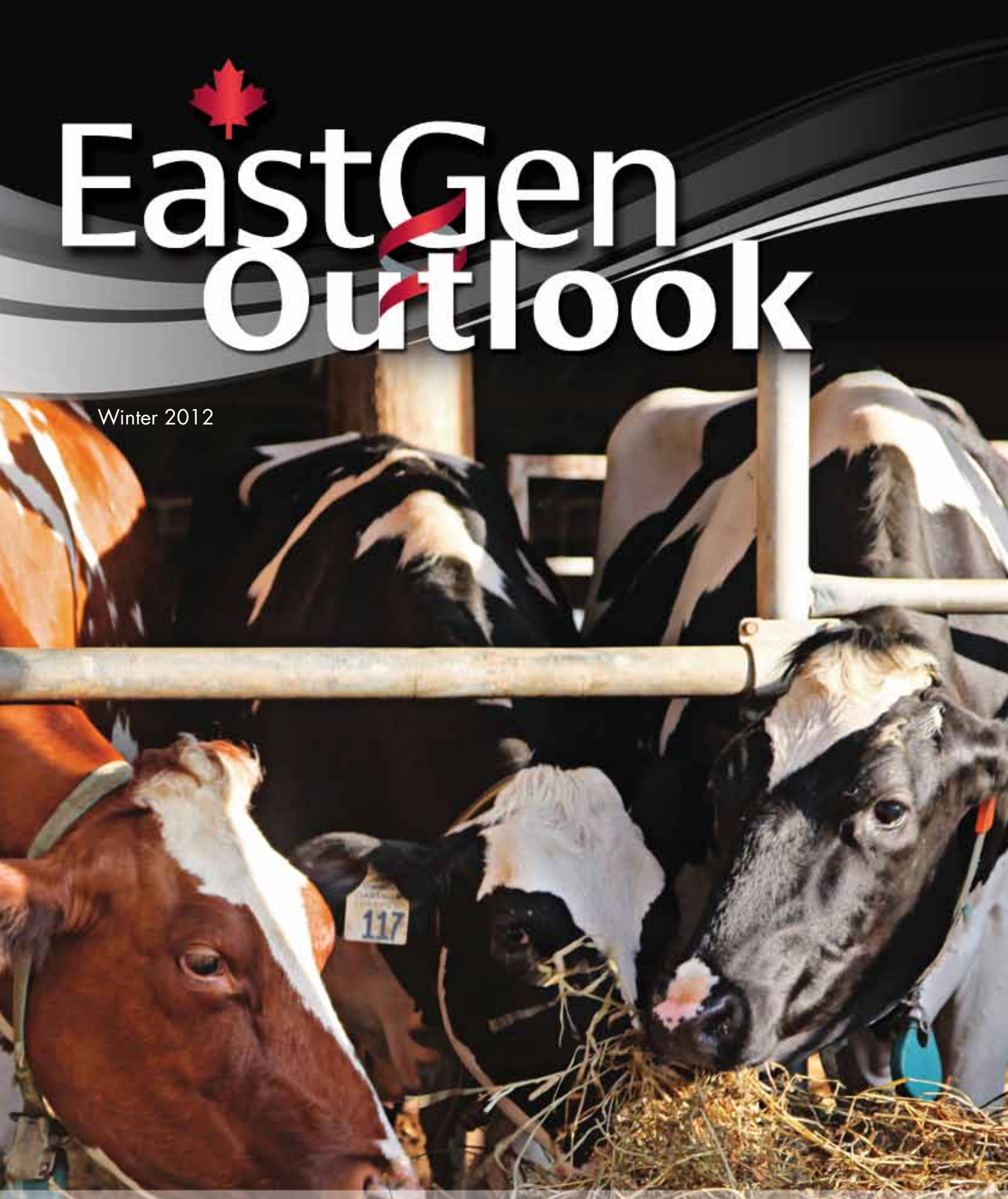
EastGen Outlook

Winter 2012



- ***On The Back Roads***
- ***Robot Ready™ Launched***
- ***Udder Health & Reproductive Consequences***

EastGen

Your source for Genetic and Reproductive Solutions

repromax · repromix cocktail · $health $mart · Robot READY · StrataGen · ai24

EastGen Outlook – Our New Publication Dedicated To Your Herd's Profitability

Much has been achieved since *EastGen* came into existence just over six months ago: a name, a vision and mission, a logo, four successful youth events, a corporate launch, delegate's day, a new look at the *Farm Show* and *Plowing Match*, a new staff structure, new programs, new statements, a new customer log in site, new communications and a new commitment to our customers.

It has been so rewarding since the merger was announced to see how staff and customers have embraced the creation of *EastGen*. People realize there will be change and some of the change won't be easy. For all closely involved, this is recognized as a perfect time to rebrand and reposition our company to deliver **genetic excellence…ideal cows**, whatever your ideal cow is.

To our customers - **this is your company, this is your business**. You live and breathe improvement and we're dedicated to work with you and our industry partners to constantly improve the livestock genetics industry. We will sell genetic excellence, innovative technologies and value added services to help you be more profitable. Our staff will partner with you to provide reproductive and genetic solutions and in this partnership people will recognize our dedication and strong values. We are excited about the future. ***EastGen Outlook*** will deliver our message whether it is about our industry, our sires, our products or the reproductive and genetic solutions we have to offer. We look forward to your feedback on the format and content of this magazine as we constantly strive for improvement.

Brian O'Connor
General Manager, *EastGen*

Notice of Annual General Meeting of Members of *EastGen*

Notice is hereby given that the Annual Meeting of the Members of *EastGen* will be held at the Holiday Inn, Cambridge, Ontario, on the 4th day of April, 2012 at the hour of 11:00 in the forenoon to:

a) Receive the financial statements of *Gencor* for the period of January 1, 2011 to June 30, 2011;
b) Receive the financial statements of *Eastern Breeders Inc.* (EBI) for the period of January 1, 2011 to June 30, 2011;
c) Receive the financial statements of *EastGen* for the period of July 1, 2011 to December 31, 2011;
d) Appoint auditors and authorize the directors to fix the remuneration of the auditors;
e) Transact such further and other business as may properly be brought before the meeting or any adjournment thereof.

By order of the Board of Directors, Brian O'Connor, Secretary
Registration: 10:30 a.m.; Meeting 11:00 a.m. SHARP

Contents or submissions to the editor should be forwarded to
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Design by Holly Lethbridge, EastGen
www.eastgen.ca

Winter 2012 EastGen Outlook

INTRODUCING

Robot READY™

Animal productivity, disease resistance and the following functional type traits that are highly correlated to milking ease are all considered in this index.

- Fat & Protein Yields
- Mammary System
- Feet & Legs
- Milking Speed
- Milking Temperament
- Somatic Cell Score
- Udder Depth
- Teat Length
- Front/Rear Teat Placement

For information about Robot Ready™ sires or for more on any of Semex's growing suite of programs designed to increase real dairy profitability, please visit www.semex.com.

SEMEX®

Semex's Robot Ready™ sires will help dairymen make breeding profitable cows in automated, robotic dairies easy.

0200HO05651
CHARPENTIER LFG **SPECTRUM** *RDC

0200HO05592
CRACKHOLM **FEVER**

0200HO05549
REGANCREST **REGINALD**-ET

0200HO03591
BEAVER RAY **MURAL**

0200HO04608
REGANCREST-**MR SAMUELO**

0200HO02698
MISTY SPRINGS **SUPERSONIC**

0200HO07426
WILLSBRO **LARSON** *RDC

0200JE00314
HOLLYLANE LILIBET'S **LEGACY**

0200JE00430
LENCREST **ON TIME**

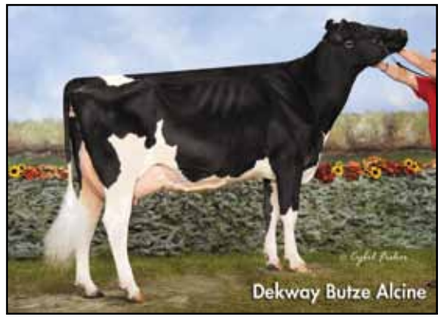
0200JE00142
LENCREST **TYLER**

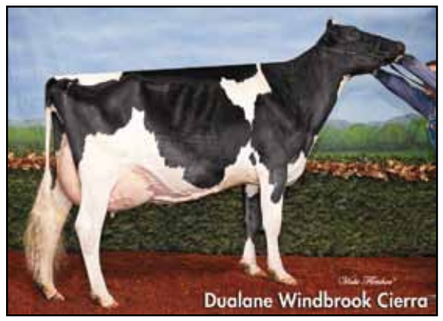
On The Back Roads

Jim Biggar
Reporting from Ontario's counties of Brant, Elgin, Haldimand, Huron, Kent/Essex, Lambton, Middlesex, Niagara North & South, Norfolk, Oxford, and Wentworth

Have Cows, Will Travel

EastGen area cows travel the distance to represent their *Semex* sires and dazzle visitors from far and wide. Not only did **Butze** daughter **Dekway Butze Alcine** (VG-85-1st lact.) (pictured right), turn heads at *Canada's Outdoor Farm Show*, two weeks later she journeyed to Madison to grace *Semex's* display at *World Dairy Expo*. Despite this fuss, she's finishing up her first record for *James Deklerk & Family*, Dunnville, with 12791 kg being milked daily by a *Lely* robot. Many have also made the trek from countries such as Argentina, Brazil, Mexico, Australia and Holland to view **Butze** daughters on-farm.


Dekway Butze Alcine


Dualane Windbrook Cierra

Another eye catcher in *Semex*'s Walk of Fame at the 2011 Royal Winter Fair, and at home on the farm, is **Danzel Windbrook Mallory** (VG-87-3y). Bred and owned by *Ed & Julie Danen*, Shakespeare, **Mallory** is an extremely quiet individual and a pleasure to work with as she continues to develop. At 4.7%F and 3.5%P, she carries the high components **Windbrook** daughters are admired for.

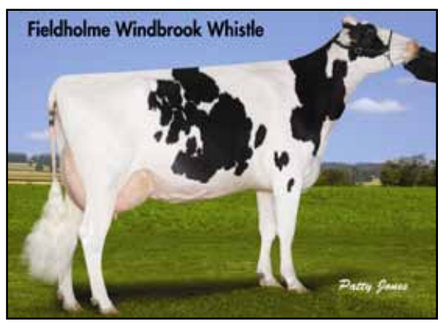
Fresh less than two months, **Dualane Windbrook Cierra** (VG-88-3y) (pictured left) made her second appearance in the *Semex* Walk of Fame last fall. Always a crowd pleaser with her feminine dairy frame, beautiful legs and high rear udder, this **Windbrook** is bred and owned by *Bill Kloepfer & Family*, Ingersoll. Working on 11200 kg M 4.1%F 3.2%P, she has just moved up to 88 points.

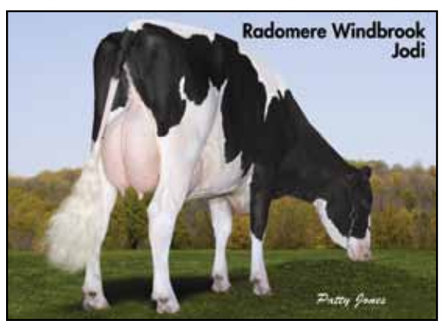
Ron Westgate
Reporting from Ontario's counties/ regions of Bruce, Grey, Dufferin, Simcoe & Northern Ontario

Windbrook Still On A Roll

Windbrook inspires great confidence in breeders as they see daughters continue to develop in their second lactations.

Simcoe County is home of two great examples with **Fieldholme Windbrook Whistle** (VG-88-3y) (pictured right) being one of **Windbrook**'s highest scoring daughters to date. Classified just 12 days fresh into her second lactation, **Whistle** made 11733 kg with 4.5% fat for owner and breeder *Bryan Fieldhouse*, Bradford.


Fieldholme Windbrook Whistle


Radomere Windbrook Jodi

Radomere Windbrook Jodi (VG-87-3y), bred and owned by *Raymond & Trevor Klein Gebbinck*, Elmvale, shows what **Windbrook** can do best. She's a truly balanced dairy machine who moved up to 87 points in her second lactation and is working hard on what promises to be a Superior Lactation record.

Barry Mooney
Reporting from Ontario's counties/ regions from Hwy. 404 east to the Quebec border, & provinces of New Brunswick, PEI, and Newfoundland/ Labrador

Great Cows Make Mural Special

High ranking new release sire **Mural** belongs to an exciting and very valuable cow family that has recently brushed its way to the top. Consider the genetics behind **Mural:** Toystory x EX-94 **Titanic** x VG-87-6* **Outside** x VG-86-8* **Skychief** x VG-87-10* **Starbuck** x **Inspiration** x **Tempo**. This line-up has produced a tremendous genetic package for producers wanting the profitable, problem-free cow!


Beaver Ray Titanic Mira

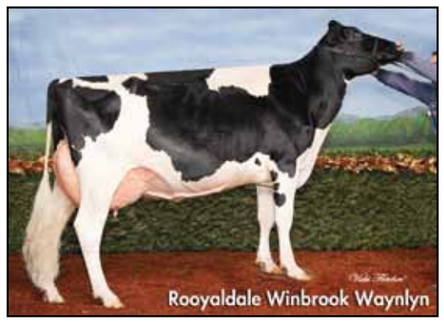
Mural's dam (pictured left and right) has many daughters and granddaughters within the *Beaver Ray* herd of *Remi Leroux*, Ste. Anne de Prescott, that all show a consistent breeding pattern of power, aggressiveness, and durability. They're cattle with production rich in fat and protein, low Somatic Cell Score, high Daughter Fertility, great health traits, and great Feet and Legs including Foot Angle and Heel Depth.

When you combine the family traits all earned within their own competitive environment, and the fact that **Mural** can be considered an outcross to many of today's bloodlines, use this bull with confidence to make the profitable kind we all want to work with.

Ryan Corrigan
Reporting from Ontario's counties/ regions of Wellington, Perth, Waterloo, Halton, Peel and York.

Following The Pattern

Exemplifying her sire's balanced breeding pattern, **Wallaceview Butze Lorin** (VG-86-3y) is an impressive **Butze** daughter who rocked from 81 to 86 points in her second lactation and is projected to make 12116 kg of profitable 4.0%F milk. Bred and owned by *John Koobs & Family* of *Wallaceview Holsteins*, Palmerston, she is a tall, angular cow with pleasing width and body depth typical of the **Butze** daughters we've seen. These cows are not afraid to milk and **Lorin** is no exception with deviations up to +40 over herd mates. Apparent to all at the 2011 Royal Walk of Fame, she's an impressive cow when viewed from the rear - the kind dairymen the world over appreciate in their herds.


Rooyaldale Winbrook Waynlyn

One of three standout **Windbrook** daughters at the Royal Walk of Fame, **Rooyaldale Winbrook Waynlyn** (VG-87-3y) recently achieved 87 points and is projected to make 10526 kg in her second lactation. Bred and owned by *Pat & Kathy Rooyakkers* of *Maple Leaf Farm*, Grand Valley, **Waynlyn** is a great example of the sound, productive daughters **Windbrook** is siring. A stylish cow, **Waynlyn** exhibits plenty of width and strength while standing on exceptional feet and legs typical of her sire. Watch for her new photo soon!

Very Good as a 2-year-old, the long-bodied **Mr Burns** daughter **Caistorview Shannon 809** (VG-87-3y) recently moved up in score in her second lactation and drew second looks at the Royal display. Typical of most **Mr Burns** daughters, **Shannon 809** scored highest for mammary system and dairy strength - both at 88 points! Bred and owned by *William G. Elisen*, Listowel, she's outworking many herd mates with deviations up to +60.

SEMEX LINEUP: MORE DIVERSIFIED THAN EVER

Mike West, Semex Sire Analyst & Product Support Specialist

The *Semex* lineup has never been stronger, with sons from a variety of pedigrees and breeding patterns offering our clients true genetic diversity.

One of *Semex*'s well-known strengths is our superior lineup of Goldwyn sons. Our lineup is growing, and is now home to some of the world's top new graduates from the industry's most highly regarded sires.

The December proof round underscored this diversity with the release of a new outcross sire, 0200HO03591 Beaver Ray Mural, and the new #1 Conformation sire, 0200HO03603 Gillette Stanleycup. Second lactation results from 0200HO03501 Gillette Windbrook tell us these are some of the best cows in herds, giving additional power to *Semex*'s strong and growing lineup.

Mural Daughters

"Mira, the dam of Mural, is believed to be the highest scored Titanic daughter in the world. She classified EX-94 at only 5 years of age, with impressive scores of EX-96 in mammary and in dairy strength."

0200HO03591

BEAVER RAY **MURAL**

EXTRA

Mural brings a very interesting pedigree along with his high-ranking Lifetime Profit Index (LPI) debut as the #1 new release and the overall #2 LPI sire in December 2011. Sired by Toystory and out of a **Titanic** dam, followed by an **Outside** grandam makes him an attractive mating sire for many cows in the Holstein breed. **Mural**'s dam, **Beaver Ray Titanic Mira** EX-94, has two Superior Lactation awards with exceptional fat production to 5.1% in her two-year-old record of over 13,000 kg in 305 days. Her dam is a VG-87 6* **Outside** with one Super 3 and three Superior Lactation awards herself, then a 8* **Skychief** and then the 10* **Starbuck**, **Beaver Ray Star Modella** who produced more than 120,000 kg lifetime with a 4.3% fat and 3.7% protein. This prolific cow family has many high producing and high scored females, with the #2 LPI sire, **Mural**, being just their latest credit to the family tree.

*"**Mira**, the dam of **Mural**, is believed to be the highest scored **Titanic** daughter in the world. She classified EX-94 at only five years of age, with impressive scores of EX-96 in both mammary system and dairy strength,"* says *Semex Sire Analyst* **Julien Chabot** who purchased **Mural**. *"**Mural** was the first natural calf of this impressive, powerful cow with a fantastic udder. **Mira** followed the high fat family tradition, bred right through, with solid, hard-working, brood star dams behind her, sired by **Outside**, **Skychief** and **Starbuck**."*

Mural debuts as a high LPI sire, showing that he can provide profitability through his breeding pattern. **Mural** is a well-rounded, balanced sire that provides profitable production, excellent health traits and balanced type. Passing on high levels of fat and fat percentages helps him climb the LPI ranking to sit as the #2 sire. High for both Herd Life and Daughter Fertility and right at breed average for Calving Ability make him an ideal candidate for a commercially focused and health-oriented breeder. This high fertility *Repromax™, Health$mart™* and *Robot Ready™* sire offers a balanced type pattern fueled by quality udders, a sound foot & leg structure with a balance of frame and rump figures, allowing him to be used on a variety of matings to add longevity and profitability.

0200HO03603

GILLETTE **STANLEYCUP**

EX-94-CAN EXTRA

Stanleycup is a very interesting high type sire, with an appealing pedigree and a debut proof showing a great future. He's sired by **Bolton** and out of the famous **Gillette Blitz 2nd Wind**, making this a pedigree that is not only popular, but proven successful. A former #1 LPI cow, **2nd Wind** is scored VG-88 and has 34* and 16 daughters classified with all but one being VG. As a two-year-old she produced over 17,000 kg in 365 days and has sent numerous sons to AI, with her most famous to date being the current #3 LPI sire, 0200HO03501 **Gillette Windbrook**.

*"**2nd Wind** is the epitome of the modern day, proven bull mother. She is only nine years old, and she already holds the record for the most Class EXTRA sons in Canadian breed history at three; and she also produced two Superior Type bulls,"* says Chabot. *"We're on the edge of re-writing history with her upcoming, high type phenomenon son **Stanleycup**. Her sons sire the **2nd Wind** trademark of the perfect balance of strength and dairyness, along with strong feet & legs and text book udders."*

The second dam is none other than **Braedale Second Cut**, and then of course **Braedale Gypsy Grand**. This is a pedigree that is truly legendary, having one of the greatest impacts ever seen in the industry through both male and female progeny.

Stanleycup has a tremendous breeding pattern, that producers and progeny analysts both appreciate. One of the family's hallmarks is their ability to transmit high levels of fat and fat percentages. This comes through again in **Stanleycup** with an impressive +0.30%F! His type pattern is aptly described as 'no holes' being extremely impressive, highlighted by some of the best feet and legs you will see in the breed, landing **Stanleycup** as Canada's #1 Conformation sire at +19.

His daughters have a flat bone, deep heel and ideal foot angle along with quality, shallow udders that will last. It is no surprise that when you go looking for these daughters you will usually find them at the feed bunk. Their wide chests and strength give them great appetites, with breeders continually commenting on their quiet disposition, good milk quality and overall performance.

Stanleycup Daughters, Photos: Patty Jones

This *Designer Series™, Repromax™* and *Health$mart™* sire is just what many producers are looking for. **Stanleycup** will improve the quality and structure of the feet and legs, while easily adding a shot of fat performance.

0200HO03501

GILLETTE **WINDBROOK**

EX-95-CAN EXTRA

An **FBI** brother to **Stanleycup**, **Windbrook** has become one of the popular 'go to' sires in the *Semex* lineup. **Windbrook** was one of the most impressive first lactation sires *Semex* had ever seen when he debuted in December 2010. But, now that we are seeing his daughters develop in their second lactations, we're simply overwhelmed with the results.

Windbrook daughters continue to calve, and as they work through their second lactation, he's now at an impressive

Windbrook Daughter

80% of his 132 classified daughters scored Good Plus and better. Cited as being one of the best sires for rear udders, rump structure and foot shape, the **Windbrook** daughters stand out as some of the best second lactation cattle we can find.

Windbrook is a bull that breeders continue to go back and use. He's an **FBI** from the **Blitz** daughter, **2nd Wind**, which makes him a sire that works on so many pedigrees. This *Semex Designer Series™* and *Health$mart™* sire offers a type and profitable production balance that makes him useful on a variety of cows, while continuing to drive the breed forward.

Semex is committed to genetic advancement, diversity and providing profitable genetics. Sires like **Mural**, **Stanleycup** and **Windbrook** complement *Semex*'s strong proven sire lineup, providing quality everyday genetics that will positively influence a herd's profitability for generations to come.

THE 30-60-90 RULE IN BREEDING COWS

Brad Sayles, Semex Alliance Vice President Global Marketing

Selecting bulls that will help your herd accomplish your production, longevity and profitability goals has become more complicated with the introduction of genomic testing of both males and females. However, deciding how to successfully incorporate genomic tested young sires into your breeding program has a lot to do with first deciding how much risk you are willing to accept. In order to make the best breeding decisions, it is important to develop a basic understanding of the difference between young sires, genomically tested young sires and progeny proven bulls.

A general rule of thumb when trying to understand these differences is the **30-60-90 reliability rule**. This rule is certainly not an exact science. However, it is an easy to understand reference that can be used when thinking about the differences in reliabilities.

- Young bulls with no genomic information and only Parent Average (PA) are known to have a 30-35% reliability
- Genomically tested young bulls are known to have a 60-65% reliability
- Progeny proven bulls with 100 daughters will have a 90% reliability

Although some genomically tested bulls can have published reliabilities in the 75% range for production traits (for example in the US system), these high reliability levels have not yet been supported by most validation studies. Therefore, you are safer to keep using the 60-65% rule above.

When thinking about sire selection and utilizing genomics, it's important to understand that genomic information is a great tool to help you pre-select bulls. And, although the corresponding reliability is quite a bit lower than for a progeny proven bull with 100 daughters, it's also quite a bit higher than for a young sire with no genomic information and only a parent average.

Having said that, there are ways to utilize genomically tested sires in your breeding program that will have a minimal impact on reliability across the herd. *Semex* and its *Genomax™* lineup have always endorsed using a group or team of genomically tested sires in a herd. This group concept is recommended over the use of just an individual genomic tested sire.

For example, using 10 doses from five genomic sires on average will increase that group of bulls' overall reliability to nearly 90%. Essentially, what you are doing by using a group of bulls is spreading or managing your genetic risk.

Consider that if one or two of the five bulls doesn't meet expectations, the chances are high that the other two or three may exceed your expectations. This will bring the bulls' progeny proven average very close to their genomic numbers. By contrast, however, if you're using just one bull, you have to accept a fair bit of risk that the one individual will not achieve the results you expected.

The *Semex Genomax™* lineup carries some of the industry's leading young bulls. At *Semex*, we strive to include our highest Lifetime Profit Index, Total Performance Index, Net Merit and Type sires in the lineup. At the same time, *Semex* will always have *Genomax™* sires that also carry official Calving Ease and fertility data to give you more confidence when incorporating these bulls into your breeding program.

EastGen Genetic Support Consultants are trained to help you best manage your genetic risk, selecting the very best group of bulls to use in your program.

The use of *Semex* genomic tested *Genomax™* sires and *SEMEXX™* gender sorted semen gives dairymen more tools, and more power than ever, to incorporate into their genetic strategy and increase profitability.

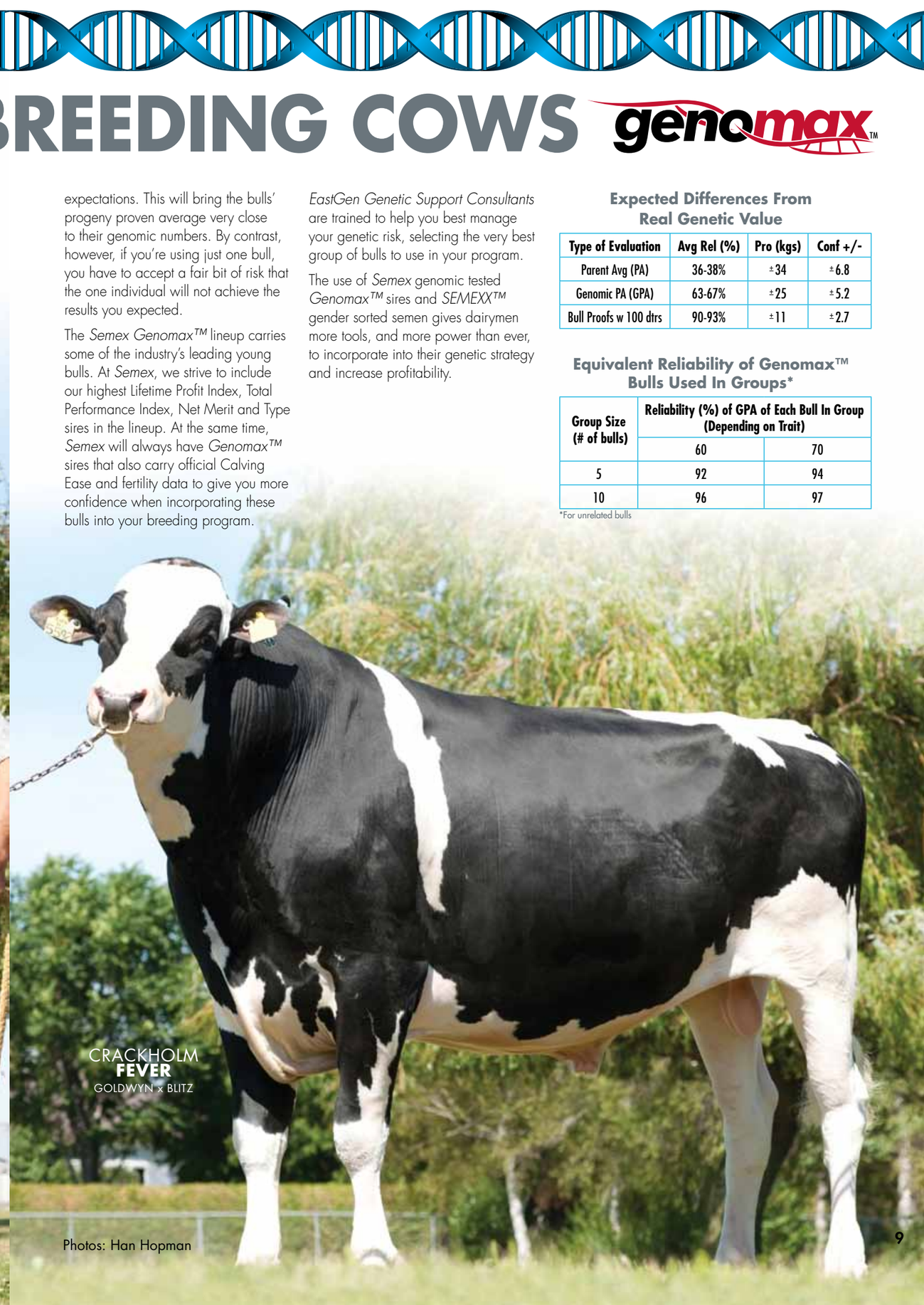
Expected Differences From Real Genetic Value

Type of Evaluation	Avg Rel (%)	Pro (kgs)	Conf +/-
Parent Avg (PA)	36-38%	±34	±6.8
Genomic PA (GPA)	63-67%	±25	±5.2
Bull Proofs w 100 dtrs	90-93%	±11	±2.7

Equivalent Reliability of Genomax™ Bulls Used In Groups*

Group Size (# of bulls)	Reliability (%) of GPA of Each Bull In Group (Depending on Trait)	
	60	70
5	92	94
10	96	97

*For unrelated bulls



Photos: Han Hopman

UDDER HEALTH & REPRODUCTIVE CONSEQUENCES

Successful udder health involves managing the parlour, environment and dry-off in details and protocols. When thinking about udder health, remember the role genetics will play in your herd. Picking AI sires with lower SCS will help your entire herd produce higher quality milk and more profitable cows.

Mark Carson, MSc. BSc. (Agr)., EastGen Reproductive Specialist

As the dairy industry continues to push for higher standards for the product leaving the farm gate, milk quality continues to receive a lot of attention. The only way to improve this quality is through better udder health and lowered Somatic Cell Counts (SCC). Improving udder health will not only help to lower SCC, but it will also put more milk in your bulk tank and money in your pocket. This extra production on a 100-cow dairy with an estimated milk price of $36 CAN per hectolitre could mean an extra $6,400 CAN in revenue annually.

Additionally, elevated SCC has been shown to have an additional cost on the dairy by reducing reproductive performance.

A study done by *Cornell University* found that clinical mastitis occurring any time between 14 days before and up to 35 days after insemination can lower conception rates.

Gram-negative type bacteria such as *E. coli* can be particularly harmful if infection occurs in the week following insemination, with an 80% reduction in the chance of becoming pregnant.

Parlour & Environmental Factors

Parlour and environment management are the major focuses of any herd's udder health protocol, and rightfully so. Correct milking procedures and maintenance of a cow's environment during her lactation will have a tremendous impact on her milk quality. Also, established milking procedures and proper working milking equipment are both critical to ensuring the best udder health possible, because cows that are not cleaned and prepped correctly can have milk let-down issues and may experience udder contamination issues.

There are a number of ways to monitor SCC in your parlour and environment's performance. Many new parlours come with software packages that help you monitor factors such as milk let-down times and milking speeds. Looking at these production aspects are great aids in measuring the performance of your milking crew and parlour equipment.

Reviewing your herd's SCC pattern between milk tests can also help identify focus areas. If your SCC scores stay high from test to test, you may be looking for contagious types of mastitis in your herd such as *Staphylococcus Aureus* and *Streptococcus Agalactiae*. These types of mastitis normally develop from milking procedure issues. However, if your SCC scores spike up and then return to normal between milk tests, environmental types of mastitis, such as *E. coli*, may be your culprit.

Plotting your bulk tank SCC figures over the course of a year will help you see these trends. When looking at the year as a whole if you find you have a significant spike in SCC during the warmer summer months you may want to look at ways to improve your cows' environment during those warm periods.

Dry Cow Management

Dry cow management is a critical point in any udder health protocol. The dry period gives the cow a chance to recover from the previous lactation, while preparing her mammary system for the next lactation. An excellent dry cow program involves an appropriate veterinarian recommended treatment protocol at the time of dry-off, clean housing and proper stocking density. These factors, combined with proper dry cow nutrition and calving management, should help reduce the mastitis cases.

A good way to monitor your dry cow program performance is by comparing the SCC scores at the time of drying off versus their first test in the next lactation (See Figure 1). Using a cut-off point of 200,000 SCC, this assessment helps to show improvement opportunities for udder health within your dry cow program. Easily done within Dairy Comp 305, or other data collection program when SCC is collected, the analysis will tell you one of the following:

1. **If your cows start and finish the dry period with a SCC below 200,000, then your protocol effectively stopped new infections from occurring.**
2. **If your cows start the dry period with a high SCC and subsequently start their next lactation with a low SCC, your dry cow treatment protocol successfully cured mastitis cases.**
3. **If your cows start the dry period with a high SCC, then also start their next lactations with an elevated SCC, your dry cow protocol failed to cure mastitis cases.**
4. **If your cows start dry period with low SCC and begin their lactations with an elevated SCC, your protocol allowed cows to get sick during the transition period.**

INTERPRETING FIRST SCC TEST RESULTS

	<200	>200
>200,000 at Dry-Off	% Cure	% Failure
<200,000 at Dry-Off	% Clean	% Sick While In Transition

A successful dry cow udder health program will keep most of the cows clean and cured, while minimizing the percentage that will start their lactations with a high SCC.

Genetics

Genetics is often a forgotten part of an udder health management program. If reducing the SCC over your entire herd is a long-term priority, then you should start considering the Somatic Cell Scores (SCS) of the AI sires you're choosing. Paying attention to SCS when picking your sires will help produce daughters that are less prone to develop high SCC.

For example, a third lactation daughter from a sire with a 2.60 SCS can be expected to have a 60,000 lower cell count compared to the breed average of 3.00. Reducing SCC will help make managing your herd udder health easier, and breeding daughters that are less prone to cases of mastitis will make the management of udder health in the future even easier!

Successful udder health involves managing the parlour, environment and dry-off in details and protocols. When thinking about udder health, remember the role genetics will play in your herd. Picking AI sires with lower SCS will help your entire herd produce higher quality milk and more profitable cows.

NO STONE UNTURNED IN PURSUIT OF TOMORROW'S JERSEY GENETICS!

Russell Gammon, Semex Alliance Jersey Program Manager

Semex's Jersey program has been expanded, and is spurred on by the fact that numerous national Jersey populations are rapidly growing. This growth proves that the worldwide demand for profitable Jersey genetics is only increasing as all producers strive for ways and means to increase their profitability.

JERSEY *GENOMAX™*: By February 2012 we will have genotyped young sires from four established Jersey populations worldwide, and one 'rising star' national herd. We are also using genomics to scour national Jersey populations for high potential bull mothers. The old adage of '*The good ones are where you find them*,' has never been more true.

At *Semex*, we're sifting and sorting through hundreds of young candidate sires until we find those select few worthy of widespread sampling in our own ***Jersey Genomax™*** program. This global search is easier at *Semex* as we have housing facilities on five continents, creating limitless search boundaries for the world's greatest Jersey genetics!

THE BEST JERSEY PRODUCT IN THE WORLD: All *Semex* sires are cared for in state-of-the-art facilities. Their semen is produced and processed under *Semex*'s exacting **Gold Standard** specifications. Our sampling program is extensive enough to yield a reliable proof early in each bull's productive life, all of which contributes to 200JE sires being the highest quality sires in the world.

SEMEXX™: *Semex* has the unique ability to sort semen from our top Jersey sires. This means our customers can quickly integrate top ***SEMEXX™*** sires in their breeding programs.

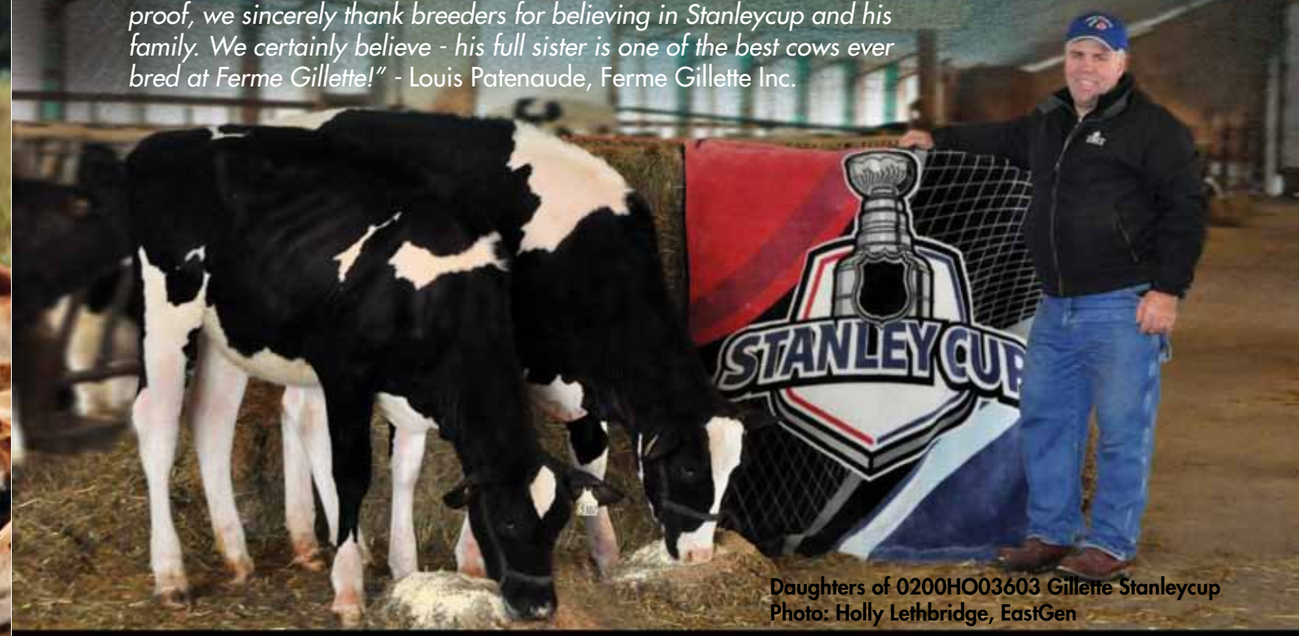
***SEMEX'S* JERSEY TEAM**: One of the *Semex* Jersey program's strengths is our North American based team of four passionate students of the Jersey breed. Together, these folks represent more than a century of involvement with the Jersey breed. We are supported globally by 'Jersey Champions' in various leading Jersey countries. Together, we provide each other with a steady flow of information regarding the accomplishments of *Semex* sires, as well as emerging cows and sires within the breed from all corners of the globe. This gives the *Semex* 200JE program a unique, global advantage!

In 2012 we'll be embarking on a Jersey-specific training program for those assisting Jersey clients around the globe. As part of *Semex's Dairy School*, produced by the *Semex Learning Centre*, team members will be even better equipped to help you make the best mating decisions for your herd.

THE RESULTS ARE EVIDENT: The December 2011 sire proof releases in North America carried a bounty of superb news for *Semex*. With new industry leaders among the ranks of genomically tested young sires, an exciting new polled Jersey sire and some top-ranking newer faces on our team, *Semex* is ready to supply the needs of those working with Jersey genetics anywhere on the planet in 2012!

AHEAD OF THE GAME WITH GILLETTE *Stanleycup*

"With an outstanding total of 900 daughters registered before his first proof, we sincerely thank breeders for believing in Stanleycup and his family. We certainly believe - his full sister is one of the best cows ever bred at Ferme Gillette!" - Louis Patenaude, Ferme Gillette Inc.



Daughters of 0200HO03603 Gillette Stanleycup
Photo: Holly Lethbridge, EastGen

FROM GOOD TO BETTER AT ELMDEN

Tara Reynolds, EastGen Communications Coordinator, with collaboration from Dr. Tim Henshaw, DVM and Mark Carson, BSc. Agr., EastGen Reproductive Specialist

EastGen's Dr. Tim Henshaw brims with enthusiasm when he speaks of the success *Elmden Farms* have achieved since starting their 80-cow milking herd on the Double Ovsynch synchronized breeding program. *"They have the discipline to do this, the diligence to follow through, and the attention to detail to make it happen,"* says Henshaw, *EastGen* staff veterinarian, speaking of Paul Hadden and his brother-in-law Jim Miller who own and operate a 500-acre dairy farm near Sunderland, Ont.

Since purchasing the farming operation from Paul's father Don in 1990, Hadden and Miller have been on an ongoing journey to increase the productivity and profitability of their Holstein herd. A number of improvements and efficiencies have been undertaken to modernize the 115-year-old barn which houses the milking herd. The switch to feeding a Total Mixed Ration (TMR), as well as the installation of tunnel ventilation, a track milking system with automatic take-offs, and a liquid manure system, have all been added over a 12-year period.

About a year and a half ago, Miller questioned Henshaw, their reproductive veterinarian for close to 20 years, about synchronized breeding. *"Jim had been breeding the cows for about 15 years, and doing a good job, but talked about how the stress of breeding a lot of cows was taking its toll on his arm and shoulder. Heat detection was also time consuming. We talked about various synchronized breeding programs, and my disappointment with some of the results over the past 30 years. However, I was encouraged with results that I had seen with this protocol."* Their tie-stall set-up, in which lactating cows are constantly confined, seemed to suit this plan, and Henshaw knew this well-managed herd was already nutritionally on target thanks to constant ration evaluations.
The Double Ovsynch Plan is part of a total herd management protocol whereby every fresh cow has at least one clean palpation before commencing the Double Ovsynch program at 50 days in milk. All cows are targeted for first breeding at 72 days.

Hadden and Miller are extremely pleased with the results in the past 20 months. *"They basically went from an above average herd into the elite category – you can see the bump,"* observes *EastGen* Reproductive Specialist Mark Carson, upon reviewing herd statistics. In March 2009, prior to commencing the Double Ovsynch plan, Elmden's total conception stood at 33 percent. The improvement has been steady ever since, with total conception reaching 47 percent in December 2011.
As Henshaw stresses, this program is a success for those willing to follow a strict needling schedule and able to resist the temptation to breed cows showing obvious signs of heat. *"In the past you always bred cows that showed heat. Now you just don't look at the cows and follow the plan instead,"* says Miller who will start anywhere from one to five cows on the same Double Ovsynch schedule. Their cows are programmed for Friday breedings. Miller and Hadden appreciate such regularity in their busy farming operation. *"Its part of our routine now,"* says Hadden. *"We can all work around it."*

Hadden and Miller also make use of *EastGen* tech service when breeding a batch of cows in one day. This frees up time for other aspects of their operation such as heat detection and A.I. - rather than natural service breeding of their heifers housed on another farm. *"The farm bull is now pursuing a career in the food industry,"* quips Henshaw.

Success with this program has enabled them to move to a voluntary rather than non-voluntary culling program, and has resulted in surplus animals to sell. Another bonus is that Hadden and Miller are now able to fill all their quota and production incentives. A shortened calving interval means more of their cows are at peak lactation.

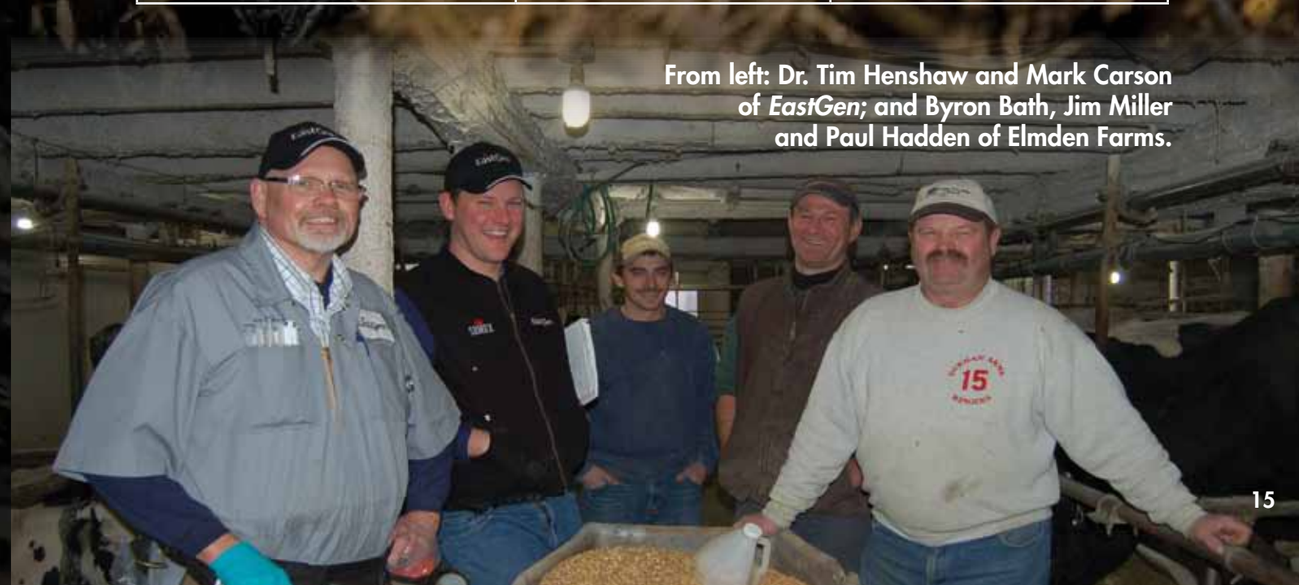
Aware of the success of this breeding protocol at *Elmden Farms*, Henshaw has other clients who've recently adopted the protocol and are receiving similar reproductive results. *"Because of the positive outcome I've seen in this herd, I am confident to recommend this as a protocol for other herds,"* says Henshaw.

There are skeptics of this type of approach to getting cows in calf. Some dairymen don't want to catch and needle cows so many times. Then there is the public concern about hormone use in spite of the fact that these drugs are proven safe when used according to label. Then there is the additional drug cost itself. However, as Henshaw states, *"the additional cost is more than offset by the decrease in number of days open – your money saved!"* He goes on to quote Mark Carson's favourite saying, *"At the end of the day, you have to do something to get your cows bred."* Double Ovsynch is that something for dairymen to consider.

For more details on reproductive solutions that could work in your herd, contact your *EastGen* representative.

"They basically went from an above average herd into the elite category – you can see the bump."
-EastGen Reproductive Specialist, Mark Carson

	Prior to Double Ovsynch March 2009	After 20 Months on Double Ovsynch December 2011
Pregnancy Rate	18%	26%
Insemination Rate	51%	67%
First Service Conception	29%	54%
Total Conception	33%	47%
Herd Production Average	33 kg per cow daily	36 kg per cow daily



From left: Dr. Tim Henshaw and Mark Carson of *EastGen*; and Byron Bath, Jim Miller and Paul Hadden of Elmden Farms.

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"Our milking Lauthority daughter here at Comestar is an exact representation of Lauthority's proof; extremely dairy with exceptional udder texture, rear attachment height and width, median suspensory, with great bone quality. The group of Lauthority heifers I have seen all follow the same pattern; very stylish, exhibiting dairy strength, strong toplines and great bone quality. I'm sure we will see Lauthority daughters in the show ring in 2012."

-Marc Comtois, Comestar Holsteins

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EastGen Solves. EastGen Leads.