



There are lots of ways for sires to become household names in this industry but there is no better way than to add more daughters and then jump up the two National ranking lists. **Silverridge Album**, now with over 1,000 milking and classified daughters in his genetic evaluation, just did exactly that. The Epic son **Album**, who debuted in December '16, jumped again this round for Milk (+1588), Fat (+59 kg), Protein (+72 kg), GLPI (3167, #5 in Canada), and Pro\$ (\$2,433, #3 in Canada) while holding with a solid +9 for Conformation.

As we like to say, **Album 'Ticks All the Boxes'**. Album daughters will have shallow udders (5S) that are made for today's modern dairy operations. Their feet can handle the rigours of any housing system (+10 Heel Depth). Their ample width throughout (+8 Chest Width) will lead to Lactation Persistence (110, one of our best) and daughters that will breed back easily (104 Daughter Fertility) and their Rump structure will compliment many of today's challenging blood lines (+6 Loin, 1L Rump Angle). **Album**, who carries the **Repromax**, **Health Smart**, **Robot Ready**, **Calving Ease** and **A2A2** designations, is available with a special price this round. He should cross well on typical daughters of Seaver, Lauthority, Doorman, Chelios or typical McCutchen bloodlines.

Comestar Lautrust, who was the #1 used sire in July at EastGen, is Canada's #2 ranked GLPI sire with 3248. **Lautrust** is the #1 sire for type with +13 Conformation in the Top 10 GLPI and Top 10 Pro\$ lists. This well-bred Sudan son offers outstanding production improvement (+1595 Milk, +159 Combined F & P), high deviations (+0.22% Fat, +0.18% Protein) combined with quality, shallow udders (+11 Mammary, +13 Texture) and tremendous Feet & Legs

(+13). Similar to **Album**, **Lautrust** will have the Rump structure that today's dairymen are looking for, displaying adequate width from behind (+1) and perfect rump slope from hooks to pins (+7 Loin, 6L Rump Angle). **Lautrust** carries the designations of **Repromax**, **Calving Ease**, **HealthSmart** and **A2A2**. **Lautrust** should cross well on typical McCutchen bloodlines and on cows in need of an infusion of milk, component deviations and overall type improvement.

Canada's best overall type sire continues to be **Croteau Lesperron Unix** who gains a point on type this proof round. Bred to be great, this Numero Uno from the famous "Raven" family, is being considered to be a true type game changer! **Unix** is now 2996 GLPI, \$1673 Pro\$, +782 Milk, +42 Fat (+0.11%), +30 Protein and +18 Conformation. Field reports continue to flood in about more impressive **Unix** daughters which is adding to the excitement of this outstanding breed leader. **Unix**, who carries the coveted **Immunity+**, **Calving Ease**, and **Showtime** designations, has already become one of our most popular sires undoubtedly due to breeders with their sights on breeding a real special one. **Unix** should cross well on typical McCutchen bloodlines and daughters of Dempsey, Seaver, Sid, Impression, Chelios and Doorman.

Two **Genomax** mainstays graduate this round to proven status adding to the growing list of **Genomax** sires that have '**Delivered on a Promise**'. The first is the highly anticipated **Stantons High Octane**. An **Immunity+** sire who stems from the renowned "Barbie" family, **High Octane** debuts with 2884 GLPI, +1896 Milk, +33 Fat, +39 Protein and +15 Conformation. He is our very best for udder depth (13S) which is remarkable considering his outstanding Milk yields. **High Octane** will make them tall (+16), long and with ample width (Chest +6, Pin Width +10) and superb Feet & Legs (+10). With his exciting first proof this round, **High Octane** now joins the ranks of **Unix** and **Doorman** as one of the Top 3 **Immunity+** sires for type in the World!

Our second **Genomax** graduate, the extremely popular **Silverridge V WICKHAM**, joins the proven ranks with his 1st official proof. **WICKHAM** will continue to be a reliable sire for high milk yield (+1818 kg Milk), Fat% improvement (+.02%) and rock-solid type (+11 Conformation). Breeders flocked to **WICKHAM** as a source for great Feet and outstanding Rump structure and he comes through as had been expected for both (+11 Heel Depth, 10 Loin, 3L Rump Angle). **WICKHAM** also came through with pleasing Herd Life (103) and will still be an outstanding choice for heifers with a Calving Ability of 105.

Go to www.eastgen.ca to get all the details on your favourite EastGen sires including the sensational type specialist **Val-Bisson Doorman**, the ultra-balanced **JK Eder-I Control** and outcross **Immunity+** sensation **Monument Impression**.

Some Exciting **NEW** **Genomax**™ *Leading Genetics* Additions to EastGen's Holstein Line-Up

Progenesis MIDNIGHT 3506 GPA LPI Duke x Defender x Bookem x VG-86 Roylane Shot Mindy x aAa: 234165 VG-86 DOM Oman x 6 generations VG or EX GMD DOM awarded dams

- Semex's #1 Genomax sire available offering high GPA LPI (+3506) & Pro\$ (\$2947)
- High GTPI (2656) with outstanding type (PTAT 2.75, +13 Conformation)
- Exceptional components (195 CFP, +.05% Fat, +.12% Protein) from daughters made to last (HL 105, NM\$ 713)

Areas to protect: Height of Front End, Teat Placement



Westcoast LIGHTHOUSE 3380 GPA LPI Spring x Distinction x VG-87-2YR Numero Uno x VG-8613* aAa: 432516 A2A2 Planet x VG-89 35* Goldwyn Lilac x "Lylehaven Lyla Z" EX-94 23*

- Exciting Immunity+ Spring son made for the modern dairyman with an expectation of balanced breeding
- Incredible Mammary Systems (+13 Overall, 3.01 UDC) & problem-free F&L's (+11 Overall, 2.03 F&L Score)
- Healthy daughters that will breed back well (110 DF) and stand the test of time (112 HL)

Areas to protect: RLSV, Body Depth



Progenesis KIPPER 3031 GPA LPI High Octane x 5G x Epic x VG-886* Oman x EX GMD DOM aAa: 243165 Shottle x 8 more generations of VG or EX direct dams

- Top-notch Immunity+ High Octane son with the potential to make some really special ones
- A type pattern which will trigger some excitement (+17 Conformation, 3.59 PTAT)
- Expect ample Dairy Strength (+14 overall, 2.72 Dairy Comp.) & Feet made for all environments (+14 Heel)

Areas to protect: Teat Length, Calving Ability



More than ever, with strong growth signals in the market, producers are looking for trouble-free cows that produce large volumes of milk and components.

Check the back of your August '17 proof sheet for the new **PROFIT PLUS** section. EastGen is featuring bulls that deliver these traits along with high lifetime profitability.

| | Pro\$ | GPA LPI | Fat (kg) | Prot (kg) | Conf | DF | HL |
|----------------------------|--------|---------|----------|-----------|------|-----|-----|
| Progenesis WIZARD | \$2967 | 3413 | 93 | 85 | 7 | 112 | 109 |
| Progenesis CAMERON | \$2871 | 3404 | 96 | 93 | 9 | 108 | 110 |
| Westcoast YAMASKA | \$2870 | 3450 | 119 | 84 | 9 | 108 | 110 |
| No-Fla UTOPIA | \$2802 | 3284 | 100 | 71 | 7 | 108 | 111 |
| Stantons USEFUL | \$2558 | 3332 | 122 | 64 | 10 | 107 | 109 |
| Progenesis MANITOBA | \$2543 | 3189 | 70 | 68 | 8 | 109 | 112 |

Amplify the best genetics in your herd with EastGen's expanded line-up of sexed semen.



Siemers **BLOOMFIELD 0777HO10693**
Delta x Numero Uno x "Shottle Bombi"

Offers 128 kg of Fat with solid Conformation (+11) and an outstanding Health & Fertility profile.



Progenesis **OUTLAST 0777HO10670**
Doorsopen x Oak x 9 generations VG or EX

From a renowned cow family, Outlast is high GPA LPI (3359), GTPI (2695) & offers an impressive balanced profile.



JK Eder-I **CONTROL 0777HO03829** NEW

Snowman x 11th generation VG or EX Bolton from the "Roxy" family.

EastGen has responded to trends and needs in the marketplace by expanding our line-up of **SexedULTRA** sires. Our newest 3 additions includes one of our most popular proven sires **CONTROL!**

All sorted bulls from Semex are processed with **SexedULTRA**, the most advanced technology in the industry.

Using **SexedULTRA** will get you the results you are looking for!

Check our website weekly for our full list of exciting sires available with **SexedUltra!**