

ELITE SIRE

Pine-Tree-I
PURSUIT
#1 New Release Sire in Canada!



SEXED ROBOTREADY

Westcoast Psuit Laumab 8996 VG-87-2YR-CAN

The second proof round of the year was filled with exciting results which bolstered our amazing Holstein line-up to truly remarkable new levels. Our current sire offering represents the broadest and most comprehensive group of sires we have ever had. This is an astounding time to be a Canadian Holstein breeder!

Officially joining our proven line-up is Canada's #1 new release sire for both GLPI and Pro\$ **Pine-Tree-I Pursuit**. **Pursuit**, by Imax, stems from 11 generations of VG or EX dams tracing back to one of the more influential families of the past decade, the **Rudy Missy** family. **Pursuit**, who is #13 for TPI with +2917, now has an official Canadian proof debuting with +3574 GLPI, \$3044 Pro\$, +1361 Milk, +106 Fat (+.43%), +73 Protein (+.21%), and +8 for Conformation. **Pursuit** is available **Day-to-Day Sexed**, and in addition to being double-digit for Feet & Legs (+10), also carries the **Calving Ease**, **Robot Ready™**, and coveted **Immunity+®** designations. Of added value, he is also 105 HL (6.5 PL), 103 Mastitis Resistance (2.84 SCS), 102 Daughter Fertility, 110 Milking Speed, 101 Calving Ability, 107 Daughter Calving Ability, and 61 for Semen Fertility.

Westcoast Alcove continues to dominate Canada's top proven sire lists holding down the #1 GLPI, #2 Pro\$, #1 Fat, #3 Protein, and #1 Combined F&P positions, and that is with over 1700 first lactation milking daughters! Our #1 used sire every month for the last 12 months is now +3795 GLPI, \$3148 Pro\$, +2649 Milk, +153 Fat, +256 combined F&P, and a +9 for Conformation. **A2A2** and **Fertility First™** designated, **Alcove** is like no other sire in the business while combining his off-the-chart production potential with correct Feet & Legs (+7 Overall), strong & capacious frames (+14 Overall Dairy Strength), and Calving Ability (103). **Alcove** will continue to be available both as conventional semen and **Day-To-Day Sexed**.

Other Proven Highlights: **Walnutlawn Sidekick** is still Canada's #1 Conformation sire with +16 Overall. There is no sire that has his

level of type combined with Mammary System (+13), Dairy Strength (+12) and Rump (+11). This **Breeder's Edge** designated sire is the **best of the best**. He is available conventional or **Day-to-Day Sexed**, and will also be available in our **30 for \$30** special.

Boldi V Gymnast, a Doorsopen from the time-tested **Atlee-Adeen-Ada** family, saw gains for GLPI to +3612, Pro\$ (\$2858, #7 Pro\$), Milk to +2113, Fat to +84 (+.02%), Protein to +87 (+.12%), while holding for Conformation (+7). **Gymnast** will continue to resonate with breeders as a high reliability, elite production sire with positive deviations, solid Conformation, and desirable overall Health & Fertility Improvement (+598). **Gymnast**, Canada's #4 proven GLPI sire, is also **A2A2** designated, and he is available as part of our **30 for \$25** special.

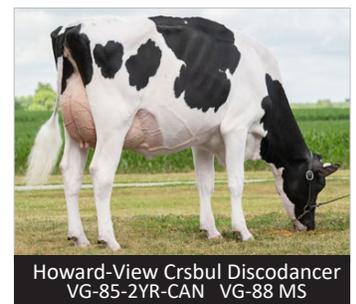
Our second highest used sire this past year, **Westcoast Randall**, is now +3323 GLPI, \$2332 Pro\$, +1796 Milk, +55 Fat, +57 Protein and he held at +10 for Conformation. From two EX dams and ten generations of VG or EX dams from the "**Dellia**" family, **Randall** reliably delivers outstanding Milk and Type, with elite Health & Fertility trait improvement (523 H&F Index).

Melarry Fuel, who just classified EX-97, is our next highest used sire in 2022. With close to 3000 milking daughters, Fuel is +3381 GLPI and saw gains for Pro\$ (\$2241), Milk (+1990), Fat (+115, +.31%), and Protein (+69, +.02%), while holding at +11 for Conformation. Stemming from five high-producing EX direct dams, the **Fertility First™** designated **Fuel** is unlike any other sire in the business offering elite production from daughters that excel for F&L's (+5), capacity (+17 Dairy Strength), and ideal rump structures for many of today's common blood lines (Loin +5, Rump Angle 5L).



Our immensely popular Unix son **Claynook Dealmaker** saw gains for Pro\$, and all production traits, while holding at +13 for Conformation! **Dealmaker**, our best for Mammary System with +15, will be available in our **30 for \$25** special and we will be making him available conventional and **Day-to-Day Sexed!**

Our proven **Breeder's Edge** sire **OH-River-SYC Crushabull** continues to undeniably prove that he is in a league of his own. He jumped on both National Indexes while gaining a point for Conformation (+14), Mammary System (+13), and Feet & Legs (+12). From 11 generations of VG or EX from the one and only "**Barbie**" family, **Crushabull** is bred right and is making them right! He will be available as conventional semen or **Day-to-Day Sexed**, and will join the other type specialist **Sidekick** as part of our **30 for \$30** special.



SEMEN SPECIAL AUG 11 - DEC 31, 2022

FUEL Your Herd's Genetic Progress

Buy 30 or 45 doses from Group A and 30 or 45 doses from Group B and receive 40% or 50% off of your entire purchase.

30 + 30 = 40% OFF 45 + 45 = 50% OFF

GROUP A

Westcoast **ALCOVE** (Conventional & Sexed)
 Melarry **FUEL**
 Pine-Tree-I **PURSUIT** (Sexed)
 Westcoast **RANDALL**

GROUP B

- ✓ Includes 13 Proven & Genomax sires (Conventional)
- ✓ Includes 9 Day-to-Day Sexed sires
- ✓ Includes 5 Pre-Purchase Sexed sires
- ✓ 27 of our very best sires are eligible!!!

FUEL YOUR TANK with some tremendous value!

Special will be based on the conventional pricing portion



THE NEXT GENERATION OF IMMUNITY THE WORLD'S BEST HEALTH INDEX

Starting with August 2022 proofs
IMMUNITY AND CALF IMMUNITY INDEX
 will be published on all Semex sires and Elevate® tested females

HIGHLY HERITABLE



NITRIC OXIDE
 production is included in the Immunity Index
 Cows with insufficient Nitric Oxide have **46%** more cases of Mastitis



ECONOMIC IMPACT
 +\$172 CAD* (+\$134 USD*)
 Daughter benefit for Immunity+ bull or \$27 CAD* (\$21 USD*) per point of Immunity Index
 +\$40 CAD* (+\$31 USD*) per point of Immunity Index for genomic tested female

Immunity+ Daughters Have **HIGHER QUALITY COLOSTRUM**

Through first 6 weeks of lactation High Immune cows have significantly more total immunoglobulin and betalactoglobulin in colostrum
 Fleming et al 2014



*compared to herd mates

The Next Generation of Immunity+® includes two major components; Immune Response (which includes AMIR, CMIR and Nitric Oxide) and a composite of publicly available disease traits sourced from CDCB, Lactanet and Zoetis to provide the most comprehensive index in the world. Results are presented on a rating scale where 100 is average.

Exciting **NEW** **Genomax** Additions to EastGen's Holstein Line-Up

Cookiecutter LARSON 3604 GPA LPI \$2795 Pro\$ +9 CONF
 aAa: 324165 Highjump x Helix x VG-87 Delta x VG-87 x
 Quiet-Brook-D Babybook EX-94-6E x EX x EX

- ✓ **Larson** is a Highjump offering lots of profit potential (+3604 GPA LPI, \$2795 Pro\$). Expect solid production & deviations (+1375 Milk, +.39% Fat, +.12% Protein) from daughters that are made to last (106 HL, 4.1 PL). Offers A2A2, pleasing udders (+8 Overall, 2.42 UDC), and F&L's suited for any environment (+6 Overall, 1.14 FLC).



Bosdale PATHWAY 3360 GPA LPI \$1929 Pro\$ +14 CONF
 aAa: 324165 Alligator x EX-92 Doorman x EX-91 Bolton x
 EX 90-2E x Bosdale Outside Portrait EX-94-2E 19*

- ✓ **PATHWAY** An impressive Alligator from one of Canada's most complete cow families, the Portraits! The family matriarch, "**Outside Portrait**", has gained universal renown as the ultimate brood cow for the 3X Master Breeder Bosdale herd. **PATHWAY** represents Canadian breeding at its very finest!



Fradon ARMADA 3218 GPA LPI \$1612 Pro\$ +14 CONF
 aAa: 243156 Lambda x VG Crushabull x EX-92-2E Goldwyn x
 KHW Regiment Apple-Red EX-96-4E-USA DOM 38*

- ✓ **ARMADA** represents the fine mating of genes from some of the world's greatest cows including Lyla Z, Barbie and Apple-Red! This Lambda son is the result of the same thoughtful and precise breeding recipe that has brought the 2X Master Breeder Fradon Holsteins international renown and respect.



Kings-Ransom CORONA 3178 GPA LPI \$1707 Pro\$ +13 CONF
 aAa: n/a Alleyoop x EX King Doc x EX-95 "Mogul Cleavage"
 9 more gen. EX dams from "**ROXY**"!

- ✓ From 11 generations of EX brood cows from one of the greatest transmitting cow families ever – the Roxy's! **CORONA**'s maternal line has continued to exceed and excel generation after generation like no other. **CORONA** ... flawless breeding resulting in cutting-edge genetics!



Available Sexed

In total, we have added **8 new additions** to our expansive sexed line-up all processed with SexedULTRA, the most advanced technology in the industry. Our current list of 24 sexed semen sires average **+3225 GLPI & +10 for type** & includes **14 sires available Day-To-Day Sexed!**