Eastgen Invested in your future.

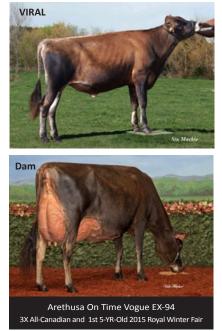
AYRSHIRE



One new addition to our Ayrshire line-up this round with the addition of the #2 GPA LPI sire **Des Couteau AMAZING**. **AMAZING**, who debuts with a solid +3115 GPA LPI, is an early **REVOLUTION** son (current #7 GPA LPI sire). His dam, *Duo Star Amitie VG-87*,

has a 3 lactation total of over 33,000 kg of Milk with 4.23% Fat and 3.40% Protein. Her dam, *Duo Star Amour EX-2E 94*, has a 4 lactation total of more than 56,000 kg and has been a long-time #1 Conformation cow in Canada. She is topped only by her daughter "*Amara*" at this time and Amour is also the #2 Dam of Top 400 GLPI Cows with 8 on the list. Amour is the dam of the Percy son **ARMANI** and her world-famous granddam is none other than "*Happy Spirit*". **AMAZING**, who carries the coveted **Immunity+** and **HealthSmart** designations, offers solid production (+1473 Milk, CFP +123), positive deviations (+.12% Fat, +.06% Protein) and a balanced type breakdown (+8 Conformation, +9 Mammary System, +7 Feet & Legs and +6 Dairy Strength). Combined with **AMAZING**'s strong Herd Life (103), low SCS (2.76), high Lactation Persistency (105) and Daughter Fertility (104) and we know that **AMAZING** will live up to his name.

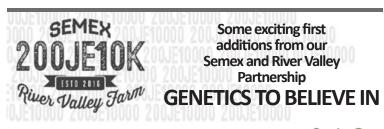
JERSEY



highly anticipated The Premier son Bushlea PN VIRAL has been added to our list this round. Please note: Semen is only available on a Pre-Order basis. Breeders have been clammering to get semen from VIRAL. VIRAL, who carries the A2A2 designation, offers extreme components (+.72% Fat, +.35% Protein) and, to no one's surprise, incredible Conformation (+14). "Vogue", his dam, has been a 3X All-CAN (as a Jr. 2, Jr. 3 and 5 year old) and his dam is the unequalled Huronia Centurion Veronica EX-97 5E (3X Gr. Ch., 2X Res. Gr.

Ch. and 2X Supreme Champion WDE)! Joining VIRAL will be the outcross Genomax sire **Perkins SKYCLASS**. **SKYCLASS** (by Chrome) stems from *Stornaway Valentino Pasta* (VG-88) who has been one of the highest ranking cows in Canada for some time. Also designated **A2A2**, **SKYCLASS** will be a great source for profitable cows (1939 GPA LPI, \$1778 Pro\$) and balanced type (+10 overall).

COMPONENT BREED Proof Update April 2017



RIVER VALLEY CHARLEY CHANGE UP

Milk 1278 Fat +73 (+.11%) Protein +53 (+.04%) CONF +7 GPA LPI 1959 Pro\$ \$1742 HL 106 DF 103 Sire: Ahlem Genominator

Dam: Shan-Mar Hilario Charley VG-87 x VG-88

Time to get some unique profitable genetics that offers high Pro\$, component rich milk, high CFP and rock solid type with **CHANGE UP**!

RIVER VALLEY CIRCUS CRAZE

Milk 1480 Fat +55 (-.26%) Protein +47 (-.14%) CONF +5 GPA LPI 1799 Pro\$ \$1690 HL 106 DF 105 Sire: Steinhauers Samson Lemonhead Dam: Goff Pharoah Circus Act VG-87

Next Dams: VG x EX x VG x Pleasant Nook F Prize Circus EX-97 **CRAZE** has pedigree to burn, udders to love, health traits that the breed needs, real-world type to believe in and production to make standout daughters.

RIVER VALLEY VENUS VIP

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a2

Milk -367 Fat -5 (+.19%) Protein -7 (+.09%) CONF +11 GPA LPI 1390 Pro\$ \$632 HL 107 DF 104 Sire: Chilli Action Colton Dam: TJ Classic Minister Venus EX-94 Supreme Champion '14 WDE G'Dam: Stephan Sparkler Vera EX-95 Grand Champion '09 WDE Backed by 2 generations of World Dairy Expo Grand Champions, this magical mating of the udder specialist Colton on Venus will make you feel like a **V I P**!

****AVAILABLE LATE SPRING**

RIVER VALLEY JOYRIDE

Milk 1104 Fat +52 (-.06%) Protein +46 (+.05%) CONF +14 GPA LPI 2014 Pro\$ \$1712 HL 104 DF 101 Sire: Ahlem Topeka Rufus

Dam: Fermar Paramount Joy EX 94-2E (dam of Joel) Bred to be great, **JOYRIDE** combines the fancy udders of Rufus with one of the breeds all-time greats "*Paramount Joy*".