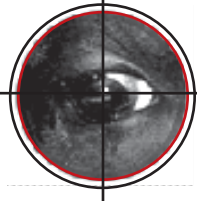


NOVEMBER 2010

The

WESTGEN BULLSEYE



Western Canadian & Farmer Owned

NEWS • IDEAS • HOT TOPICS AND TRENDS

SEMEX SIRES 97 POINT COWS!

There are now 5 cows classified EX-97 in Canada, and all of them are sired by bulls owned by the Semex Alliance! **Flechedor Stormatic Zita EX-97-2E** joined the club on October 12th when Holstein Canada classifiers raised her score from 95 to 97 points. Congratulations to her breeders and owners, Annie Lecours and Luc Boisvert of Princeville, Quebec!

Zita was a crowd favorite at World Dairy Expo 2010 where she recently placed second in the Mature Cow Class and was named Best Udder. Zita is the real deal, having produced 43,662kg of 3.9%F and 3.2%P milk in 3.5 lactations to date. Out of an EX-92 Skychief dam, Zita has proven she also transmits, with all 4 of her milking daughters scoring Very Good or Excellent.

When you're aiming to breed the best of the best, select Semex!



Micheret Infrarouge Red

A True Red Outcross

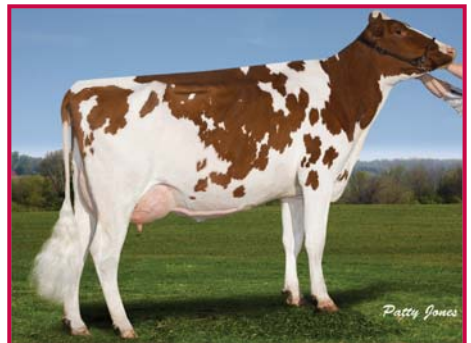
Time and time again customers request sires that transmit good mammary systems and feet and legs. It seems these are traits that can never be good enough. New to the Westgen proof sheet in August is Micheret Infrarouge, a sire that delivers exactly what dairyman want. An added bonus is the fact that this sire is Red!

Infrarouge is a Salto son, who was used heavily as an outcross sire among many common red pedigrees. On the maternal side Infrarouge hails from 10 generations of VG and EX dams going straight back to the Queen of the Breed, Roxy. Infrarouge also shares in the same direct maternal line that produced STBVQ Rubens, one of the most influential RDC bulls in recent history. Infrarouge's dam is Rosalind Faber VG-87-5YR-CAN 3* who is by Faber-Red. Faber originated from Germany and is a son of Renown Factor-ET. The deep and familiar pedigree behind Infrarouge is undeniable and combines with outcross genetics in the nearest few generations to supply a unique outcross sire for the Holstein breed. Infrarouge has an inbreeding value of 4.66% and an R-Value of 11%.

A highlight of this outcross sire is his hair colour, Infrarouge is a true red sire. Infrarouge will only pass a red gene to his progeny. When mated to a red carrier cow, 50% of the calves

will be red and white and when mated to a red cow 100% of the calves will be R&W. Apart from their red colour, Infrarouge sires very correct mammary systems and feet and legs. He sires extremely correct rear leg set (SRL +16), tremendous bone quality (BQ +10) and plenty of heel (HD +10). His mammary systems are shallow (UD 5S), soft (UT +8), and well supported (MSL +12) with strong fore udder attachments (FU +7).

Combined with these admirable type traits also come high health and fertility ratings that have given Infrarouge Health\$mart status. Infrarouge daughters are fertile (DF 105), calve easily (DCA 102), and have low somatic cell scores (SCS 2.90), which all contributes to a high herd life rating of 106. Infrarouge is also a Repromax sire with proven superior semen quality. He produces calves that are born easily (CA 102) which makes him a good candidate for your heifers. (cont'd on pg. 3)



Springmount Infrarouge Crayon GP-83-2YR

(cont'd from pg. 2)

Infrarouge is the highest true red sire on the GLPI list at 1759 and has a high level of reliability of 92% with 190 daughters in his production proof. Infrarouge delivers pleasing production (+596kg M) with positive deviations for fat and protein (0.13%F, 0.07%P). When selecting

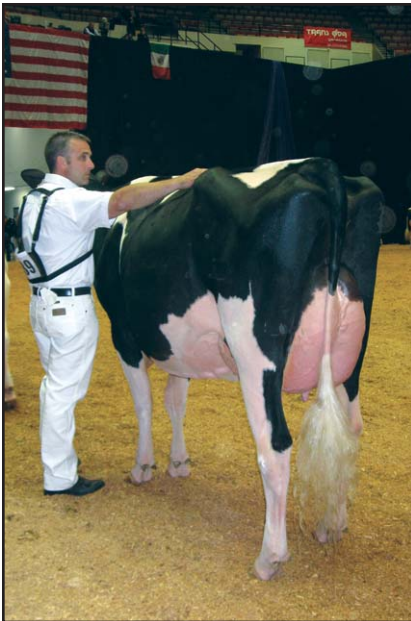
cows to mate Infrarouge on, look for cows that need added dairyness, refinement and improved udders and legs. Logical matings for Infrarouge are typical daughters of Outside, Samuело, Dolman, Mr Burns, In-come, Blitz, Damion, Fortune, Red Marker, Advent, Redliner, and Rudolph bloodlines.



Nagel 314 VG-87-2YR-CAN



Sugarloaf Infrarouge Red GP-82-2YR-CAN



**Micheret Alexandra Sid
VG-86-2YR-CAN** as she makes
her way around the Expo ring.

Pine-Tree Sid:

something extra special....

With many Goldwyn sons dominating discussions about the new bulls, one not to overlook is Pine-Tree Sid. This Mr Sam son debuted in August with an exceptional type proof of +18 Conformation. Attendees at World Dairy Expo saw first crop daughter Micheret Alexandra Sid VG-86-2YR-CAN stand 5th in the Senior Two Year Old class and was named best udder of the class of 36 entries. Alexandra was also on display all week at the Walk of Fame and she generated quite a bit of discussion. If you are planning to attend the Royal, look for her in the Semex Walk of Fame. For more information on Sid see page 3 of the September 2010 Bullseye or talk to your Westgen Rep about this new elite type sire.

DELABERGE LURECK:

Commercial-Friendly Goldwyn Son

Not so many years ago, being called “commercial-friendly” was code for “Type-challenged”, thus explaining the attractive pricing. Today, commercial-friendly has an entirely different meaning, having everything to do with value for money spent. August new-release Goldwyn son, Delaberge Lureck delivers value like no other bull on the proof sheet and he’s a bull every producer that understands “commercial dairyman” to be a complimentary term should be using – heavily!

Pedigree

Lureck is sired by Goldwyn and hails from Delaberge Durham Luciole VG-87-6yr 11*, she being the higher production sister to Lucille EX-93-2E 3* who also had sons in various AI programs, including at Semex. In back of Luciole, the 21 star brood cow, Bryhill Rudolph Lulu VG-87 was an early second crop Rudolph daughter who had a fantastic udder. Her Lindy dam, Bryhill Lindy Lilly VG-85 gets some credit too for the family’s success. From there the family traces to the Rosina family at Templedale. Lureck with a top-ten debut on the LPI list represents a re-emergence of this family since the Rosinas peak popularity in the early nineties.

Breeding pattern

Lureck is one of just 3 Canadian proven bulls rated +10 or higher for Type with at least 55Kg protein – Mr Burns and Bolton are the other two. With strong deviations for both fat % and protein %, Lureck will appeal to Canadian producers focused on modern component-laden production. Lureck also delivers strong conformation improvement, especially on mammary systems where is rated +13. As a side note, he is especially well suited for robotic milking systems where sires that widen rear teat placement are demanded. Lureck answers this need while still providing excellent median suspensory improvement too. Add exceptional bone quality and correct

Dam - Luciole



leg set that tends toward the curved side of the ledger and Lureck is also a safe bet for Feet and Leg improvement. Strong Calving Ability scores, Herd Life improve-

ment and excellent Somatic Cell Scores will add further to his appeal. Lureck is a Repromax sire delivering highly fertile semen. His semen is also available in the sexed Semexx package.

(cont'd on pg. 5)

Value

Lureck provides a very attractively balanced genetic package to producers looking to make progress across the spectrum of LPI traits. This can best be demonstrated through by evaluating LPI points delivered per retail dollar spent. Lureck, priced at \$35 delivers even more LPI points per dollar than the LPI leader on our proof sheet, Manifold. Evaluated on Kg Fat + Protein, he also delivers impressive returns. Add strong Type improvement, Calving Ability and high fertility to his repertoire and you get the picture. This bull's key strength isn't one specific trait, but instead it's the value he delivers overall. That's why commercial producers will love him.



Agrivente Lureck Genny VG-88-2YR-CAN
Ferme Agrivente, PQ



Wattcrest Lureck Joy VG-87-2YR-CAN
Ferme Bergelait Inc., PQ



Bethlyn Lureck Misty VG-86-2YR-CAN
Lellavan Farms, NS

LPI Points per Dollar Spent

	LPI Rating	LPI points/\$
Lureck	+2192	62.6
Manifold	+2747M	61.0
Alaska	+2164	57.0

Kg Fat & Protein/Dollar Spent

	Kg F+P	Kg F+P/\$
Manifold	+170M	3.8 kg
Lureck	+110	3.1 kg
Mr Burns	+118	2.6 kg

Westgen's World Dairy Expo Trip

The third annual Westgen trip to World Dairy Expo was held from September 27 through October 3. The group of 15 people from across western Canada enjoyed two full days of farm tours and then spent three days at World Dairy Expo. Between the shows, sales, trade show booths, and barns there is always something to see at Expo. Every farm that the group toured was unique, with some specializing in cheese, embryos, show animals, and even energy production. It became evident to the group that in order to survive the tough times in the U.S. dairy industry you must be diversified. It was refreshing to see the enthusiasm and pride that each of these tour hosts had for their business.

Day one was spent touring five farms between Madison and Sheboygan. The first stop was to the historic Hoards Dairy Farm(1), possibly the largest Guernsey herd anyone in the group had seen. Crave Brothers dairy was next and the group toured this very tidy large family dairy along with two methane digesters and sampled some of their cheese(2). The largest farm of the tours was Milk Source Rosendale(3). This facility milked a herd of 8000 cows in two side by side 80 stall rotary parlours. For a complete change of pace the group toured Budjon Farms(4). This smaller operation was completely specialized in producing and caring for some of the top show cows in North America. Ever-Green-View was the final stop where the group saw Ever-Green-View My 1326, the Morty daughter who broke an American record for milk production in a single lactation(5). That night the group enjoyed dinner at The Bull at the historic Pinehurst Farms site.

Sunny skies stayed with the group for day two and the first stop was to Siemers Holsteins. A large family run dairy milking over 2600 cows with an outstanding herd average. The Siemers also had a smaller show barn down the road where elite cows were housed along with an on-site IVF lab. Milk Source Genetics was next on the agenda this barn was full of beautiful cows and a very clever milk fridge(6 & 7). Sandy-Valley Farms showed the group an amazing group of young cows with extremely well attached udders and some of the elite in-

dexing cows they are working with(8). Rosedale Genetics was the final farm stop and the barn was full of deep pedigreed individuals of which many descended from past World Dairy Expo Champions.

The next three days were spent at Expo exploring the trade show and learning about the latest farm technology. Walking the many cattle barns on site that housed more than 2300 dairy cows during Expo and talking to the owners and breeders of these cattle. The Semex Walk of Fame was a great stop for "happy hour"(10) and the line-up of Jordan, Jerrick, Fever, Lauthority, Seaver, and Sid daughters was a great view. Thursday evening was spent at the popular Prime Quarter(11) steak house where everyone enjoyed grilling their own steak on the large grills.

The shows were nothing short of spectacular with the quality of the cattle running extremely deep in all classes. Semex took home three premier sire awards for the Guernsey (Showtime), Jersey (Comerica), and Holstein (Goldwyn) breeds. In the Holstein show 11 of the 16 classes were won by Semex sires. Highlights include Canadian bred and owned heifer, Craigcrest Rubies Gold Rejoice, being named Junior Champion, Intermediate Champion being won by Idee Goldwyn Lynley VG-89-CAN, and Rainyridge Talent Barbara EX-94-CAN winning the five year old class(9). In the end the reigning Supreme Champion 'Frosty' re-gained her crown and was selected as the Supreme Champion of WDE 2010(12).

Thank you to the attendees for taking part in this golden opportunity!



Keep Away Cold Shock!

Westgen Technicians use the AI Gun Warmer - Why don't you?



The AI Gun Warmer prevents thawed semen from experiencing cold shock when transporting your loaded AI gun to the site of insemination.

The gun warmer is completely portable and runs on battery power. The AI Gun Warmer maintains a consistent temperature and has an indicator light so you know when the desired temperature is reached. It is made with water resistant materials and can be washed and cleaned as needed.

The AI Gun Warmer comes with:

- 12V Rechargeable Battery
 - Belt/Shoulder Strap
- 110V AC Wall Adapter
- 12V DC Car Adapter
- Washable Spare Liner
- 1 Year Warranty

Don't let the cold Canadian winters get to your semen, protect your investment and use the AI Gun Warmer!

Price: \$499



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

Super 3 Awards

Ubysey S Storm Hor 5069

BCAs: 271 375 284
 UBC Dairy Ed. & Res. Centre, BC

Ubysey Kute Tribute

BCAs: 234 274 260
 UBC Dairy Ed. & Res. Centre, BC

Ubysey Derek Yetta 5065

BCAs: 290 314 293
 UBC Dairy Ed. & Res. Centre, BC

VON026 Lee 525

BCAs: 274 293 291
 Hardenberg & Sons Farm Mgmt Ltd., BC

Roemers Lyster Rosy

BCAs: 276 307 291
 Roemer Farms Ltd., BC

Longtime Production

Hyljon Progress Hilary

124,079kg 3.5%F 2.9%P
 John Hylkema, BC

Telford Hugs

121,760kg 3.2%F 3.3%P
 Telford Farms, BC

Malawyk Raider Hestor

107,884kg 3.3%F 3.1%P
 W & N Vander Wyk Bros, BC

***Marcor Misty Icicle**

105,921kg 3.5%F 3.0%P
 Mount Cheam Farms Ltd., BC

Kelton Progress Kathy

105,367kg 3.7%F 3.3%P
 Tony Van Garderen, BC

Stanhope Amie Carlton

102,091kg 4.5%F 3.1%P
 Altina Farms, BC

Star Brood Awards

Cedarwal Sizzle Storm 11*

Rockledge Farms Ltd., BC

Scotchman Skychief Wacco 9*

Bernalta Dairy, AB

Lor-Lee Spice Prelude 7*

Neuday Farms Ltd., SK

Mauricienne Rudolph Nike 7*

Bradner Farms, BC

Rayverley Leader Ezra 7*

Ronald Boerchers, MB
 Robert Crowe, MB
 Wilsongrove Holsteins, MB

Freurehaven CBA Rosina 5*

Cedarwal Farms Ltd., BC
 Wisselview Farms, BC

Craigcrest Leader Rosina 4*

Prairie Diamond Farm, SK

Neuday Inspiration Missy 4*

Aurora Holsteins, SK
 Neuday Farms Ltd., SK

Northern-Glo Macintosh-Red 4*

Rockymountain Holsteins, AB

Stanhope Latonia Lee 4*

Stanhope-Wedgwood, BC

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

CALF BLANKETS

Keep your calves growing and healthy this winter with Udder Tech Inc. calf blankets. When temperatures get cold young calves must put extra energy into keeping warm instead of growing.

A study conducted by North Dakota State University found that calves who wore blankets in the cold put on an additional **0.2lbs of growth per day** versus calves without blankets. This represents an additional 12lbs of growth over a 60 day period!

Features:

- Thinsulate Insulation (R-Value=3.34)
- Extra strap length for growth
- Quick release buckles on straps (no Velcro)
- Machine Washable and Dryable
- Water Resistant
- Three belly straps to secure the blanket in place

Price: \$50/blanket

Buy 10 or more and save an additional 10%!!





*Brian Shaw,
Reproductive
Services
Manager*

A few points to consider when evaluating your staff's involvement in your Herd's Reproduction Program. Getting eligible cows pregnant in a timely and cost effective manner is no small task. The personnel involved in the reproduction aspect of the herd must pay very close attention to all aspects of insemination procedures.

Items that must be adhered to include:

1. Proper removal of the stored semen from the liquid nitrogen tank
2. Correct thawing time
3. Proper thawing temperature
4. Protecting the loaded insemination gun from temperature fluctuation
5. Minimize the time from thawing to insemination
6. Ascertain the correct semen placement target within the uterus

If visual Heat Detection is utilized then all involved personnel must have proper training in what signs to look for. Adequate time must be allotted to observe the eligible animals. A minimum of 3 times per day with emphasis on a late night heat check is critical for picking up the targeted cattle.

If synchronization is utilized all personnel must be familiar with the drugs involved, their proper dosage as well as correct needle size and injection location. Clearly define who is actually responsible for carrying out the injections to alleviate any confusion or misunderstanding. Failures with synchronized programs are often blamed on the sequence of the drugs involved, however, in many cases the failure arises from issues other than the actual drugs.

The advent of activity monitors such as Heatime has significantly improved the ability to identify both the eligible animals and also the timing of the inseminations.

Timely and consistent evaluation and review of all the tasks associated with the breeding process is critical. Managers/owners should not get caught up in trying to catch staff doing something wrong; rather the tasks should be clearly defined and staff thoroughly trained in the proper procedures.

The refresher courses that Westgen offers can help to refresh farm staff on the various tasks and procedures involved in the reproduction aspects of your breeding program. Ask your Westgen Dairy Sales Rep if you are interested in setting up a refresher program for yourself, your staff or in combination with some of your neighbours. It should be a few hours well spent.



WESTGEN

Partner PROGRESS

Only three months after introducing our new Partner program there are already more Partner herds than there were herds signed up to the GL program. We are not surprised! The Partner program was designed to allow all herds on milk recording and classifying to benefit.

- Only 10% of semen purchased from Westgen needs to be young sire
- With genomics young sires are now a less risky product
- Young sires today are bulls the Semex genetic team believe have potential to exceed their genomic numbers (some are being used as sires of sons)

There is still time to sign up. Every dose of proven, Genomax or Semexx semen priced at \$25 or more purchased from Westgen since July 1st can still earn you a \$5 voucher for future semen purchases. That is up to a 20% higher discount than you now receive. For herds on milk recording and classifying, making 10% of your Westgen purchases young sire is the only requirement. If you are not already a Westgen Partner, talk to your Rep today.

NEXT CLASSIFICATION



Mid/Late November: AB & MB

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

This is a **Free** service.

Monthly Shirt Winners

Matt Dykshoorn, BC

Kamps Dairy Ltd., 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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