

WestGenTM BULLSEYE

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NEWS / IDEAS / HOT TOPICS / TRENDS

WestGenTM AGM 2017 STRENGTHEN YOUR HERD

We had an exciting AGM and WestGen Days in Abbotsford, BC on March 27-29, 2017. The event kicked off with special guest Melissa Bowers doing a presentation on IVF at the Wine & Cheese event on the Monday evening.

Tuesday's AGM was well attended and began with a recap from President, Tony DeGroot and CEO Chris Parry highlighting the move to Abbotsford, strong fundamental company performance and a preview of the proposed new barn that is to be started this May.

Financials were highlighted by Controller Vernon Smith and Treasurer Matt Plett showing a positive trend. Another \$77,300 was proudly reported by Tim Hofstra to be returned by the WestGen Endowment Fund to the cattle industry. Contributions totaling \$1,669,333 have been returned to the industry since its inception. \$452,196 of the Endowment Fund went directly to scholarships and youth development programs.



Rendering of the new barns



WestGen and the Board of Directors would like to announce that Eric Iversen has been elected President of the Board. After 5 great years President Tony DeGroot has stepped down for 2017. Tony will be staying on as a Director. Matt Plett has been elected as the new Vice President. Special thanks to Tony for an excellent job these past 5 years during your term as President!



each giving a description of their farms and



Dr. Gordon Atkins (U of Calgary) spoke on The Importance of Foot Conformation, Foot Trimming and Cow Comfort to Reduce Laminitis, an Endowment Fund supported project and showcased a display of plastinated hooves.



Dr. Lisa McCrea-Hemphil (Agwest) ended the afternoon with an engaging presentation on Making More Milk.



During the evening, Tony DeGroot's last official duty as President of the Board was to give the AGM update to the diners. New President Eric Iversen and Eva Goldthorp re-capped showcasing the recent producer trip to Australia this past January. The new www.westgen.com was launched as well with a short presentation by Marketing

The afternoon program included Jay Shannon (Semex) provided a Genetic update, followed by a Western Canadian Producer Panel including breeders from each of the western provinces: Bruno Divorne, MB; John Hylkema, SK; Michael Vanden Dool, AB; Ben Korpelaar, BC that was moderated by

Chris Bartels, with answering panel questions on the topic of "Strengthening Your Herd".



Lead Kristie Baouya.

Recognition was given to Bob Massie for his 30 years of service at WestGen and a moment of silence was taken for Gordon Souter.

Dinner was full of excitement as a random Wedding party joined the event, causing a ruckus all evening and ended up with the mounties investigating a murder! Luckily it turned out to be our Murder Mystery Dinner theatre and everyone had a great time and enjoyed some fantastic food.

Wednesday was informative and fun-filled as we took in three morning seminars Jay Shannon (Semex), Dr. Brent Fawcett (Agwest) and Dr. Alison Vaughan (Agwest) presented strategies for Making More Milk. After the presentations, a tour bus ventured out to Country Charm Farm, Dicklands Farm and GraceMar Farms.

Melissa Bowers spoke at Dicklands Farm about Pooling and Commercial IVF Options. Thanks so much to the tour guides at each farm! What



great facilities and hospitality! The day ended up touring the WestGen office before heading out to dinner at the Bow and Stern in Abbotsford for some great food.



Special thanks to all the special guests who took the time to come and join us as well as the members in attendance this week. We look forward to hosting you again next year.



New Genomax bulls deliver more Robot Ready and Immunity+ options

The top of the Genomic LPI/Pro\$ lists in Canada are as exciting as they've been in recent times. The Semex bulls on the list that have been made available to date carry diverse sire stacks that inspire confidence with numerous Robot Ready™ and Immunity+™ options among them. We are confident a number of them will be very popular with producers in western Canada.

Top LPI-ranked Jedi son – Sandy-Valley ANAKIN – *Jedi x Pure x Uno x Iota* – This Robot Ready option is our highest LPI option at 3498 (his 2760 TPI is not too shabby either) and he ticks all the boxes for Production, Health and the kind of Type that doesn't see




Sandy-Valley ANAKIN

him eliminated easily from any selection approach. He's predicted to be a Calving Ease sire, Daughter Fertility Milking Temperament looks good too. It's hard to find "no holes" sires when there are so many traits we want. Anakin has no glaring holes anywhere and is one of those must-use sires whether you milk with Robots, plan to or just appreciate high producing trouble free cows.

Top Pro\$ option – Claynook C-SUITE – *Spring x Bombero x Mogul x Man O Man x Baxter x Chassity* – What traces to one of the ultimate Type families has become among our leading Pro\$ options at 2847 offering 171 kg of combined fat and protein, still with double digit Type, Udders and F&L that one would expect from this family. To top it off – C-Suite is an Immunity+ bull. Expect long-living, high-yielding cows from C-Suite.



Claynook C-SUITE 

Siemers BLOOMFIELD – *Delta x Uno x Shottle x Champion x Storm x Gypsy Grand* – Bloomfield is a rare Delta son on offer and he is out of a maternal sister to Brewmaster. With Immunity+ and Robot Ready designations in addition to excellent LPI (3424), TPI (2752) and outstanding Fat (128 kg); he combines these numbers and designations with double digit Type (12)



4 Siemers BLOOMFIELD 

while offering our top Herd Life rating among sires on the proof sheet (113) and our highest Daughter Fertility rating (112). What more could one ask for in a bull? He is affordable and available in sexed as well!

Silverridge IMAX – *Spring x Mogul x Snowman x Planet* – This Robot Ready option is our best for Pro\$ at 2896 and TPI (2791) and manages it with double digit Type, Udders and F&L. His Milk is predicted at over 2200 Kg and at 189 Kg F+P he is our best among the Genomax group. His genomic prediction for Calving Ease at 105 puts him among the better options among the early Spring sons. He is also predicted to lower pins and deliver fast milkers. He is destined to be very popular!



Silverridge IMAX

Other interesting new options:

Stantons GALORE – *Silver x Camaro* – Triple digit Fat, +13 Type, Robot Ready, Cosmopolitan family

Westcoast GALAHAD – *Penmanship x Jacey* – extreme Protein %, wide chests, Herd Life and Robot Ready

Aurora TREMENDOUS – *Jedi x Tango* – nearly 2600 Kg Milk, good Health Traits, Robot Ready

Westcoast HERALD – *Bayonet x Racer* – 170 Kg of combined F+P, Excellent Health traits and Calving Ease

Stantons NORFOLK – *Spring x Balisto* – wider Rear Teats, our best for Mastitis Resistance and Robot Ready

Stantons ATEAM – *Silver x Anton* – Type specialist with triple digit Fat – also Robot Ready

 **Genomax™**
Leading Genetics



Stantons GALORE



Westcoast GALAHAD



Aurora TREMENDOUS



Westcoast HERALD



Stantons NORFOLK



Stantons ATEAM

Maximize Your Genetic Investment!

Did you know that **60** oocytes are able to be pooled into one maturation tube?

Pooling donors during the IVF cycle helps:

- Cut costs
- Increase chances of a successful IVF cycle
- Increase the potential for high quality embryos
- Maximize your genetic returns

Pooling is a great tool for all producers to have in their genetic plan!

"The ability to pool 60 oocytes from 3 different donors allows the commercial producers to economically utilize IVF in order to advance their genetic plan. Breeders are able to create embryos from several of their highest genomic heifers with one IVF cycle thus reducing costs with one processing fee."

*Lisa McCrea-Hemphill DVM
Agwest Veterinary Group Ltd.*



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WestGen's Best Barn Cow

Congratulations to all the participants of WestGen's inaugural **Best Barn Cow Awards**! Many worthy entries were received for this destined to be prestigious award. Each entry was a testament to the daily hard work and dedication you have for your animals. Impressive lifetime totals, short calving intervals and big deviations were all hallmarks of what you identified as your Best Barn Cows.



Our winner for the inaugural WestGen Best Barn Cow award is...

SAANWOOD SEPTEMBER

LAVENDER, from Viewfield Farms.

Born June 26, 2007 a September Storm from an 87% registered Comestar Outside dam, Lavender has done everything right. Calving first at 25 months and then again every year since, her longest lactation to date was 373 days long. Currently on her 8th lactation and having just passed the 100,000kgs mark

Lavender is still going strong. As an almost 10 year old cow she is projected at over 14,000kgs milk at 5.2%F 3.1%P and is on track once again to outperform her herd mates. She has left 3 productive daughters so far, and her average Somatic Cell over her lifetime to date is only 27,500. Described as being "tremendously consistent" she shows that through her tremendous lifetime production numbers.



Congratulations to Viewfield Farms on Lavender, and on the phenomenal care you provide your cows, as demonstrated here, in this most impressive example.

Yr-Mth		DIM	Milk	Fat	%F	Prot	%P	Milk	Fat	Prot
2009 - Aug	2X	320	9510	367	3.9	325	3.4	237	242	249
2010 - Aug	2X	303	11979	436	3.6	401	3.3	274	266	282
2011 - Aug	2X	306	13127	520	4.0	431	3.3	276	291	280
2012 - Aug	2X	314	13117	470	3.6	410	3.1	259	246	253
2013 - July	2X	373	15697	668	4.3	479	3.1	276	319	258
2014 - Sept	2X	346	14735	539	3.7	455	3.1	258	248	249
2015 - Sept	2X	307	13962	640	4.6	438	3.1	267	329	264
2016 - Sept	2X	P226	14567	763	5.2	458	3.1	284	402	283
8 Lactation(s):			103473	4255	4.1	3288	3.2	266	293	265

 Visit our Facebook page to see the other entries!

Two outstanding new Proven Sires from deep cow families offer breed leading improvement for your herd.

Comestar Lautrust makes his phenomenal debut, dominating proven sires with an extremely balanced proof. The only proven sire above 3300GLPI and 2400PRO\$ at the same time; he rounds off his highly profitable production numbers with +14 Conformation. Comestar Lautrust daughters have outstanding, soft, well attached udders. With an enviable +11 rump score Lautrust lowers pins, and improves thurl placement.



Jobert Lautrust Erika
VG-86 2YR
Daughter of Lautrust

An exceptional settler, he gains our Repromax badge for his desirable semen fertility. Lautrust comes from the time tested Comestar Laurie Sheik cow family. His Man-O-Man dam has already shown her transmitting ability on the female side with offspring like Comestar



Comestar Lamadona Doorman
VG-89 2YR
Doorman sister to Lautrust

Lamadona Doorman VG-89 2 yr who placed 1st Jr 3 yr old at World Dairy Expo 2016. From a proven cow family, delivering profitable production with a strong type pattern, Lautrust

has earned his #1 status.

Croteau Lesperron Unix dazzles with phenomenal proven type figures after getting his long awaited progeny proven numbers. Popular as a Genomax sire, Unix is sure to see his popularity grow even higher after an incredible proof round landing him as the #1 type bull in Canada at +17 conformation. Truly an udder expert, Unix leads all proven sires with +17 for Mammary System.



Claynook Divinity Unix
VG-85 2YR
Daughter of Unix



From the perennially strong Markwell BStar Raven family Unix comes by his type numbers in the traditional fashion, with 88% of his offspring scoring Good Plus or better while only 9% of these daughters are the result of Embryo Transfer.

He is another strong Immunity+ option to reduce your herd's disease incidence rates along with sound functional traits including 106 Calving Ease and 105 Milking Speed. Unix daughters will contribute willingly to the bulk tank as well, as he scores +1232kgs milk. Unix packages Immunity+ with extreme Type and great production to produce long living, profitable cows.



GlenIslay Unix Frozen
VG-86 2YR
Daughter of Unix



Introducing:

Western Canadian Breeder's Club

A self-funded, self-governed club to help Western Canadian Dairy Farmers market their genetics. WestGen provides assistance in finding buyers and facilitating transactions to sell your embryos. Strong international markets still exist for good cow families, show type, red and white, or index breeding. We will support you in creating marketable matings, meeting buyers, branding your farm and promoting our superior Canadian genetics worldwide to maximize your success.

Benefits:

- Forum for members to share knowledge
- List your embryos on WestGen's website
- Coordinate trades, shipments, purchases or sales through club's network
- Club advertising that benefits all members
- Your embryos and donor cows could be listed on club partner websites such as HolsteinForum.de
- Selling overseas means you never compete against your own genetics locally!
- Member discounts for embryo export
- Western Canadian Breeder's Club logo to use on your own website
- Membership fees used by the Club to grow its members' market
- Maximize your ROI on donors within your own program

Contact cbartels@westgen.com for more information!



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The Moocall calving sensor monitors your cows contractions and sends you a notification one hour before she is due to calve.



- New 'world first' technology for farming.
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- 30 day fully rechargeable battery.
- Connects to two cell phones of your choice.
- After calving, move to the next cow.
- One sensor per 30 cows on average.
- 12 months service included with purchase.
- After 12 months an annual service charge will apply. *This covers network connection, unlimited SMS notifications, software and support.*

2017 BC Holstein Spring Show and West Coast Classic Sale

BC Holstein Spring Show

The 2017 BC Holstein Spring Show was held on March 23rd at the Abbotsford Exhibition grounds. Judge Pierre Boulet, Montmagny, QC had his work cut out for him judging an elite group of animals. Exhibitors attended from across the prairies and as far south as California to participate in this year's show. An impressive 200+ entries competed for over \$100,000 of prize money that was awarded at an awards banquet following the show.



Exceptional quality and depth through the classes was the story of the day. Highlights included Goldwyn daughter Crestomere Golden View VG-87 winning the Sr-3-yr-old class and being named Intermediate Champion, Wendon Dempsey Prude EX-95 triumphantly

returning to the ring with a solid win in the 5-yr-old class and then going on to be named Reserve Grand Champion for her exhibitor Westcoast Holsteins. Spectacularly, it was another Wendon bred and owned cow, lesser known Wendon Goldwyn Diode EX-95, who in the class immediately following on Prude's victory in the 5-yr-olds grabbed the top award in the mature cow section on a fantastically wide and welded on udder. She was simply not to be denied and would go on to claim the Grand Champion prize.

Along with Prude and another Goldwyn daughter (a full sister to Wendon Goldwyn Allie), Diode would help Wendon Holsteins claim the Breeder's Herd award – and not surprisingly they were also named Premier Breeder. It is hard to remember if there might have been another time at a major show where the grand and reserve both were both shown in the winning breeder's herd. It was a fantastic show by all accounts. Congratulations go to the British Columbia Holstein Branch on hosting a first class event.

Photo: Gary Booy, BC Holstein News

Champion Summary:

Junior Champion

Jacobs High Octane La Liann (High Octane),
1st Summer Yearling,
Westcoast Holsteins, BC

Reserve Junior Champion

Skycrest Atwood Diamond (Atwood), 1st Senior Yearling,
Skycrest Holsteins, AB

HM Junior Champion

Butlerview Door Anisa ET (Doorman), 2nd Senior Yearling,
Benbie, Robella & Zimmer Holsteins, SK

Intermediate Champion

Crestomere Golden View (Goldwyn) 1st Sr 3-yr-old,
T&L Cattle Company, BC



Reserve Intermediate Champion

Duhibou Fever Pirahna (Fever) 1st Sr 2-yr-old, Westcoast Holsteins, BC

Grand Champion

Wendon Goldwyn Diode (Goldwyn) 1st Mature Cow,
Wendon Holsteins, AB

Reserve Grand Champion

Wendon Dempsey Prude (Dempsey) 1st 5-yr-old,
Westcoast Holsteins, BC

HM Grand Champion

Crestomere Golden View (Goldwyn) 1st Sr-3-yr-old, T&L Cattle, BC

Premier Breeder

Wendon Holsteins

Premier Exhibitor

Westcoast Holsteins

Westcoast Classic Sale

The Westcoast Classic 2017 Sale was held on the evening of Wednesday, March 22nd in Abbotsford, in conjunction with the BC Holstein Spring Show. The sale averaged \$7,531 with the high seller being Lot #1 – Westcoast Beemer Prude for \$92,000 consigned by Westcoast Holsteins. Other top sellers included Lot # 5 - Westcoast Doorman Cash for \$35,000 and Lot #61 – Mosnang Unix Wipeout for \$13,000. Over 90 lots were auctioned by auctioneer John Copithorne with pedigrees by Norm Nabholz. The sale was managed by Barclay Phoenix.

Base Changes for 2017 Versus 2016

Each year, the genetic base used to express genetic evaluations in Canada is updated in April, the first release of the year. The table below indicates the amount of base change realized in 2017 compared to 2016 for each trait and breed.

	AY	BS	CN	GU	HO	JE	MS
LPI ¹	0	0	0	0	0	0	0
Milk (kg)	53	40	-19	16	81	43	9
Fat (kg)	2.7	1.0	0.2	2.2	4.3	3.1	3.0
Protein (kg)	1.9	1.4	-0.2	0.4	3.0	2.3	0.4
Conformation	0.50	0.5	0.42	0.04	0.98	0.16	0.09
Mammary System	0.46	0.51	0.54	-0.01	0.96	0.12	0.16
Feet & Legs	0.41	-0.06	0.14	0.07	0.72	-0.02	-0.06
Dairy Strength	0.31	0.36	0.11	-0.04	0.54	0.27	0.09
Rump	0.33	0.29	-0.10	0.03	0.31	0.20	0.05
Herd Life ²	0.30	0.31	0.32	0.20	0.52	0.04	0.06
Somatic Cell Score ³	-0.03	-0.02	-0.02	-0.05	-0.02	-0.01	-0.02
Daughter Fertility ²	0.23	-0.04	0.12	0.05	0.10	0.09	-0.04

1- Base change for LPI is set to zero since it is already reflected by the change in the "Constant" included in the LPI formula.

2-Traits expressed on scale of Relative Breeding Values (RBV).

3-For Somatic Cell Score only, negative base change values represent a desirable trend in genetic progress.

Winner's Circle

VERY GOOD FIRST LACTATION

RIETBEN CONTROL JASMINA VG-87
RIETBEN ELABORATE CHOW VG-85
RIETVELD DAIRIES LTD., AB

WEDGWOOD WINDBROOK BANJI VG-87
SUNNINGHILL PURE SID VG-85
SUNNINGHILL HOLSTEINS, BC

WIKKSHAVEN WINDBROOK DOLLY VG-87
WIKKSHAVEN GOLDWYN DARCIE VG-86
WIKKSHAVEN GOLDWYN DIANA VG-86
WIKKSVIEW BREKEM GOPRA VG-85
WIKKSVIEW PLANNER GINETTE VG-85
WIKKSHAVEN HOLSTEINS, BC

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BLOSSOMDAIRY DOORMAN
SUGAR VG-86
BLOSSOMDAIRY DOORMAN
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BLOSSOMDAIRY PLANNER
BLIZZARD VG-85
WEDGWOOD C G DELLIA VG-85
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BREMERDAIRY ENDLESS 875 VG-85
CLIFFVIEW FARMS LTD., BC

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NOVUM CHERRY CONTROL VG-85
NOVUM COBRA BREKEM VG-85
NOVUM NOVUN LOTTA
IMPRESSION VG-85
ENTREPRISES LAVOIE (1999) INC., AB

GOLDENSET DOORMAN
PANDORA VG-86
HAMMING NUMERO UNO
DARLENE VG-86
HAMMING DOORMAN DARILYN VG-85
HAMMING HOLSTEINS LTD., BC

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INNISLAKE CONTROL CAJUN VG-85
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JAGER WINDBROOK ELLA VG-86
JAGER WINDBROOK DIXON VG-85
JAGER FARM HOLSTEINS, BC

MARSFIELD UNIX JUNE VG-86
MARSFIELD ASCEND NINA VG-85
MARSFIELD DOORMAN LOLA VG-85
MARSFIELD SAVIOR 1274 VG-85
MARSFIELD UNIX LULLABY VG-85
MARSFIELD UNIX NINA VG-85
GERT & SONJA SCHRYVER, AB

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MAZJESTIC FEVER NATTY VG-85
JOE MAZUR, BC

MORALTA WINDBROOK GENNY VG-86
MORINVILLE HUTTERITE COLONY, AB

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REVENGE VG-86
SKYCREST SEAVER SPICE VG-86
SKYCREST FEVER PEA SHOOTER VG-85
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MORSAN KANU ANDREA 1853 RED VG-85
TOLAMIKA FEVER BRITT VG-85
WESTCOAST WINDBROOK
BOOBOO VG-85
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AGGIES BREKEM BELLE VG-85
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KRISTA HOLSTEINS, AB

CRESTOMERE GIBSON LARK VG-85
CRESTOMERE HOLSTEINS, AB

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DEKEN HOLSTEINS, BC
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DELORME FARMS LTD., MB

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Are you interested in going to the
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WestGen is looking to put together a
WDE tour group.

Contact Paul Meyer if you are interest-
ed in signing up for WDE 2017.

pmeyer@westgen.com | 778.227.0360



Winner's Circle

A sincere congratulations to all breeders and owners

DELICHTE BRAWLER CASPER VG-85
DELICHTE FARMS LTD., MB

DETIMDALE LINA MONTEGO VG-85
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113,936kg 4.2%F 3.3%P
VEDDERLEA FARM LTD., BC

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110,526kg 4.2%F 3.4%P
POLY-C FARMS, AB

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BALGONIE HOLSTEINS LTD., SK

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106,244kg 3.8%F 3.1%P
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105,922kg 3.4%F 2.9%P
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105,250kg 3.5%F 2.9%P
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104,777kg 4.2%F 3.2%P
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103,655 kg 3.6%F 3.0%P
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103,297kg 4.1%F 3.4%P
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102,400kg 3.9%F 3.3%P
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