





In addition to the exciting additions of newly proven sires and introduction of sensational new **GenoMax™** sires, this proof round solidifies our innovative **Immunity+™** line-up like never before. Everyone would love to have more healthy cows. Advancements have been made in treatment and care of our cows, however reducing the number of sick cows or the cost of poor health on the dairy is an ongoing challenge for most dairy farmers. Just over a year ago, the future of genetic selection for Health and Fertility took a momentous step forward with the introduction of Semex's exclusive **Immunity+™** line-up.

Healthy cows must have a strong immune system to be able to respond to harmful pathogens and infection to reduce the impact that disease exposure can cause. The beauty of the **Immunity+™** technology is that it is highly heritable (25%) and resulting high immune cows show considerably lower incidence of disease; improved vaccine response; have higher quality colostrum; and lower cull rates. Read on to find out all the news from this proof round including details on the dramatic strength of our **Immunity+™** line-up.

### Newly Additions to EastGen's Proven Holstein Sire Line-Up


**Krusader: #60 GLPI Planet x VG-86-2YR 6\* Shottle x VG-86-2YR BW Marshall x EX-93 Formation GMD DOM**

- Our 1<sup>st</sup> proven Planet and his best in Canada for overall Feet & Legs with +12
- A notable production improver with 878 for milk on 178 daughters. Impressive overall Conformation (+15)
- Udders are shallow (11S). Daughters are open, dairy and have width throughout (+9 Chest, +9 Pin Width)
- Total outcross for most Canadian genetics. Offers outstanding Herd Life (108) and Calving Ability (104)

Areas to protect: Fat %, Curved leg set, Stature, Bull fertility  **Calving Ease**  **HealthSmart**  
Healthy Cows Cost Less

**Pride: #88 GLPI Socrates x VG-88-3YR 3\* Durham x EX Rudolph x "Lead Mae EX-95-3E GMD DOM"**

- An outcross Socrates from 9 gen. of VG or EX dams tracing back to the famous "Lead Mae"
- A notable improver of Fat (58 kg, +.31%) and Protein (26 kg, +.10%)
- Udders are shallow (12S) and snugly attached (+12 Fore and Rear Attachments)
- Expect a nice type profile (+13 Conformation), hard topped cattle (+10 loin) leading to great Herd Life (110).

Areas to protect: Chest Width, Foot Angle, Calving Ability, Body Condition Score  **HealthSmart**  
Healthy Cows Cost Less

## New Proven Sire Additions

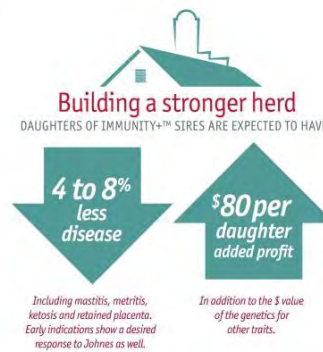
SIRE	SIRE / MGS	GLPI	MILK	FAT	PROT	CONF	MS	FL	DS	RUMP	HL	DAU. FERT.	CA	SCS	PRICE
O-Bee <b>KRUSADER</b>	Planet x Shottle	2633	878	27 -.07%	39 .07%	15	11	12	9	6	108	101	104	2.86	\$50
Regan-ALH <b>PRIDE</b>	Socrates x Durham	2576	488	58 .39%	26 .10%	13	13	7	6	7	110	96	98	2.72	\$40



**For a Stronger,  
Healthier Herd.**

We have added three new sires to our **Immunity+™** list to bring our offering up to 10 sires which **average 3005 for GLPI and +15 for Conformation!** Immune response is highly heritable and **Immunity+™** sires pass on their natural defense to their daughters and subsequently future generations.

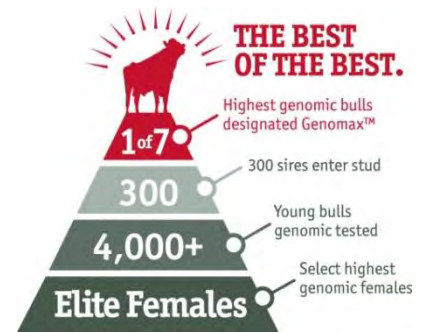
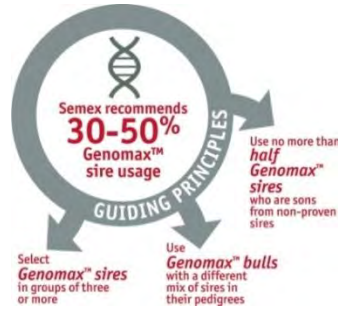
By selecting **Immunity+™** sires, with naturally high immune response, you can improve your overall herd's health.



SIRE	SIRE / MGS	GLPI	MILK	FAT	PROTEIN	CONF	MS	FL	DS	RUMP	HL	DAU. FERT.	CA	SCS	PRICE
Monument <b>IMPRESSION</b>	Socrates x Potter	2613	1323	45 -.02%	32 -.09%	12	11	7	10	10	108	103	101	2.59	\$55
R-E-W <b>SEAVER</b>	Goldwyn x Durham	2544	471	5 -.11%	31 .14%	16	15	9	12	5	112	99	98	2.54	\$40
Mr Lookout P <b>EMBARGO</b>	Facebook x Shottle	3223	1594	91 .31%	63 .11%	14	10	11	11	5	112	106	100	2.85	\$40
Stantons <b>BOOKKEEPER</b>	Bookem x Man-O-Man	3213	1737	60 -.04%	72 .15%	15	12	12	10	7	110	108	104	2.81	\$45
Claynook <b>NEW DEDUCTIVE</b>	Número Uno x Planet	3192	1660	85 .21%	62 .06%	14	14	9	3	3	114	103	105	2.60	\$35
Swissbec <b>BREKEM *RDC</b>	Bookem x Man-O-Man	3188	1607	66 .06%	74 .20%	14	13	11	8	6	109	104	103	2.88	\$45
Croteau <b>NEW LESPERRON UNIX</b>	Número Uno x Domain	3181	1362	69 .17%	50 .05%	18	17	12	8	5	114	106	103	2.74	\$55
Amighetti <b>NUMERO UNO</b>	Man-O-Man x Shottle	3132	814	75 .43%	46 .16%	14	13	13	4	4	115	107	99	2.63	\$55
Rochymountain <b>LOCHINVAR</b>	Número Uno x Super	2978	1256	61 .14%	47 .04%	13	14	10	4	3	114	105	101	2.79	\$35
Gen-I-Beq <b>SAMMY</b>	Windbrook x Alexander	2789	637	67 .42%	29 .08%	17	13	16	12	11	106	99	101	2.84	\$40
<b>AVERAGE</b>		<b>3005</b>	<b>1246</b>	<b>62 .16%</b>	<b>51 .09%</b>	<b>15</b>	<b>13</b>	<b>11</b>	<b>8</b>	<b>6</b>	<b>111</b>	<b>104</b>	<b>102</b>	<b>2.73</b>	<b>\$45</b>

**Genomax** Semex's Genomically Selected Sires – Genomic Parent Average figures  
Leading Genetics

In addition to our 8 **GenoMax™** sires which are designated as **Immunity+™** sires (Embargo, Bookkeeper, Deductive, Brekem, Unix, Lochinvar, Sammy and Numero Uno), we have added 1 **GenoMax™** sire bringing our total offering up to 19 **GenoMax™** sires! 11 are sired by different sires and in all, they average: **3110 GPA LPI 1542M +.15%F +.10%P +15 Conf. 2.77 SCS 102 D.F. 102 CA 111 Herd Life!**



SIRE	SIRE / MGS	GPA LPI	MILK	FAT	PROTEIN	CONF	MS	FL	DS	RJUMP	HL	CA	SCS	PRICE	CATEGORIES
Mr Lookout P <b>ENFORCER</b>	Facebook x Shottle	3352	1955	78 .05%	78 .13%	13	9	13	9	5	114	104	2.82	\$55	  
Claynook <b>NEW</b> <b>DELAWARE</b>	Epic x Man-O-Man	3322	1694	89 .24%	72 .15%	17	15	11	11	9	111	100	2.70	\$45	
Silverridge <b>ALBUM</b>	Epic x Man-O-Man	3308	1631	72 .12%	67 .12%	15	13	15	10	5	114	107	2.58	\$45	 
Velthuis <b>LET IT SNOW</b>	Snowman x Planet	3179	2501	81 -.12%	93 .13%	15	12	10	12	10	105	97	2.95	\$45	 
Amities <b>LOVERMAN</b>	Epic x Man-O-Man	3104	1614	62 .02%	69 .14%	16	14	11	9	6	110	105	3.00	\$40	 
Boldi VSG <b>AIRINTAKE</b>	Epic x Man-O-Man	3157	1755	72 .09%	54 -.02%	16	14	10	5	16	113	104	2.80	\$50	 
Stantons <b>CAMPUS</b>	Numero Uno x Observer	3078	1828	77 .12%	49 -.07%	16	10	10	6	16	110	101	2.59	\$32	
Bergitte <b>HATBOX</b>	Facebook x Mr Burns	3075	1430	95 .38%	64 .12%	10	11	10	-1	10	106	101	2.77	\$40	
Velthuis <b>ALPINE</b>	Snowman x Planet	3039	1894	84 .14%	69 .09%	11	9	8	2	11	110	104	2.73	\$40	 

**Sexed**™. A smart business choice to expand the number of quality heifers within your dairy  
More Heifers.



## Increasing the Incidence of Hornless Dairy Cattle with Genetics

There are a number of recessives like CVM, Brachyspina, DUMPS, BLAD that are controlled by a single gene. A single gene is also responsible for the expression of Red Coat colour. While all of these examples have a “recessive” mode of transmission, the **POLLED** gene is expressed in a manner that is “dominant” over the gene resulting in horned cattle. This “dominance” feature makes selection for polled much faster. An animal can: not carry either polled genes (POF – free); carry one polled gene (POC – heterozygous carrier); or carry both polled genes (POS – homozygous carrier)

MATING SIRE	PROBABILITY OF POLLED PROGENY FROM VARIOUS MATING COMBINATIONS			
	COW OR HEIFER TO BE BRED			
	POS (both genes)	POC (one of the genes)	POF (free)	Not Tested
POC (Heterozygous Polled Carrier)	100%	75%	50%	50%



SIRE	SIRE / MGS	GPA LPI	MILK	FAT	PROT	CONF	MS	FL	DS	RUMP	HL	DAU. FERT.	CA	SCS	PRICE
Pine-Tree <b>OVERTIME-P</b>	Numero Uno x Significant	2922	810	81 .49%	46 .17%	13	13	9	8	4	109	99	99	2.76	\$38
Sandy-Valley <b>CHIPPER-P *RDC</b>	Colt P-RED x Planet	2658	1524	17 -.38%	53 .04%	10	12	6	2	1	112	103	103	2.86	\$40

✓ Pine-Tree **OVERTIME-P**



✓ Sandy-Valley **CHIPPER-P \*RDC**



# MATING Recommendations



December 2013

Typical Daus of /  
Filles typiques de

Suggested Matings: (in alphabetical order)  
Accouplements suggérés : (par ordre alphabétique)

<b>Admiral</b> .....	Artie-Red, Fever, Impression, Krusader, Pride, Sid, Steady, Windbrook
<b>Alexander</b> .....	Chelios, Fever, Lauthority, Reginald, Sailing, Seaver, Sid, Windbrook
<b>Ashlar</b> .....	Fever, Impression, Seaver, Shadow, Sid, StanleyCup, Steady, Windbrook
<b>Buckeye</b> .....	Artie-Red, Impression, Manifold, Seaver, Shadow, Sid, StanleyCup, Steady
<b>Denison</b> .....	Brawler, Chelios, Krusader, Musketeer, Sailing, Sid, Steady, Windbrook
<b>Denzel</b> .....	Brawler, Fever, Jett Air, Krusader, Lavanguard, Tennessee, Windbrook
<b>Eight</b> .....	Chelios, Impression, Lavanguard, Reginald, Sailing, Sid, Steady, Tennessee
<b>Fever</b> .....	Brawler, Chelios, Jett Air, Manifold, Pride, Sid, StanleyCup, Steady,
<b>Final Cut</b> .....	Artie-Red, Chelios, Krusader, Musketeer, StanleyCup, Steady, Windbrook
<b>Frosty</b> .....	Chelios, Fever, Lauthority, Manifold, Sailing, Seaver, Sid, Windbrook
<b>Goldwyn</b> .....	Artie-Red, Impression, Jett Air, Krusader, Sid, Steady, Windbrook
<b>Jordan</b> .....	Brawler, Chelios, Impression, Krusader, Sid, Steady, Windbrook
<b>Lauthority</b> .....	Artie-Red, Jett Air, Manifold, Pride, Sid, StanleyCup, Steady, Windbrook
<b>Manifold</b> .....	Brawler, Chelios, Impression, Lavanguard, Sid, Tennessee, Windbrook
<b>Man O Man</b> .....	Chelios, Impression, Lauthority, Sailing, Steady, Tennessee, Windbrook
<b>Mr Burns</b> .....	Chelios, Fever, Impression, Krusader, Reginald, Seaver, Sid, Windbrook
<b>Planet</b> .....	Artie-Red, Chelios, Fever, Lavanguard, StanleyCup, Tennessee, Windbrook
<b>Reginald</b> .....	Author, Impression, Jett Air, Krusader, Manifold, Sid, StanleyCup
<b>Sanchez</b> .....	Author, Brawler, Fever, Lauthority, Musketeer, Shadow, Tennessee
<b>Seaver</b> .....	Artie-Red, Author, Brawler, Jett Air, Sid, StanleyCup, Windbrook
<b>Shadow</b> .....	Author, Brawler, Impression, Jett Air, Krusader, Sid, StanleyCup
<b>Shottle</b> .....	Artie-Red, Manifold, Reginald, Sailing, Sid, StanleyCup, Tennessee
<b>Sid</b> .....	Artie-Red, Chelios, Fever, Jett Air, Krusader, Musketeer, Seaver, Tennessee
<b>StanleyCup</b> .....	Author, Fever, Impression, Krusader, Musketeer, Sid, Tennessee
<b>Steady</b> .....	Brawler, Impression, Lavanguard, Manifold, Sailing, Shadow