Holsteins, AB

Wendon Triumph Milady VG-85

Wendon Holsteins, AB

Willowridge Talent Haley VG-85

Willowridge Holsteins, AB



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

First Time Excellent

Detimdale Gazette Lheros EX-92

Tim Hofstra, AB

Narfa Bella Breeze EX-92

Narfa Farms Ltd., MB

Suncountry Haiti Lheros EX-92

Benthem Dairy, AB

Coxlyn Talent Marie EX-91

Willowridge Holsteins, AB

Graylane Allens Blessing EX-91

Matthew & Debbie Graye & Family, MB

Prehlea Igniter Coltmar EX-91

Chubanna Holsteins Ltd., AB

Rockledge Shania Jasper EX-91

Rockledge Farms Ltd., BC

Stonehill 1155 Derek 892 EX-91

High Field Dairy, AB

Thornspyc Goldwyn Tena EX-91

Thornspyc Dairy, AB

Bulrush Talent Cascade EX-90

Bulrush Holsteins, MB

Patrick Plett, MB

Continental Astronomical Lu EX-90

Tom De Waal Jr., BC

Crasdale Triumphant Dilda EX-90

Everett Simanton, AB

Decoy Instinct Arijaan EX-90

Van Der Kooij Dairy, AB

Dewynel Inquirer Emmily EX-90

John Wassink, AB

Donfield Allen Geneva EX-90

Donfield Farms Ltd., MB

Donfield SS Joan EX-90

Donfield Farms Ltd., MB

Frاندale Star Lee Tara EX-90

Continental Holsteins, AB

Garedon James Lily EX-90

Garedon Holsteins, AB

Grass River Allen Ostil EX-90

Grass River Colony Farms Ltd., MB

Heeraldic Lyster Snowflake EX-90

John & Victoire Stefkovic, MB

Lacross Gibson Beatrice EX-90

August Luymes, AB

Lone Pine Goldwyn 1726 EX-90

Bertens Holsteins Ltd., AB

Lovhill Julianna Lindy EX-90

Garry & Dianne Lovich, AB

Maheufils Regiment Rafi EX-90

Tim D. Knull, AB

Marsfield James Evelynna EX-90

Gert & Sonja Schryver, AB

Mel's F D L Salto 666 EX-90

Foothills Dairy Ltd., AB

New Mars Stormatic Brooklet EX-90

New Mars Dairy, AB

Oakparke Talent Jazmin EX-90

Oakparke Holsteins, MB

Pennview Allen Ilena EX-90

Blumengart Colony, MB

Rainyridge Mailing Macaria EX-90

Ronald Boerchers, MB

Optimal Dairy, MB

Rockledge Hattie Lhero EX-90

Rockledge Farms Ltd., BC

***Telford Michelle Chiller EX-90**

Willowridge Holsteins, AB

Wendon Goldwyn Wafer EX-90

Wendon Holsteins, AB

Willobrake Lheros Samanta EX-90

Van Den Pol Dairy, AB

Wynfield Martha EX-90

Morsan Farms Ltd., AB

Star Brood Cows

Benner Progress Jacinda 19*

Benner Holsteins Ltd., MB

Benner Counselor Krissy 11*

Hylite Holsteins, MB

Fraeland Roxie Lee 10*

Deken Holsteins, BC

Blossom Dairy Ltd., BC

Glenridge JY B Mydream 10*

Glenridge Holsteins, SK

Dohbell James Ciss 8*

Rockymountain Holsteins, AB

Acme Lincoln Ellie 8*

Stanhope-Wedgwood, BC

Saanwood Rudolph Nikel 8*

Viewfield Farms Ltd., BC

March Winners Circle will be continued next month.



*Brian Shaw,
Reproductive
Services
Manager*

When I think of what it takes to make a successful breeding program come together one term comes repeatedly to mind – Confidence. Obviously we need confidence in the genetic reliability of the sires we select. Semex /Westgen has, over the years, delivered a sire lineup that has consistently been able to provide the genetics that dairy producers can use with confidence to boost production, conformation and health traits. The entire Canadian system of milk recording, classification and sire proving has put Canada in the forefront worldwide in the area of genetics and cattle breeding. As Genomics comes of age we can continue to have confidence in this additional tool to aid us in the selection of tomorrow's breeding stock.

But apart from the lofty goals of genetic improvement, we also need confidence in our ability to get cows in calf on a daily or weekly basis. I have long believed that AI'ing cows is 90% confidence and 10% technique. This confidence is born from utilizing proper procedures, paying attention to detail and maintaining a clean, professional approach to the AI task. Nothing adds to an inseminator's confidence more than a successful vet check listing lots of cows safe in calf.

As you review the latest proof sheet, hot off the press from this month's proof round, take into account the **Repromax** offerings . These sires (identified by the Repromax logo) are both highly reliable and express high fertility with no genetic sacrifices. Semex scientists have gathered SCR, ATA and Non-Return Rate data to develop the world's first international fertility evaluation. Let's face it, fertility issues are one of the major concerns on today's dairies. If you are charged with the task of inseminating the cows make sure you are taking into account the ability of a sire to get cows in calf. The Semex Repromax offering will enhance the cow's fertility performance and therefore the herd's profitability. That's got to be a confidence booster and help you "Make Every Dose Count".

Westgen Scholarships



Every year, Westgen provides a \$1,000 scholarship to each of the 4 Agriculture Universities across the western provinces.

The recipients of this year's awards are: **University of Alberta:**

Domonique Carson

University of British Columbia:

Carly Moody

University of Saskatchewan:

Risa Iwasiuk

University of Manitoba:

Ashley Paton

Westgen is planning to change the administration of our scholarship awards for the upcoming school year. We are aiming to specifically direct them to keen dairy youth pursuing post secondary education in agriculture.

Watch future editions of the Bullseye for more information on this award opportunity.

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, or the office:

Brian Shaw

at: 1-800-563-5603 or 604-530-1141

bs@westgen.com



NEXT CLASSIFICATION



May: Saskatchewan

June: BC & AB Midround

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

This is a **Free** service.

Monthly Shirt Winners

Sunninghill Holsteins, BC

Alfons & Wilma

Ten Brummelhuis, 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



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