JULY 2017

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NEWS / IDEAS / HOT TOPICS / TRENDS



BUY 40 DOSES OF

Sexxed. SEMEN,

GET 20 DOSES FREE*!

MAKE MORE HEIFERS
WITH FREE © Sexxed SEMEN!

*Free sexed doses of equal or lesser value. Valid from June 1 - July 31, 2017. Not all sires are available as sexed and based on availability. See your Genetic Advisor or www.westgen.com for details.

WOULD YOUR DAIRY BENEFIT FROM SEXXED™ SEMEN?

You want to expand your herd but you don't want the high expense of buying replacements.

You don't have enough heifers to meet your needs.

You are already, or would like to, sell heifers as an additional source of revenue.

You want to consider a herd breeding strategy that helps you get more heifers from your best genetics.

You operate a well-managed dairy with good conception rates.

You want to use high-ranking sires (like Fortune & Outlast) not available in conventional straws.





Your answer is YES!



If you checked **any** one of the items!

Sexxed ■

GUIDELINES FOR USING SEXED SEMEN

- Fertility window for sexed semen is narrower because the sperm are believed to be closer in their timing for optimal fertility. This may result in a delay in the time of breeding by 4-8 hours compared to best practices when using conventional semen.
- Use on heifers with the appropriate weight, height and body condition.
- Use on heifers that are at the age (or younger) that translates to your targeted age at first calving.

- Try to breed heifers off natural heats (sync programs may be less reliable for heifers).
- When using sexed semen on lactating cows, select higher fertility cows that are healthy with good body condition.
- Sexed semen works well in combination with Semexai24™ / Heatime® or other activity monitoring systems.
- Many Jersey breeders opt to use sexed semen on their cows as a regular practice since Jerseys have high fertility and bull calves have a low value.

Genetics for Life®

Extra

OPPORTUNITY:

- HERD EXPANSION
- SELL EXTRA HEIFERS
- SELECTIVE BREEDING STRATEGIES
- Cull lower merit heifers based on genomic testing or parent averages
- Use lower merit heifers as recipients in ET program
- Breed lower merit heifers to beef sires
- Breed lower merit or problem breeder cows to beef sires - extra heifers to milking herd

Western Canadian Classic 2017

The 33rd Western Canadian Classic is set to take place from August 22-26th in Weyburn, Saskatchewan at the Weyburn Fairgrounds and Ramada Weyburn.

WestGen is pleased to continue our support of this very unique and highly regarded youth development program. If you're able to make it, we look forward to visiting with you there and can assure that you won't regret witnessing the passion and enthusiasm displayed by our future dairy leaders!

More information is available at

www.westerncanadianclassic.com





4-H Family Fun Day

at WestGen!



Join Us Saturday, July 15th, 2017 for:

- · Free BBQ Hot dog Lunch!
- Meet 4-H members & their projects!
 - Sheep, goat, rabbit, cavy, beef & dairy projects
- · Bouncy castle, games & face painting!
- · Learn about the 4-H program!
- Meet our mascot Frisco the Fox!
- Watch 4-H speeches & demonstrations!



Event details:

Time: 11:00 am—3:00 pm
BBQ lunch begins at 12:00 pm while supplies last!

Location: 1625 Angus Campbell Road, Abbotsford



Funds raised by province:

British Columbia \$13,200 Alberta \$4,200 Saskatchewan \$700 Manitoba \$2,200



Thank you!!!

Thank you from each 4-H Club member across Western Canada to all who purchased a Limited Edition "I support 4-H" camouflage hat. Together we raised \$23,000 in funds for your 4-H Dairy Clubs! With these funds 4-H can purchase new club shirts and jackets, fitting supplies for shows, travel to provincial events and more!





















WestGen is proud to host 4-H Family Fun Day! We hope to see you there!





River Valley Farms

Semex's partnership with world renowned Jersey Breeders "River Valley Farms" has brought new life to our Jersey lineup. Branded by the 200H010000 series stud code, our members now have access to a variety of new world class Jersey options.

River Valley Joyride (2014 GLPI, 48 GJPI, +14 Type) (*Rufus x Paramount*)

Joyride promises to be a bull that packages high production with superior type. At +1104 kgs milk with combined +98kgs fat and protein his daughters will be strong producers. Joyride has captured the style and conformation pattern of his



DAM: FERMAR PARAMOUNT JOY, EX-95-USA

dam who scores EX-95 USA, his proof points to a strong type pattern for Mammary Systems (+13) and Feet and Legs (+11).

River Valley Circus Craze (1799 GLPI, 156 GJPI, +5 Type) (Lemonhead x Pharoah)

A new Sexed option, Circus is both Healthsmart and A2A2. He is a sire that River Valley Farms has extremely high hopes for. A bull that possesses a well-rounded, no holes proof coming from the Circus family; Craze combines great production (+1480 Kgs milk) with extremely balanced type and stellar health traits. Add Sexed Craze in to your programs to advance your herd today!



DAM: GOFF PHAROAH CIRCUS ACT-ET

IMPROVE YOUR GENETICS THIS SUMMER!

It's never been a better time to improve your herd!

Summer SILE

LIMITED TIME ONLY!

CORE SERVICE PACKAGE INCLUDES:

- DFR
- OPU
- OVF CYCLE
- Repro Exam
- Health Test
- Set-up Fees
- Open File Fee
- Genetic Plan

IVF PACKAGE SPECIAL*

Pooling 3 Donor Animals **\$995** SAVE \$1,360!

Pooling 2 Donor Animals **\$895** SAVE \$800!

Individual Donor Collected \$795 SAVE \$240!

Talk to Boviteq West today for a full estimate!

Call 1.800.657.5613 | info@boviteqwest.com



*Pricing available for BC collection site only to non-calved heifers and other donors with a proven collection track record (pending vet exam). Other fees apply. Ask us for satellite location and additional fee pricing.



Summer 2017 Mid-Release bulls

Six new Genomax sires become available in between the April and August proof runs. Of these six, four are Robot Ready™, and they possess a variety of attractive sires and pedigrees. Woodcrest Def Manhattan continues to demonstrate her potent transmitting capabilities adding two more high indexing sons to our lineup.



Woodcrest Def Manhattan

Progenesis Dockside (3417 LPI, 2697Pro\$, +12 Type)

(Doorsopen x Defender)



Progenesis Dockside

The highest LPI Doorsopen son promises balanced, productive cows. A Robot Ready sire with big positive deviations for fat (+.31) and combined +161 kgs Fat and Protein. Delivering balanced type, well attached udders and moderate dairy strength. Dockside excels for Daughter Fertility (+108 DF) and delivers good health traits across the board.

Progenesis Montfort (3337 LPI, 2714 Pro\$, +11 Type)

(AltaHotRod x Defender)

The higher Pro\$ brother to Dockside, Monfort comes from the same Def Manhattan cow. With impressive Protein deviations (+.23) and combined +185 kgs Fat and Protein this Robot Ready A2A2 sire offers great production. +11 for type with strong scores for Rear Attachment Width (+10) and Udder Texture (+10) will build sound, productive cows.



Progenesis Montfort

Claynook Charmer (3322 LPI, 2726 Pro\$, +10 Type) (Jedi x Mardi Gras)

The highest Pro\$ and TPI (2695) of our new mid-release additions. Charmer is an early Robot Ready Jedi son. From the powerful Larcrest Crimson cow family Charmer promises extreme production, +2266 kgs milk combined with +169 kgs Fat and Protein equals profit. With well attached udders. correct foot structure, low stature and lower rump angles, Charmer daughters will typify modern Holstein breeding.



Clavnook Charmer

Morningview Dagger (3209 LPI, 2397 Pro\$, +11 Type) (Doorsopen x Uno)

A milk quality expert, with great fat production; Dagger's numbers appear most promising on the TPI index (2633). +.51 Fat deviation, and +10 for Mammary System demonstrate some of his strengths. Dagger excels in the functional trait category with +111 Herd Life, and an extremely low 2.33 Somatic Cell Score.

Endco Gemstone (3258 LPI, 2493 Pro\$, +13 Type) (AltaHotRod x St-Louis)

The highest conformation mid round addition to our lineup; Gemstone is another Rump Lowering (3L) and Thurl correcting (6A) sire. He offers soft, shallow and well attached udders that milk out fast (110 Milking Speed). From the Cookiecutter MOM Halo cow family comes another productive option for your genetic plans.

Hermosa Casanova (3234 LPI, 2358 Pro\$, +10 Type) (Kingboy x Uno)

Casanova is the highest Net Merit \$ (+755) of our new addition group of bulls, and is another bull that looks most attractive on the TPI Index (+2666). A Robot Ready option with solid production numbers: +1401 kgs milk, +80 kgs Fat and +57 kgs Protein. Casanova looks good for functional traits with his +110 Herd Life and +108 Daughter Fertility scores.

Fine Tune your herd's performance with Heatime PRO

Already widely proven and accepted as a heat detection and reproduction improvement tool, what else does SCR's Heatime Pro system have to offer?

With rumination monitoring you can set yourself up for the future. Monitoring rumination will give you an advantage over others, and make you a more efficient milk producer.

Benefits:

- Fine tune feeding programs. Monitor responses to feed changes before you see a drop or increase in the bulk tank.
- Make your cow's time in the barn more efficient. Track how time
 in the holding pen, or time spent in lockers affects your cows
 productivity. Real time rumination, eating and activity information
 give excellent indications to maximize your cows barn time.
- Find sick cows faster. Studies from Cornell University show that Heatime by SCR was up to 93% as effective, and up to 2 days faster at diagnosing illness than an intense every day fresh cow vet check including temperature, keto testing and palpation.
- Track cow's responses to medication. Watch a sick cow's recovery on her health graphs, or make changes to medications for cows not responding. Get cows healthy again, faster. Saving one or two liters of peak milk has massive payback implications over a complete lactation.
- Reduce OvSynch costs. OvSynch programs are costly.

Putting cows on a program when they do not need it, the time cows spend locked up on shot days, and the lower conception rates between natural heats and OvSynch heats all add up to cost you money.



Take advantage of our whole herd pricing, and 0% financing offers!

Contact us for a demo or consultation on how rumination can work for you!



With a capitalization of \$5M, the WestGen Endowment Fund is a vehicle to support extension efforts, targeted research, youth development and other special projects



that will be of benefit to cattle producers in Western Canada. The fund underscores WestGen's ongoing commitment to its producer members in helping them strengthen today's livestock industry.

New Projects funded in 2017:	
2017 North Okanagan Holstein Club Youth Program	\$2,000
Delta Farm & Wildlife Trust - Day on the Farm	\$1,000
Jamie Sullivan - The effects of foot bath pH value on improved claw health	\$22,900
AgroMedia-Collection of hoof trim data in support of National Health Genetic Improvement Project	\$40,000 (2 years)
Jane van Asch - Breakfast on the Dairy Farm 2017 South Alberta	\$1,500
WestGen Education Scholarships	\$24,000 (3 years)
NODEAC - A day on a Dairy Farm	\$2,500
Creston Valley Fall Fair Association - Livestock Barn Flooring	\$5,000

WORLDDAIRYEXPO.COM

Are you interested in going to the 2017 World Dairy Expo?

WestGen is looking to put together a WDE tour group to explore dairies and sites in Illinois and Eastern Wisconsin before heading off to Madison!

Contact Paul Meyer if you are interested in signing up for WDE 2017.

pmeyer@westgen.com | 778.227.0360







Hidden Gems for Specialty Focus

It's easy to forget that through using a host of high-ranking young Genomax bulls in our breeding programs, the net result a few years later is some pretty awesome proven sires that can become reliable options to consider for further use. What's more, some very useful trait leaders emerge that provide excellent improvement on specific traits of focus. Here are a few examples of newly proven bulls that offer you reliable leadership that cannot be matched by any other Proven sires or Genomax sires.

Gen-I-Beq Aikosnow RDC Snowman x Baxter

We've introduced quite a number of Snowman sons to the proof sheet. Indeed he has been an excellent sire of sons for Semex regularly delivering tons of Milk improvement with nice Mammary Systems and exceptional Feet & Legs.



Gen-I-Beg Aikosnow RDC

Still, there has been none quite like Aikosnow who combines to offer 207kg of Fat + Protein. With

118 kg Fat and 89 kg Protein, he is among the leader board for both traits. Bonus traits with Aikosnow include balanced overall Type, slightly wider and longer rear teats, slightly lower rump angle, reliable Calving Ability and red carrier status.

If you like cows that pay bills, he's hard to ignore!



Summerliz Living - Epic x Man O Man It's hard to find bulls that deliver more chest width than stature and while most people agree we don't need to make cows taller, lots of classifiers will tell you that chest width is something we need to focus on. Although no longer alive, we did decide to add Living back onto to the proof



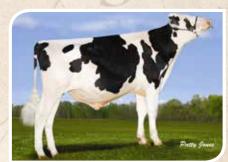
Summerliz Living

sheet as the reigning breed leader (tied with two other bulls and one point higher than Doorman) for Dairy Strength. Living also distinguishes himself with his outstanding 115 rating for milking speed. Add wider rear teats, lower pins and Repromax status as additional reasons to consider this bull in your mating program.

Velthuis SGC Atmost - Atwood x Snowman

If you are looking for top-notch Feet & Leg improvement, you

will be pleased to find Atmost, a bull sampled right here in western Canada who graduated with a +17 rating. This is significant because his outstanding +17 rating for Rear Leg Rear View is based on cows primarily evaluated in free stall settings. Atmost is nearly as good on Udder improvement with a +14 proof and boasts a sporty +16 on overall Type. What's extraordinary is he combines these numbers



Velthuis SGC Atmost

with a +2000kg milk rating! Again, a few bonus traits: he widens rear teats, is suitable for use on heifers and atypical of other Atwood sons, makes them moderate in size and stature.

If you want to focus on improvement on specific traits like Combined Fat & Protein Yield, Dairy Strength, Feet & Legs, Milking Speed, or combined Fat & Protein Yield these are bulls that are the leaders and have the milking daughters to prove it.

Western Canadian Breeder's Club

What is it?

A self-funded breeder organization and network dedicated to help you increase the marketability of your herd.

How will the club help my farm?

- Expertise and advice on marketable matings for a broad marketplace.
- Herd Profiles and Breeder information on the upcoming Breeders Club landing page
- Assistance on effective farm websites and special pricing on new, easy to maintain website options provided through WestGen.
- Providing knowledge sharing opportunities through the network of breeders and club events.
- The club will actively pursue and tour potential international marketers and buyers for its members.
- The club will partner with respected marketers such as HolsteinForum.de to try to bring business to its members.

What else do I need to know?

The club is funding its efforts with a membership fee of \$250/vr. The club has already networked local breeders to international buyers through its marketing contacts. The first Western Canadian Breeders Club embryo shipment is in transit overseas at press time.

Contact Chris Bartels for more information.

cbartels@westgen.com 778-878-1327



Winner's Circle

A sincere congratulations to all breeders and owners

VERY GOOD FIRST LACTATION

KENBERT DOORMAN JENNY VG-87

BENNER HOLSTEINS, MB KENBERT ACRES, SK

ROBELLA DOORMAN COURTNEY VG-87 ROBELLA DOORMAN EVE VG-86 ROBELLA DOORMAN ADELE VG-85 ROBELLA HOLSTEINS, SK

ALLEY LAUTHORITY KERRI VG-86 ALLEY FEVER CHELSEA VG-85 ALLEY WINDBROOK BITTY VG-85 **BALGONIE WINDBROOK BEYONCE VG-85** ALLEY HOLSTEINS, SK

ARTOMDA DOORMAN 612 VG-86 ARTOMDA SALOON 568 VG-85 SPRINGBEND WICKHAM DASYMETER VG-85 ARTOMDA FARMS LTD,. SK

CHRIS-ADIE WINDBROOK EDEN VG-86 CHRIS-ADIE HOLSTEINS LTD,. SK

MIL-EN-ROY NUMERO UNO NAKOTA VG-86 MIL-EN-ROY FARMS (1981) LTD,. SK

BALGONIE BRAWLER SMOOTHIE VG-85 BALGONIE UNIX REXANNA VG-85 BALGONIE HOLSTEINS LTD,. SK

BROYHILL LETITSNOW GENEVIEVE VG-85 BROYHILL SEAVER ALOHA VG-85 BROYHILL HOLSTEINS, SK

DENAL FEVER JACKEL 394 VG-85 SCHULTZ FAMILY FARM, SK

ELKREST IMPRESSION 3910 VG-85 ELKREST FARMS LTD,. SK

KENMAR WINDBROOK CAMO VG-85 RONLEEN HOLSTEINS, SK

LAJORD SAMMY FIDELMA VG-85 LAJORD COLONY, SK

LUDWIG UNIX JENIAH VG-85 LUDWIG DAIRIES, SK

MATVALE CHELIOS FAWN VG-85 MATVALE HAMPTON SNOW VG-85 ARTHUR PRUIM, SK

MILMORE BRAWLER WILMA VG-85 NIENHUIS CONTRACTING LTD,. SK

QUILL LAKE SEAVER MILLIE VG-85 QUILL LAKE FARMING CO. LTD,. SK

ROBELLA DOORMAN SAFARI VG-85 ROBELLA CAREY PRICE COWGIRL VG-86 FRED FORNWALD & SONS FARMS LTD., SK SUPER AWARDS ROBELLA HOLSTEINS, SK

> **RYNVIEW LET IT SNOW DEMONA VG-85** RYNVIEW FARM INC. SK

ZESSEN CHELIOS LENNY VG-85 LUCKY HILL DAIRY LTD., AB VANZESSEN DAIRY INC, SK

FIRST TIME EXCELLENT

ZIMMER KRUSADER AVA EX-93 BENBIE HOLSTEINS LTD,. SK DUANE ZIMMER, AB ROBELLA HOLSTEINS, SK

WENDON GOLDWYN SAVIOUR EX-92 WENDON HOLSTEINS, AB PAT CONROY, IN

CORNERSTONE WB BELLISIMO EX-91 ALLEY HOLSTEINS, SK

ARTOMDA LITTORAL 386 EX-90 ARTOMDA FARMS LTD,. SK

BENBIE LAUTHORITY MINNIE EX-90 BENBIE WINDBROOK LARK EX-90 BENBIE HOLSTEINS LTD., SK

CHRIS-ADIE WINDBROOK ADEL EX-90 CHRIS-ADIE HOLSTEINS LTD,. SK

DENAL ERIN TITANIC EX-90 SCHULTZ FAMILY FARM, SK

HYLJON SEAVER HANNAH EX-90 HYLJON STEADY YODA EX-90 JOHN HYLKEMA EX-90

MATVALE FEVER CAMI EX-90 ARTHUR PRUIM, SK

PENNVIEW JORDAN INGHOLM EX-90 ALLEY HOLSTEINS, SK

RHEIN SID SCARLETT EX-90 LUDWIG DAIRIES, SK

ROBELLA FEVER EMMA EX-90 ROBELLA HOLSTEINS, SK

ROBELLA WINDBROOK PRISM EX-90 BALGONIE HOLSTEINS LTD., SK ROBELLA HOLSTEINS, SK

ALLEY LEXINGTON JILLEEN BCA'S: 251 293 271 ALLEY HOLSTEINS, SK

BREEVLIET FEVER 2672 BCA'S: 288 344 316 BREEVLIET LTD,. AB

COMESTAR LAUTEL GOLDWYN BCA'S: 329 310 348 WISSELVIEW FARMS, BC

FRASER EDGE MANIFOLD OVALS 219 BCA'S: 280 332 301 FRASER EDGE FARMS LTD., DEROCHE

GIFFORD LENA DENZEL BCA'S: 320 358 333 GIFFORD ACRES FARM LTD., BC

HUYSSOON 758 BOWMAN 586 BCA'S: 317 349 331 HUYSSOON DAIRY, AB

JANNA MANIFOLD JESSIKA BCA'S: 339 325 341 JANNA DAIRY LTD., AB

ISAAC SAMUELO LILAC BCA'S: 315 382 305 ISAAC DAIRY LTD., MB

KOOY BALTIMOR BEATRICE BCA'S: 315 300 326 NIFERA FEVER FERGIE BCA'S: 320 355 332 NIFERA PINKMAN PEYTON BCA'S: 338 345 329 NIFERA HOLSTEINS, AB

NEVERIDLE PROMAR 367 BCA'S: 280 310 299 NEVERIDLE DAIRY FARM, BC

SHADDAI JAVALIN MISTIC BCA'S: 308 317 321 EL-SHADDAI DAIRIES INC., AB

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Winner's Circle

A sincere congratulations to all breeders and owners

S P F LAURAK TAMARA BCA'S: 307 324 316 FORD DAIRY FARMS INC., SK

TENHOVE BRUNO STAR BCA'S: 308 357 333 TENHOVE WINDBROOK HOPE BCA'S: 375 379 368 TENHOVE WINDBROOK JOY

BCA'S: 336 342 343 ASPENRIDGE FARMS LTD., AB

TONESA NOLA LADNER 931 BCA'S: 330 368 304 TONESA HOLSTEINS. BC

VANDEL REGINALD OLIVIA BCA'S: 341 313 350 LAWRENCE & BONNIE VAN DEN BOSSCHE. MB

VANDENDOOL TEE OFF 2307 BCA'S: 317 347 320 VANDENDOOL FARMS, AB

WISSELVIEW LAUTHORITY 2ND MIST BCA'S: 333 357 336 WISSELVIEW FARMS, BC

LONGTIME PRODUCTION AWARDS

WISSELVIEW BUCKEYE HILARY 115,710kgs 3.2%F 2.8%P WISSELVIEW FARMS. BC

DARIDELITE SPIRTE VERONICA 112,965kgs 4.1%F 3.4%P DARI DELITE FARM LTD., BC KELTON MODEST FRANCINE 108,434kgs 3.8%F 3.1%P KELTON HOLSTEINS LTD.. BC

HUYSSOON OUTSIDE BERRY 307 104,263kgs 3.0%F 2.9%P HUYSSOON DAIRY. AB

FALONASPRINGS SEPT STORM ROSA 101,548kgs 3.7%F 3.1%P FALONA-SPRINGS HOLSTEINS. AB

POLY-C 1114 FINAL CUT 712 101,408kgs 4.0%F 3.0%P POLY-C FARMS. AB

ROCKYMOUNTAIN REGGIE CISS 100,263kgs 3.7%F 3.2%P SYLVANSIDE DAIRY LTD., AB

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EASTSIDE LEWISDALE GOLD MISSY 24* LYSTEL TITANIC LOVELY THREE 9* STELBRO REBECCA ANDREA 4* CRASDALE ASTRONOMICAL BOOBOO 4* MORSAN FARMS LTD., AB

WILLSWIKK OUTSIDE DELLA 13*
WIKKSHAVEN HOLSTEINS, BC

WENDON TRIUMPH DIVINE12*
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BENNER GOLDWYN JOVONNA 9*
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FARNEAR-TBR GOLDWYN BRIN-ET 5*
KELTON HOLSTEINS INC., BC
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REAL CANADIAN CATTLE, BC

HYLJON ALLEN BETSY 5* JOHN E. HYLKEMA, SK

BULRUSH OUTSIDE KRISSY 4*
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JAMEVALL LHEROS TERA LEE 4*
JAMES VALLEY HUTTERIAN MUTUAL
CORP.. MB

LIBERTYRAES GOLDEN GIRL-ET 4*
FALONA-SPRINGS HOLSTEINS, AB

POELMAN BRENDA MILAN 4* SUNNY VALE FARM LTD., BC

ROEMERS STORM SHARON 4*
ROEMER FARMS LTD., BC

SHOREMAR DESTINY TRISHA 4*
ROCKYMOUNTAIN HOLSTEINS, AB

SKYCREST OUSTIDE LOVER 4*
SKYCREST HOLTSEINS LTD.. AB



CONGRATULATIONS

Our lucky jacket winners are: Malarky Holsteins, MB Autumn Hill Farms Ltd., BC

WANT TO WIN A JACKET?

All dairy producers who purchase semen are entered into a bi-monthly draw to be eligible to win.

UPCOMING CLASSIFICATION

July: Alberta & Manitoba

Have a classifier request a **€**G-Mate for your herd from WestGen for FREE!!



The WestGen Bullseve

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