



Genetics for Life®

NEWS RELEASE



SEMEX ADDS FLAME, A HIGH RANKING SIRE TO ITS IMMUNITY+ LINE-UP

After months of waiting, Semex customers now have the chance to benefit from one of the hottest sires on the market, **Vieuxsaule Flame**. Sired by Numero Uno, he now joins his paternal brother Rockymountain Lottomax in the elite ranks of having both high GTPI and the coveted Immunity+ status.

Available to UK breeders from now, Flame has already been a popular sire of sons, including siring the breed's unofficial No.1 GTPI sire. At +2549 GTPI, his daughters also receive the benefit of Immunity+, meaning they have less disease and help to build more profitable, longer-lasting herds.

All this, and UK figures of +420kg Milk, +0.20% Fat, +0.06% Protein, +6.9 Fertility Index, £275 PLI and +3.03 UKTM make Flame as hot as they come. Dairymen with Flame calves love the ones in their heifer pens, not only because they are great looking but 10% of the heifers genomically tested rank in the top 100 worldwide GTPI listing.

Like all Semex Genomax™ sires, Flame has an exceptional maternal line. Flame's dam is a VG-85 Freddie out of a VG-87 3* Bolton from Ferme Vieuxsaule's famous EX-94-2E 16* Allen Dragonfly who has 25 VG or EX daughters.

Stake your claim on Flame now by contacting your Semex breeding advisor. For additional information on Semex, Genomax and Immunity+ visit www.semex.co.uk