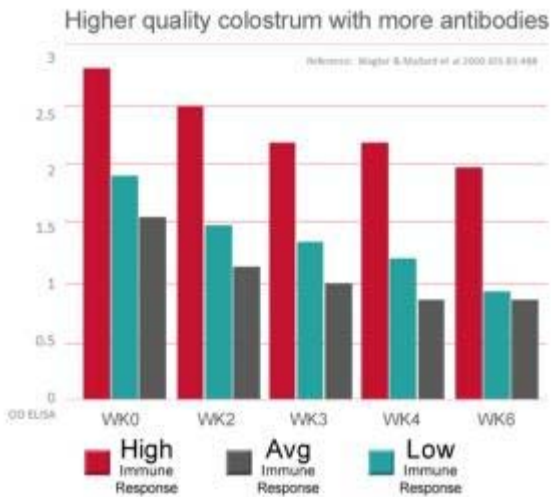


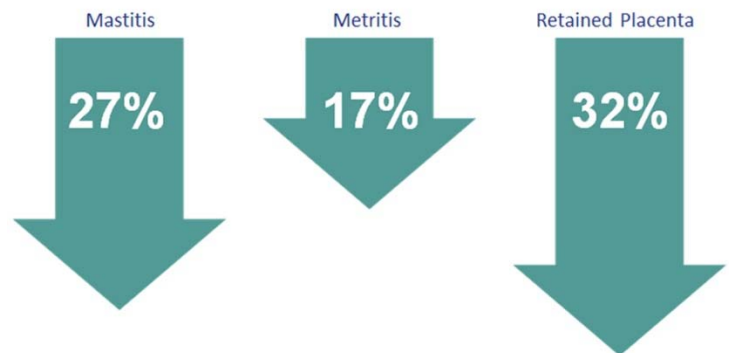


Although Spring may never come, at least we can bank on some exciting new Semex bulls with each proof and this proof round did not disappoint. There are some great new additions to our proven sire line-up while our list of **Immunity+**™ sires continues to be solidified as more breeders are discovering this innovative and exclusive Semex product line.

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. 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%). This means that ¼ of the variation seen in immune response can be associated to genetics. High immune cows show considerably lower incidence of disease; improved vaccine response; have higher quality colostrum; and lower cull rates.



In a 3,000-cow herd, results showed high immune cows are healthier and more efficient compared to their herd mates:



In the 64 North American herds analyzed by the University of Guelph's immune response research, all herds ranged from 19-30% less incidence of disease when comparing high immune responders compared to herd average.

Read on for more 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

**Careyprice: #14 GLPI Goldwyn x "S Celebrity" EX-94 13\* x Regancrest Cinderella EX-92-2E-US x Regancrest-PR Barbie EX-92=US GMD DOM 6\* x "Juror Brina" Ex-92-US GMD**

- Beautifully bred late-sampled Goldwyn from arguably the most respected cow families in the World – the **Barbies!**
- Solid production improver with 1222 for milk, and plus deviations (+.30%F, +.15% P). Solid overall Type (+12)
- Udders are silky (+11 Texture) and exhibit nice, deep Median Suspensory Ligament (+15)
- Long-dairy, tall (+12 Stature) & Angular frames (+13) with pleasing capacity (+7 Chest, +9 Body Depth)

Areas to protect: Calving Ability, Daughter Fertility, Rump Angle

**Advance: #44 GLPI Alexander x EX-91-US Goldwyn x EX BW Marshall x VG-86-2YR Mattie G**

- Our first Alexander son from 9 gen. of VG or EX dams.
- A significant improver of Fat (78 kg, +.45%) and with solid milk improvement (+855 kg)
- Udders are shallow (9S), silky (+14 texture) and have strong top-lines (+11 Loin, +9 Pin Set)
- Our best for Feet & Legs (+18 Overall, +17 Bone, +19 RLRV) leading to good Herd Life (107)

Areas to protect: Protein %, Chest Width, Body Depth, Dau. Fert., Dau. Calving Ability

**Superpower: #47 GLPI Bonair x VG-86-2YR 7\* "Shottle Satin" x VG-86-2YR 9\* Freelance x VG-86 15\* Convincer x VG-86-2YR 38\* "Splendor" x VG-86 18\* "Aero Flower"**

- A Bonair son from the former #1 GLPI cow "Shottle Satin" from the famous "Aero Flower" family!
- Impressive milk gains (1112 kg) with strong components (62 kg, +.19%) and Protein (37 kg, +.00%)
- Udders are shallow (2S) and snugly attached (+9 Fore Attachment, +10 Rear Attachment Width)
- Expect a nice type profile (+13 Conformation), hard topped cattle (+6 loin) leading to great Herd Life (108).

Areas to protect: Teat Placement, SCS, Persistency, Body Condition Score



## New Proven Sire Additions

SIRE	SIRE / MGS	GLPI	MILK	FAT	PROT	CONF	MS	FL	DS	RUMP	HL	DAU. FERT.	CA	SCS	PRICE
Blondin <b>CAREYPRICE</b>	Goldwyn x Shottle	2847	1222	76 .30%	57 .15%	12	8	11	12	0	102	95	95	2.75	\$42
Dewgood <b>ADVANCE</b>	Alexander x Goldwyn	2706	855	79 .45%	23 -.04%	14	10	18	1	8	107	95	100	2.90	\$40
Misty Springs <b>SUPERPOWER</b>	Bonair x Shottle	2704	1112	62 .19%	37 .00%	13	10	9	9	9	108	100	103	3.06	\$50



**For a Stronger, Healthier Herd.**

We have added three new sires to our **Immunity+**™ list to bring our offering up to 12 sires which **average 3022 for GLPI, 112 for Herd Life and +14 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	2622	1216	39 -.04%	32 -.09%	11	11	6	10	10	109	104	101	2.66	\$60
R-E-W <b>SEAVER</b>	Goldwyn x Durham	2617	411	4 -.09%	31 .14%	16	16	9	14	5	112	98	98	2.53	\$40
Silverridge V <b>ENVOIOUS NEW</b>	Facebook x Shottle	3301	1778	85 .20%	63 .11%	16	15	11	9	5	111	101	101	2.76	\$52
Comestar <b>LINEMAN NEW</b>	Mogul x Man-O-Man	3210	1244	70 .24%	72 .15%	14	16	11	3	3	114	103	104	2.54	\$45
Val-Bisson <b>DOORMAN NEW</b>	Bookem x Shottle	3165	1169	62 .18%	62 .06%	18	16	10	12	6	112	101	99	2.49	\$55
Stantons <b>BOOKKEEPER</b>	Bookem x Man-O-Man	3147	1542	54 -.02%	74 .20%	14	11	11	9	5	111	108	104	2.84	\$45
Mr Lookout P <b>EMBARGO</b>	Facebook x Shottle	3130	1377	83 .32%	50 .05%	13	9	10	10	3	112	106	100	2.88	\$40
Swissbec <b>BREKEM *RDC</b>	Bookem x Man-O-Man	3113	1484	62 .07%	46 .16%	13	12	9	7	5	110	103	104	2.91	\$40

Claynook <b>DEDUCTIVE</b>	Numero Uno x Planet	3102	1452	78 .23%	47 .04%	12	13	8	2	2	114	103	105	2.64	\$35
Croteau Lesperron <b>UNIX</b>	Numero Uno x Domain	3083	1132	62 .19%	43 .04%	17	16	11	7	4	114	105	103	2.78	\$45
Gen-I-Beq <b>SAMMY</b>	Windbrook x Alexander	2784	461	61 .43%	29 .08%	17	13	15	13	10	107	99	99	2.85	\$40
<b>AVERAGE</b>		<b>3025</b>	<b>1206</b>	<b>60 .16%</b>	<b>51 .10%</b>	<b>15</b>	<b>13</b>	<b>10</b>	<b>9</b>	<b>5</b>	<b>111</b>	<b>103</b>	<b>102</b>	<b>2.72</b>	<b>\$45</b>

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



## The Youngest & Brightest Genomic Sires in the Marketplace

In addition to our 10 **GenoMax™** sires which are designated as **Immunity+™** sires (Envious, Lineman, Doorman, Bookkeeper, Embargo, Brekem, Deductive, Unix, Sammy and Science-P), we have added 4 other **GenoMax™** sires bringing our total offering up to 20 **GenoMax™** sires! 12 are sired by different sires and in all, average: **3080 GPA LPI 1279M +.18%F +.12%P +14 Conf. 2.74 SCS 103 D.F. 103 CA 112 Herd Life!**



SIRE	SIRE / MGS	GPA LPI	MILK	FAT	PROTEIN	CONF	MS	FL	DS	RUMP	HL	CA	SCS	PRICE	CATEGORIES
Butz-Hill <b>NEW</b> <b>MAGNIFICENT</b>	Supersire x Man-O-Man	3250	1378	96 .43%	68 .21%	14	12	10	8	7	110	105	2.78	\$40	HealthSmart Robot Ready
Silverridge <b>ALBUM</b>	Epic x Man-O-Man	3200	1385	63 .13%	60 .13%	14	12	14	9	3	113	108	2.60	\$45	HealthSmart Robot Ready
Claynook <b>DELAWARE</b>	Hunter x Planet	3183	1439	79 .24%	62 .14%	16	14	9	11	8	111	100	2.71	\$40	HealthSmart
Gillette <b>NEW</b> <b>CAVIAR</b>	Mogul x Iota	3175	1017	75 .36%	50 .16%	14	15	10	6	6	115	101	2.63	\$60	HealthSmart
Jeanlu <b>NEW</b> <b>FIX</b>	Mogul x Observer	3157	1060	62 .23%	43 .08%	14	15	10	2	7	118	108	2.46	\$40	HealthSmart
Go Farm <b>NEW</b> <b>RAPTOWN</b>	Cosmopolitan x Pitbull	3079	1145	55 .13%	56 .18%	16	12	14	11	9	111	97	2.65	\$40	HealthSmart
Boldi VSG <b>AIRINTAKE</b>	Epic x Man-O-Man	3058	1549	66 .10%	49 -.03%	16	15	13	9	4	112	104	2.85	\$40	HealthSmart Robot Ready
Amitics <b>LOVERMAN</b>	Epic x Man-O-Man	3027	1400	54 .03%	63 .15%	15	13	10	8	5	109	106	3.02	\$60	HealthSmart Robot Ready
Velthuis <b>ALPINE</b>	Snowman x Planet	2915	1434	67 .18%	55 .08%	12	11	10	7	1	110	104	2.77	\$60	HealthSmart Robot Ready
<b>AVERAGE</b>		<b>3116</b>	<b>1312</b>	<b>69 .20%</b>	<b>56 .12%</b>	<b>15</b>	<b>13</b>	<b>11</b>	<b>8</b>	<b>6</b>	<b>112</b>	<b>104</b>	<b>2.72</b>	<b>\$47</b>	

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





## 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 matter 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)

PROBABILITY OF POLLED PROGENY FROM VARIOUS MATING COMBINATIONS				
MATING SIRE	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
Bryhill <i>SCIENCE-P</i>	Numero Uno x Shottbolt	2985	1024	76 .37%	41 .06%	12	10	12	5	-1	112	100	2.79	12	\$38
Sandy-Valley <i>CHIPPER-P</i>	Colt P-RED x Planet	2543	1103	0 -.41%	41 .05%	10	12	6	1	0	112	107	2.84	10	\$40

✓ Bryhill *SCIENCE-P*

✓ Sandy-Valley *CHIPPER-P* \*RDC



# MATING

## Recommendations

April 2014



**Typical Daus of /  
Filles typiques de**

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

- |                         |   |
|-------------------------|---|
| <b>Alexander</b> .....  | Careyprice, Chelios, Fever, Lauthority, Reginald, Sailing, Seaver, Sid    |
| <b>Atwood</b> .....     | Advance, Author, Brawler, Jett Air, Krusader, Superpower, Tennessee       |
| <b>Brawler</b> .....    | Careyprice, Fever, Impression, Krusader, Musketeer, Pride, Seaver, Sid,   |
| <b>Braxton</b> .....    | Advance, Brawler, Chelios, Fever, Jett Air, Sailing, Sid, Stanleycup      |
| <b>Denison</b> .....    | Brawler, Careyprice, Chelios, Krusader, Musketeer, Sailing, Seaver, Sid   |
| <b>Denzel</b> .....     | Brawler, Chelios, Fever, Jett Air, Krusader, Lavanguard, Tennessee        |
| <b>Fever</b> .....      | Brawler, Chelios, Impression, Jett Air, Manifold, Pride, Sid, Superpower  |
| <b>Goldwyn</b> .....    | Author, Impression, Jett Air, Krusader, Pride, Sid, Superpower            |
| <b>Jordan</b> .....     | Author, Brawler, Chelios, Impression, Krusader, Pride, Sid, Superpower    |
| <b>Lauthority</b> ..... | Brawler, Jett Air, Krusader, Manifold, Pride, Sid, Stanleycup, Superpower |
| <b>Lavanguard</b> ..... | Brawler, Impression, Jett Air, Krusader, Manifold, Pride, Sid, Superpower |

<b>Manifold</b> .....	Brawler, Careyprice, Chelios, Impression, Lavanguard, Sid, Tennessee
<b>Man O Man</b> .....	Chelios, Impression, Jett Air, Krusader, Lauthority, Sailing, Seaver, Tennessee
<b>Planet</b> .....	Brawler, Careyprice, Chelios, Fever, Jett Air, Lavanguard, Stanleycup, Tennessee
<b>Reginald</b> .....	Author, Brawler, Impression, Jett Air, Krusader, Manifold, Sid, Stanleycup
<b>Sailing</b> .....	Author, Brawler, Impression, Jett Air, Krusader, Manifold, Pride, Superpower
<b>Sanchez</b> .....	Advance, Author, Brawler, Chelios, Fever, Lauthority, Musketeer, Tennessee
<b>Seaver</b> .....	Author, Brawler, Jett Air, Krusader, Manifold, Sid, Stanleycup, Superpower
<b>Shadow</b> .....	Author, Brawler, Impression, Jett Air, Krusader, Sid, Stanleycup, Superpower
<b>Shottle</b> .....	Advance, Manifold, Lavanguard, Reginald, Sailing, Sid, Stanleycup, Tennessee
<b>Sid</b> .....	Chelios, Fever, Jett Air, Krusader, Lavanguard, Musketeer, Seaver, Tennessee
<b>Stanleycup</b> .....	Author, Chelios, Fever, Impression, Krusader, Musketeer, Sid, Tennessee
<b>Steady</b> .....	Advance, Author, Brawler, Impression, Jett Air, Lavanguard, Manifold, Sailing
<b>Talent</b> .....	Careyprice, Chelios, Jett Air, Sailing, Seaver, Sid, Superpower, Tennessee
<b>Windbrook</b> .....	Advance, Careyprice, Jett Air, Lavanguard, Manifold, Sailing, Sid, Tennessee



April 2014



Each year, the genetic base used to express genetic evaluations in Canada is updated in conjunction with the first official proof release.

### Base Changes for 2014 Versus 2013

	AY	BS	CN	GU	HO	JE	MS
LPI <sup>1</sup>	0	0	0	0	0	0	0
Milk (kg)	72	10	56	34	87	32	47
Fat (kg)	3.1	1.7	1.5	1.5	3.7	2.3	2.6
Protein (kg)	2.6	1.3	0.9	1.4	3.1	1.5	1.0
Conformation	0.90	0.46	0.07	0.04	0.86	0.32	0.18
Mammary System	0.80	0.51	0.01	0.48	0.69	0.22	0.17
Feet & Legs	0.77	0.09	0.12	-0.04	0.70	0.07	0.19
Dairy Strength	0.53	0.21	0.27	-0.26	0.62	0.3	0.13
Rump	0.32	0.11	0.05	-0.18	0.47	0.16	0.19
Herd Life <sup>2</sup>	0.52	0.24	0.03	0.07	0.45	0.06	-0.05
Somatic Cell Score <sup>3</sup>	-0.04	-0.01	-0.03	0.02	-0.03	-0.02	-0.02
Daughter Fertility <sup>2</sup>	-0.18	0.15	-0.05	0.15	-0.07	0.10	0.06

1 – Base change for LPI is set to zero since it is already reflected by the change in the “Constant” included in the LPI formula.

2 – Traits expressed on scale of Relative Breeding Values (RBV).

3 – For Somatic Cell Score only, negative base change values represent a desirable trend in genetic progress.

### 2014 LPI Constants:

Holstein – 1755; Ayrhisre – 1783; Brown Swiss – 828; Guensey – 602; Jersey – 941; Milking Shorthorn - 1039