



Montmagny Pragmatic Safala VG-85-2YR-CAN Owner: Ferme Montmagny Inc., Montmagny, QC

The first proof round of the year has arrived and you can be confident that our comprehensive Holstein sire line-up will offer the very best genetic solutions available anywhere for your herd.

We will start with the exciting newly proven **Progenesis Pragmatic** who debuts as Canada's new #8 GLPI sire. Most importantly with **Pragmatic**, is that there is no sire in the breed higher for Milk than **Pragmatic** that has his level of type! **Pragmatic** begins his proven career with +3640 GLPI, +2325 Milk, +99 Fat (+.07%), +92 Protein (+.10%), and +5 for Conformation. The richly-bred **Pragmatic** is a Fabulous-Expresso-Rubicon cross from 13 generations of VG or EX dams from the Walkup Astronaut Lou Ann family. In addition to his outstanding production potential, positive deviations, and solid type profile, breeders can use **Pragmatic** as a reliable Health & Fertility sire ranking 102 or higher for Daughter Fertility, Herd Life, Mastitis Resistance, Metabolic Disease, Daughter Calving Ability, Lactation Persistency, and Hoof Health. **Pragmatic** will join our line-up as part of our **30 for \$30 Special** while supplies last.



Our second proven addition is the **Breeder's Edge** sire **Siemers Stars *RC**. **Stars** brings together two of the most influential and true breeding families in the World – the **Zip** family and the renowned **Apples**. Sired by Discjockey, the aptly named **Stars** has a maternal line that is highlighted by 9 direct EX dams from the unparalleled **Apple-Red** family.

Stars has lived up to the exciting early field reports debuting with +3116, +854 Milk, +44 Fat (+.09%), +30 Protein (+.01%), and +12 Conformation. Their udders are shallow (4S) and very well attached (+9 Fore Attachment, +10 Rear Attachment Height) and breeders can expect ideal Feet & Legs (+12) and Dairy Strength (+10). **Stars** will be available in our **30 for \$25 Special!**

Other Proven Sire Highlights: Our new proven addition in December, **Cedarwal Handpick P**, continues his reign as Canada's #1 ranked proven polled sire! **Handpick P** remains an ideal choice for breeders looking for high reliability, double-digit type (+10), and high GLPI proven and polled sires that will also help their SNF/Fat ratio with +83 Fat (+.60%) and +36 Protein (+.21%). **Handpick P** is **Robot Ready™** designated, an **A2A2** carrier, can be used on heifers (102 Calving Ability), and will leave daughters made to last with 103 Mastitis Resistance and 104 Herd Life. If that is not enough, **Handpick P** will be available in our **30 for \$30 Special!**

Our highest used sire by far, **Progenesis Knowhow**, continues to be the highest proven sire for Milk (+1921) of any sire with at least +12 type in Canada (+12 Conformation) and positive Fat & Protein deviations! **Knowhow**, who is an **A2A2** carrier, is designated **Calving Ease** and **Robot Ready™**, and is also fantastic for Hoof Health (108), Mastitis Resistance (107), and Semen Fertility (63). **Knowhow** will continue to be a tremendous bargain as part of our **30 for \$30 Special!**



Brabantdale Alongside added another 280 daughters and fought back the rollback on type to hold at +14 for Conformation. Sired by the type specialist **Walnutlawn Sidekick** and stemming from the remarkable and beautiful **RC-LC Goldwyn ATM EX-92 DOM 6***, **Alongside** continues to gain a following as a one-of-a-kind proven sire available sexed, with positive Milk (+114), positive Fat deviation (+.08%), double-digit Mammary System (+10), Feet & Legs (+11), and Rumps (+10). He is also a +10 for Loin, and amazing +20 for Heel Depth, 10S for Udder Depth, and an **A2A2** carrier. **Alongside** will be available **While Supplies Last** on a **Short Supply Pre-Order Sexed** basis.

Exciting news from south of the border with **Westcoast Lambeau** who is now the #3 TPI sire with +3147 GTPI (+3521 GLPI, \$2578 Pro\$)! A highly anticipated **Pursuit** son, **Lambeau** debuts with +1462 PTAM, +125 PTAF (+.23%), +67 PTAP (+.07%), an amazing +1044 NM\$, +1117 DWP\$, and +4.3 PL! He's an impressive +2.45 PTAT, +1.95 UDC and +1.22 FLC. His dam is a King Doc from a 9* Jedi from 8 VG or EX dams back to sensational Comestar Laurie Sheik herself! **Lambeau** is **Robot Ready™** designated, an **A2A2** carrier, and will be available in our **Profit Plus** section **Pre-Purchase Only**.

Annual Base Change

Canada's genetic base & Pro\$ formula realized in '24 vs '23

MILK	FAT (kg)	PROT (kg)	CONF	PRO\$
105	5.6	4.7	0.74	\$645

Your Choice
for Polled Genetics!

CEDARWAL

Enjoy-PP

GPA LPI 3489
Fat 92kg +.15%
Prot 72kg +.06%
Milk 1863kg
Conf 6

HULSDALE

Magneto PP

GPA LPI 3295
Fat 65kg +.41%
Prot 32kg +.13%
Milk 448kg
Conf 13

DREWHOLME

Leyhigh PP

GPA LPI 3494
Fat 74kg +.57%
Prot 36kg +.22%
Milk 238kg
Conf 14

CEDARWAL

Handpick P

GLPI LPI 3525
Fat 83kg +.60%
Prot 36kg +.21%
Milk 279kg
Conf 10

AOT

Highlilo-P-Red

GPA LPI 2962
Fat 31kg -.05%
Prot 26kg -.05%
Milk 911kg
Conf 8

NORTH-POLLED

Maxum P Red

GPA LPI 3327
Fat 52kg +.34%
Prot 31kg +.15%
Milk 345kg
Conf 11

Scan the QR Code for details on our entire extensive Polled line-up.

GPA 24*APR GEBV 24*APR

Exciting NEW **Genomax**
Leading Genetics

Additions to EastGen's Holstein Line-Up

Westcoast REFEREE 3751 GPA LPI \$2683 Pro\$ **+11 CONF**
aAa: 234156 Angle x VG-87-2YR x EX-2E DOM x EX-91-2E DOM
x 9 gen. VG or EX dams from the Halo & Dellia family!

- ✓ **REFEREE** will fit into your sire mix easily as a profit-driver with solid milk, extreme Fat yields (+143) with a favourable SNF/Fat Ratio, and an off-the-charts type profile. **REFEREE** is an **A2A2** carrier & is the #1 sire with double-digit type for Fat in Canada!



Benbie ATTRACT 3538 GPA LPI \$1848 Pro\$ **+14 CONF**
aAa: 234165 Conway x Benbie Lambda Ashley EX-93-CAN 1*
x 3 gen. VG-2YR-CAN & then RC-LC Goldwyn ATM!

- ✓ **ATTRACT** is a richly-bred Conway son from one of Lambda's very best bred & impressive daughters. He offers solid Milk with high deviations and a flawless type profile (+14). The **Robot Ready™** designated **ATTRACT** should generate some real excitement!



PROFIT *Plus*

Your source for trouble-free, productive, long-living & profitable cows.

Available Pre-Purchase Only	Pro\$	IMM	F&P (kg)	HL	MAST RESIST	DF	NM\$
Progenesis DISRUPTOR	\$2890	107	235	105	108	98	1253
T-Spruce HAZZARD	\$2851	109	206	103	108	104	1152
Sandy-Valley TANYK	\$2796	107	205	104	102	105	1209
Cookiecutter HANSEL	\$2626	111	185	107	103	106	1301
Westcoast LAMBEAU	\$2484	99	168	102	101	104	1044

Check out our expanded **PROFIT *Plus*** Line-up!

New Short Supply Sires

Pre-Purchase Only Sires *		IMM	GPA LPI	Pro\$	MILK	CONF
0200H012780	Progenesis KEEFER (Alcove x Lambda)	93	3673	2268	1838	12
0200H012677	Progenesis LEROY (Avenger x Highjump)	102	3664	2208	879	13
0200H012934	Larenwood MAXIMUM (Lambda x Alligator) *HCD	102	3602	1828	1100	15

* Pre-Purchase Only: Call 1-888-821-2150 to order semen today!

BREEDER'S EDGE

JACOBS BRITISH

Fuel x Jacobs Lambda Briar VG-87-2YR-CAN x VG-86-2YR-CAN (Unix) x Jacobs Goldwyn Britany EX-96-2E 35* (Holstein Canada Cow of the Year 2017)



Dam: Jacobs Lambda Briar VG-87-2YR-CAN
#1 Canada Conformation Cow, Aug 2023
1st Winter 2-YR, Int. Champion, Grand Champion,
Quebec Spring Show, 2023

GPA LPI +3247
CONFORMATION +13

BRITISH perfectly combines the reliable dairy strength of **Fuel** with one of the very best of our industry's most richly-bred and profitable cow families from one of the world's perennial great breeders – **Ferme Jacobs**. **BRITISH** represents generational breeding at its very best!

** - Available Short Supply Pre-Purchase Only

WORLD SUPERSTAR SHAKIRA

Jacobs
*Sabre *RC*

Ranger-Red x "SHAKIRA" x The Amazing APPLE Family

ERBACRES SNAPPLE SHAKIRA-ET
EX-97-3E-CAN 4*
2X Grand Champion National Holstein Show
2X Supreme Champion WDE
HI World Champion 2021

Scan the QR Code for more details on Sabre & his family!

GPA LPI 3327
Fat +55 (+.53%)
Prot +28 (+.26%)
Conf. +9