

## Inside Product Development

IN THIS INTERVIEW, WE ASK PAUL TRAPP, SEMEX PRODUCT ACQUISITION SPECIALIST, TO SHARE HIS INSIGHTS ON SEMEX'S TOP SIRES, SIRE SELECTION AND THE IMPACT OF GENOMICS ON PRODUCT DEVELOPMENT.



**Q.** *How many young bulls enter Semex each year and what percentage of these bulls come from the Progenesis program?*

**A.** About 250 Holsteins, 60 Jerseys and 20 Ayrshires. In 2018, Progenesis, our internal product development program, supplied 40-45% of our Holstein bulls. We expect to stay near this percentage in the coming years.

**Q.** *How many young bulls do you test every year to identify those that will enter stud?*

**A.** We genomic tested more than 3,000 young bulls in Canada, Europe and the USA in 2018. We feel the quality of the bulls we're testing is as important as the total number.

**Q.** *Which indexes does Semex utilize to help select bulls?*

**A.** We look at the entire genomic profile of each bull. LPI, PRO\$, TPI, NM\$, PFT, PLI and RZG are all indexes we use in the decision-making process. Semex sells

semen in 80 different countries, so we need to supply a product that can perform well under different milk pricing, management systems and genetic needs.

We believe genetic selection reaches far beyond composite indexes. **Productivity, fertility, efficiency and disease resistance are the cornerstones of a long and productive life for dairy cows and these are our focus traits.** If these traits are industry leading, our rankings in composite evaluations like PRO\$, LPI, NM\$, RZG, TPI and others will be globally competitive.

**Q.** *Some bulls are now only available in sexed semen. Does this create exclusivity for bloodlines?*

**A.** The purity level of sexed semen is somewhere around 90%, thus males will be in the general population even if only sexed semen is sold on a certain bull. Sexed semen certainly restricts bloodlines from entering global AI product offerings. Semex and others will often focus on females from these bulls to bring bloodlines into their programs through maternal lines.

*Continued on page 4...*

# The Bardos keep getting better & better

## #2 LPI at +3416



**BENNER BARDO** EX

0200H010366

FLAME x MOGUL x BAXTER



**+0.86% +116 Kg Fat**

**+11 Conformation**

**+11 Feet & Legs**

**104 Herd Life**

**102 SCS**

ATHLONE BARDO MOLASSES VG-85-2YR-CAN  
 ATHLONE BARDO LIMBURGER VG-85-2YR-CAN  
 ATHLONE FARMS, TAVISTOCK, ONTARIO

Photo: Holly McFarlane



l to r: Merina Johnston, Ontario Holsteins; Ingrid Allen; Amanda Allen; Award Recieipient: Alexa Prinzen; EastGen Directors: Joe Krol, Mel McLean and Amanda Jeffs.

### EastGen Delegate and former EBI Director remembered through the Kevin Allen Memorial Award

At the recent Spencerville EastGen Showcase a new award was announced to honour and remember Kevin Allen, an EastGen Delegate, former EBI Board of Director, dairy farmer and life-long supporter of 4-H along with his local agriculture community. Kevin Allen passed away May 25, 2019, doing what he loved, on his family dairy farm. Kevin had a strong passion for farming and being on his land and had a greater love for his family. Kevin touched many lives and made an impact in his community in the heart of Prescott County and throughout Eastern Ontario.

In Kevin's memory, family and friends donated to Holstein Ontario Dairy Youth Trust Fund. These funds will honour Kevin's memory and his strong support of 4-H opportunities through an annual award presented to a competitor involved in the EastGen Showcase competition. This award winner is chosen through a name drawn from all of the participants who attend the event. This year the Allen Family presented this special award to Alexa Prinzen, Prince Edward County.



Watch for your August proof sheet in the mail following the August 13, Genetic Evaluation Release

## Youth Shine at EastGen 4-H Events



This July 430 participants had the opportunity to take part in one of the most anticipated 4-H events of the year. EastGen's Showcase and Challenge events include education, skill enhancement with fun and friendly competition. Participants spend time team-building while learning at education sessions and then entering the ring for showmanship and conformation classes on show day. Overall points are comprised from a written test following education as well as show-day results. A series of four regional events take place in Spencerville, ON; Markham, ON; Stratford, ON; Truro, NS, focused on 4-H youth between the ages of 14 and 21. Achievements in quiz writing, best exhibit and display, top show results, and overall accomplishments are honoured by age division as well as overall grand champion of the show. These youth events are a highlight for EastGen staff and directors demonstrating our unparalleled commitment to youth.



Visit EastGen on Facebook for full photo albums and results

### Overall Grand Champions



Stratford: Derrick Knill

Markham: Mariah Beckett



Spencerville:  
Taylor Van der Meulen

Atlantic Dairy: Madison Larade, Reserve: Emily Moxsom  
Atlantic Beef: Elizabeth Heighton, Reserve: Austin Fraser

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**Q.** Which bulls do you consider to be Semex's most successful sires of sons?

**A.** 0200H010672 Progenesis Fortune is a bull that combines an outcross sire stack (Octoberfest x Tango x Epic) that traces back through 10 generations of VG and EX cows to Snow-N Denises Dellia. The Fortune heifers I've seen are very balanced individuals with a straighter leg. I recently saw two maternal sisters to Fortune that are performing really well at Leaninghouse Holsteins in New Mexico. One is VG and the other is EX in her second lactation. Semex is home to many of his best and earliest sons including Claynook Discjockey, Sandy-Valley Fullmarks, Sandy-Valley Emerald, Sandy-Valley Embellish, Westcoast Grandprix, Progenesis Hemingway, Regancrest Bluedevil, Leaninghouse Hobbs and OCD Option.

Other bulls that have a nice track record for making sons are Sandy-Valley Challenger, Progenesis Positive, Progenesis Marius, Silverridge V Imax and Progenesis Topnotch.

**Q.** When it comes to market demand, which Semex bulls are top sellers?

**A.** Our top proven sires are Croteau Lesperron Unix, Comestar Lautrust and Monument Impression. Our top Genomax™ bulls include Siemers Bloomfield, Walnutlawn Sidekick, Westcoast Yamaska, Progenesis Beegees and View-Home Cardinals.

**Q.** How important is the show ring and show type to the Semex product line? How do you assess the impact of a bull like Val-Bisson Doorman?

**A.** Doorman has certainly had and will continue to leave his mark in show rings around the world. And, being an Immunity+® sire, he is very popular in commercial herds. Proven type bulls like OH-River-SYC Byway, Walnutlawn Solomon, Stantons High Octane and Croteaux Lesperron Unix remain popular due to their success in the show ring. Elite type bulls like OH-River-SYC Crushabull, Siemers

Hanket, Our-Favorite VC Mafia, Aardema Drifter, Siemers Hawt, Progenesis Kendal and Walnutlawn Sidekick are current key genomic type sires.

**Q.** What impact has the arrival of genomics had on North American studs? Has it made Semex even more influential on the international scene?

**A.** North America has always been home to a high percentage of the best genetic pedigrees the world has to offer. Many of the North American studs and breeders quickly adapted to genomics, and found ways to implement it in their herds to produce seedstock. North American studs and breeders also have access to cutting edge IVF technology and top-ranking pre-release bulls. These are two of the key factors in making top genetics for the next generation.



## DR. REGISTER NIA-ENERGY GEL

An excellent means to support the appetite for overly fat cows, and off-feed cows. Administer one tube after calving. Can be repeated in 12 hour intervals. Followed by one tube for 2-3 days post calving as needed.



## DR. REGISTER CALCIUM BOLUS

An oral supplement providing both fast acting calcium absorption, and slower absorption with calcium sulfate.

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