

## Monteverdi

### Value-Add Specialist



The second proof round of the year delivers exciting developments for all of our Holstein breeders. No matter your herd goals, our new extensive line-up of elite sires and tailored services is designed to support the success of your operation.

Our proof highlights start with the 'Value-Add Specialist' **Progenesis Monteverdi**. **Monteverdi** has more than doubled the number of his evaluated daughters this round, resulting in his third consecutive increase in GLPI—now reaching an impressive +3873! This achievement places him as the #4 GLPI sire in Canada, driven by exceptional gains in Fat (+104 kg, +0.55%), Protein (+62 kg, +0.23%), and Conformation (+8). He continued to make progress across all major type traits and has established himself as a reliable choice for settling cows, thanks to his strong Semen Fertility rating (64). As if that weren't enough, **Monteverdi** is **Robot Ready™**, **A2A2**, **Calving Ease**, **Fertility First®**, and an ideal choice for producers focused on improving overall herd health.



rating of +13! As we await his first production proof in December, excitement continues to build, with daughters around the world already showcasing the true magnitude of his genetic potential. Whether you're aiming to top sales, win in the show ring, improve calving ease, or settle cows with his strong 63 Semen Fertility rating, **Bullseye** delivers unmatched versatility. Available in both conventional and sexed semen, he's the kind of generational game-changer that can and should be a part of every breeding program.

The exceptional **MB-Luckylady Bullseye** joins our proven line-up this proof round, having firmly established himself as one of the most exciting sires in the genetics industry today. **Bullseye** solidifies his status as the premier type sire, debuting with a Conformation

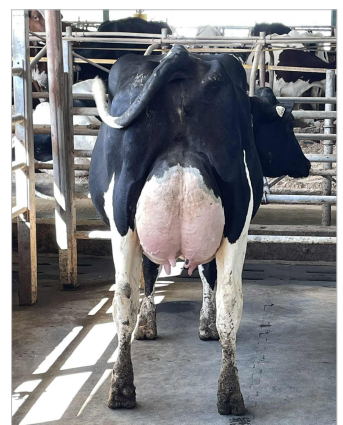
There was also some promising preliminary news on **Kings-Ransom Dropbox** who debuts with an American proof that sees him as the #2 sire for type over 2950 TPI with 2.53 PTAT. Very encouraging field reports from around the world have been flowing in as early daughters continue to impress. **Dropbox** is a well-bred Highjump from the renowned broodcow **Kings-Ransom Casp Daze**

**EX-95-2E (EX-97 MS)**. Daze is a 4th generation EX and completes 14 generations VG or EX. This is a maternal line that can perform in any ring or environment with the very best of them. **Dropbox** is an A2A2 carrier who consistently sires daughters with exceptional udders, long frames, strong loins, and ideal sloping rumps. Daughters in Canada are starting to create a similar buzz and we are hopeful to have a Canadian proof in December. For a limited time, **Dropbox** is part of our **30 for \$30 Introductory Special**. It's an excellent opportunity to add this promising sire to your lineup. **Don't miss out!**

**Other Proven Sire Highlights:** **Claynook Mayfair** who was introduced in April held with a pleasing +11 for Conformation while adding enough milking daughters to gain an official proof for production. He debuts with +955 for Milk, +80 Fat (+.35%), +39 Protein (+.05%) and +3476 GLPI. **Mayfair**, who is A2A2, is a proven settler (+64 Semen Fertility) with shallow udders (1S), capacious frames (+13 Rib) and Feet & Legs (+10) & Rumps (+10) made for any farm environment. Also new in April was the **Immunity+®, A2A2, Calving Ease**, and **Fertility First®** designated **Fly-Higher Sugarhigh**. **Sugarhigh** continues to add daughters to his proof resulting in big leaps in his Milk rating (+1739), CFP (+176), and overall ranking +3707 GLPI. Breeders can expect profitable and healthy trouble-free cows (109 Immunity) that are made to last (106 HL). **Sugarhigh** is available for a limited-time on special at \$47 & also in our **Pre-Purchase Sexed 30 for \$50 Special**. We also want to highlight **Siemers Stars**, a sire who continues to make steady and impressive progress with each proof round. Now with daughters completing their second lactations, he has gained over 200 kg for Milk, reaching +1123, added another +11 for Combined Fat and Protein, and maintained a strong +11 for Conformation. It's also worth remembering that this high-fertility Red Carrier traces back to nine EX dams from the exceptional **Apples! Stars** is available Day-To-Day in both conventional & sexed semen and in our **30 for \$50 Sexed Special**.



Kings-Ransom  
**DROPBOX**  
U.S. Official Proof CDCB-G 08-25 0200HO12399  
GTPI +2951  
MILK +174 lbs  
FAT +32 +(0.09)  
Prot +26 +(0.08)  
PTAT +2.53



Redstone Sugarhigh Harmony  
VG-85-2YR



**NEW**

# Short Supply Sires

Five exciting new Short Supply sires this round including three homozygous polled sires (PP), a beautifully bred **Immunity+** Dropbox son, and a **RED Immunity+** sire.

## Mystique AUBURN-RED

+3829 GPA LPI +1082 Milk +137 CFP +10 CONF  
AUBURN is an **A2A2** and **Immunity+** designated Clever from a VG-86-2YR Ranger from 14 gen. of VG or EX dams from the amazing '**Abricot**' family ('23 HC Cow of the Year).

## Fraholme VEC GIDEON-PP

+3808 GPA LPI +519 Milk +167 CFP +12 CONF  
GIDEON, who is **PP** and **A2A2**, will make a welcome addition as an impressive production sire with double-digit Conformation, F&L's, and Rumps, with reliable H&F improvement.

## Comestar LARIZIO

+3694 GPA LPI +538 Milk +141 CFP +13 CONF  
LARIZIO is an **Immunity+**, **Robot Ready** and **A2A2 Dropbox** son from the amazing '**Lamadona**' & '**Laurie Sheik**' family! Impeccably bred, breeders can expect high components and some fancy ones that'll catch your eye!

## Cashcow EQUITY-PP \*RC

+3638 GPA LPI +761 Milk +137 CFP +11 CONF  
EQUITY-PP is a **Double-P Red Carrier** that is our first Shortcut P son. He's high production, high components, double-digit type, **Robot Ready**, **BB**, **A2A2**, & available conventional or sexed Pre-Purchase.

## Cashcow CURRENCY-PP \*RC

+3599 GPA LPI +1280 Milk +109 CFP +14 CONF  
CURRENCY-PP is a **Double-P Red Carrier** maternal brother to Equity by Right Stuff-PP. He's **BB**, **A2A2**, and offers even more Milk and off-the-charts Conformation!

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



Available Pre-Purchase Only

## NEW PROFIT Plus\$

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

	Pro\$	IMM	CFP (kg)	HL	MAST RESIST	DF	NM\$
Progenesis <b>IMPULSE</b> *Sexed Only	\$3615	105	195	110	109	100	833
Progenesis <b>TIMEOUT</b>	\$3350	103	231	102	105	105	808
Aurora <b>FARGO</b> *Sexed Only	\$3283	118	181	109	106	105	893
Adaway Beyond <b>FITNESS</b>	\$3275	102	222	108	98	104	908
Progenesis <b>TORCHLIGHT</b>	\$2775	104	221	107	104	100	873

This is just a small sampling of our **PROFIT Plus\$** line-up. Use this QR code or ask your EastGen rep for more details.



## Proof Sheet Layout Enhancements

- ✓ Day-To-Day Sexed Sires are now on the front (with more traits)
- ✓ More brand columns to better locate branded sires
- ✓ **NEW** High Conformation sires chart to highlight more specialists

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

**OCD MANGO** 4015 GPA LPI \$3006 Pro\$ **+14 CONF**

aAa: 423516 Zard x Monteverdi x VG-86-2YR Parfect x EX Cascade x EX Jedi x VG-86 DOM Silver



- ✓ **MANGO** is a total performance sire who has exceeded the elite 4000 LPI threshold. Mango excels for Milk (+998 kg), Combined Fat & Protein (+183 kg), Conformation and Feet & Legs (both +14), and as an **Immunity+** sire, he will also be ideal to leave trouble-free healthy cows.



**Dubenoit EAZY** 3905 GPA LPI \$2869 Pro\$ **+13 CONF**

aAa: 243165 Zard x Monteverdi x VG-86-2YR 3\* Lambda x VG-2YR 4\* Hotrod x VG-87 2\* x 10 more gen. VG or EX dams



- ✓ **EAZY** is another total package sire who will leave profitable, well-made and healthy cows. He is 105 Immunity, A2A2, and he has an impressive +1521 Milk, +172 CFP, and +13 for Conformation. Eazy will leave productive cows that are made to last in any farm environment.



**Dulet KYLIAN** 3798 GPA LPI \$2494 Pro\$ **+9 CONF**

aAa: 423165 Zoar x VG-89 Parfect x Dulet D-Lambda Katrina EX 4\* x EX-5E 10\* x VG-88 17\* x VG-87 14\* x VG-87 16\* x EX 3\*



- ✓ **KYLIAN** is sired by the Conway son Zoar & stems from one of Lambda's most complete daughters '**Katrina**'. The **Robot Ready™** designated **A2A2** carrier can be used as a source of component-rich milk with +113 Fat (+.55%) & +72 Protein (+.25%). Expect capacious frames, offering the strength needed for long-lasting, high-producing cows.



**Jacobs BURPEE \*RC** 3505 GPA LPI \$1328 Pro\$ **+15 CONF**

aAa: 321456 Ambrose x Jacobs Lambda Briar EX-95 2\* '23 Gr. Ch. Que. Spring Show x VG-86-2YR Unix x Jacobs Goldwyn Britany EX-96-2E 38\* the 2017 HC Cow of the Year!



- ✓ **BURPEE \*RC** represents iconic breeding which combines Holstein Canada Cows of the Year on both sides of his pedigree! This beautifully-bred Red Carrier delivers the complete package combining standout performance with an unparalleled pedigree that offers a truly rare & valuable genetic opportunity.



Introductory Special \$60 \$57

## SPECIAL

### HeatWave Plus

until August 31, 2025

Promotes smoother skin & healthier udders



EastGen has what farmers need, when they need it.