

Tahora Taylormade daughter



Lencrest Ontime daughter

Ross Easterbrook

*Semex
Update*

Ross Easterbrook

September 2013


SEMEX®

Welcome to the SEMEX DAIRY UPDATE ~ September 2013

The August 2013 proofs are now online on Semex's website.

At Semex we look forward to these evaluations, as it gives us the opportunity to reaffirm our commitment of Genetics for Life to our customers. In August, Semex sires continue to deliver the traits and breeding options dairymen demand. New bulls that will be added for the 2013 season include:

Holstein Proven Bulls:

- [De-Su Authority](#) (Stol Joc x O Man) - note: Author is his short name
- [Bluenose Risingstar](#) (Stol Joc x Shottle)
- [Valleyville Musketeer](#) (Bonair x Goldwyn)

Jersey Proven Bulls:

- Hometown On The Money (On Time x Counciller)

To view video footage of many of these new release sires please visit Semex's YouTube channel at www.youtube.com/semexalliance. Additional information on these bulls including complete proof data is available at <http://www.semex.co.nz/>, or press the links provided on this page.

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De-Su Authority daughters



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Front Cover: New Zealand daughters

• Barwell Taylormade Phlox

Sire: Tahora Taylormade

• Willowhaugh OT Barbara

Sire: Lencrest Ontime

Right 'On The Money'

If a name was ever to fit a sire, Hometown ON THE MONEY is that bull.

He was released and used as a high end Genomax sire in 2011 for New Zealand breeders: now he is considered the latest star of the proven Jersey line-up.

He is a early proven son of Lencrest On Time out of a Counciller dam. On The Money emerges with a proof that combines strong production data with high conformation ratings. He is an A2A2 genotype for Beta Casein and a high conception rate sire from data collected during his test sire period – this makes him a Repromax high fertility sire.

On The Money is an exceptional sire and has a pedigree that varies from the mainstream pedigrees in the Jersey population.

He will be available at \$22 per dose (GST exc.) and will be available for spring joining.



Hometown On The Money



*Hometown On the Money daughter at
Robert & Kerrie Anderson's - Australia*



Hometown Money in the Bank

De-Su Authority (Author)

Semex have an exciting spring range of new release sires that are impossible to ignore. They will be profiled throughout this newsletter.

De-Su AUTHORITY (Stol Joc x O Man X BW Marshall) or AUTHOR as his is commonly known as is the first out of the box. He will prove to be very popular with his proof showing tremendous production – especially for protein yield and percentages.

Author offers an interesting new bloodline with a solid conformation proof combined with excellent management traits.

Author is a HealthSmart sire with good Calving Ease. He is also ideal for udder depth and French sire Stol Joc offers a new paternal line for the industry. Author's daughters have excellent components. He is a top-ranking sire for fat and protein production, which puts money in the bank.

He is priced at \$32 per dose excl. GST and will be available for spring joining.



De-Su Authority daughter

Valleyville MUSKETEER boasts a strong Semex paternal line stacked in his favour. It includes Bonair x Goldwyn x Outside. Musketeer is the # 1 conformation Semex sire of the new graduates.

Musketeer's dam is a full sister to Eastside Lewisdale Gold Missy, the 2011 World Dairy Expo and Royal Agricultural Winter Fair's Supreme Champion. And his sire, Karona Bonair, was a high-ranking outcross sire.

He comes to the table with a correct rump structure rating, great strength, width of chest and well attached udders. He also boasts high percentages for protein & fat with moderate milk flow.

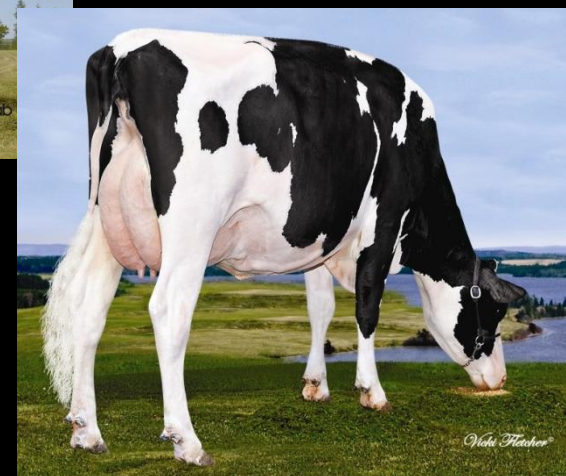
He is a Repromax (high fertility) sire and he also carries the HealthSmart ranking.

"With his pedigree and conformation breakdown we know he will be a quality sire," Semex's Jim Conroy said. "People continue to want genetics from this family and a proven bull is a reliable way to do so. His ratings for feet and legs, udders and rumps will help him make great cows that last a long time."

He is priced at \$32 per dose excl. GST and will be available for spring joining.



*Left is Valleyville Musketeer
And below is one of his daughters*



Author & Musketeer are available as part of our volume discount Special Pricing

Ask your Semex representative today!!

Other proof highlights:

Crackholm FEVER (Goldwyn x Blitz)

- The sire everyone is talking about at the moment!!
- Added nearly 600 daughters for production and 200 classifications, and climbed in his LPI ranking.
- Earned a point in conformation, now scoring +16, 85% of his daughters are classified GP or better.

Domicole CHELIOS (Baxter x Goldwyn)

- Increased his production index's, now scoring +1022kg milk, +83kg fat and +46kgs protein.
- Exceptional conformation score of +14

Claynook TENNESSEE *RC (Mr Burns x Goldwyn)

- Maintained an excellent and balanced proof. An interesting production proof with conformation +12.
- Displays very desirable overall management traits

Duckett-SA FREMONT (Goldwyn x Roy)

- This is a son of Harvue Roy Frosty EX97 made his first proof in August. Proven in the USA, he has a solid production with his expected strong conformation. His PTAT 2.27 and UDC 2.10, Fremont has semen available for \$22 per dose (GST exc.).



Domicole Chelois daughter group

Make a wish on Rising Star

Bluenose RISINGSTAR was one of the feature young genomic tested sires, at the time of his first release. He has now graduated amongst the top-50 active sires in Canada today.

As a HealthSmart sire, his daughters will be highly productive, long-lasting cows. High milk flow with good protein and fat percentages and yields, will make Risingstar a popular sire.

Risingstar daughters are only average in stature but have dairy strength, good legs and feet with shallow udders.

He is rated above average for milking speed, milking temperament and lactation persistency – these traits all contribute to his strong +107 score for Herd Life.

Risingstar is priced at \$20 per dose excl. GST and will be available for spring joining.



Bluenose Risingstar daughter



SEXSED SEMEN – Available Sires

HOLSTEIN SIRES

B-Crest Shadow	\$75.00
Misty Spring Smokin	\$65.00
Regancrest-Mr Samuero	\$60.00
Scientific Daryl	\$65.00

JERSEY SIRES

Lencrest Ontime	\$75.00
Sunset Canyon David	\$75.00

Lencrest Ontime

Jersey Fans: Did you know that Lencrest Ontime is now the equal #1 active proven sire in the USA for conformation. And, he has maintained the very good production profile. Highly regarded worldwide..... Ontime is also a Repromax high fertility sire.



Lencrest Ontime daughters in their 'working clothes'



Immunity+
DISEASE RESISTANT GENETICS

Semex Immunity+ Line-up Grows:

Semex's patented Immunity+™ sires have a naturally high immune response, and by using them you can improve your herd's overall health and longevity. The benefits of a high immune responder (HIR) are a healthier dairy animal with less disease, greater response to vaccines and higher quality colostrum.

"We've seen a remarkable response to this product," says Brad Sayles, Semex Vice President Global Marketing. "Dairymen worldwide know that some cows just go unnoticed and they want to breed more just like them. They believe in the science behind Immunity+ and are using them to breed healthier cows and herds."

Joining the proven Immunity+ line-up following the August 2013 genetic evaluations include:

Holstein

- AMIGHETTI NUMERO UNO (Man-O-Man x Shottle)
– pictured right

Jersey

- GUIMO JOEL (Legal x Paramount)



*Please note this information is based on current inventory.
Availability and pricing
is subject to change without notice due to product availability,
health protocols
and unforeseen circumstances out of our control.*