

Focus on Fat

Canadians Embrace Fat in their Dairy Products

Western Canadian Dairy producers have seen unprecedented growth in quota over the past couple of years. The stigma of fat being unhealthy has begun to dissipate as new research comes to light and thus has contributed to growth in the consumer demand for butterfat.

The demand for more butterfat has also resulted in more skim milk being produced, resulting in a proposed national ingredient strategy to encourage processors to use more skim milk by creating a lower-priced class of dairy ingredients known as Class 7.

Thus, the western milk marketing boards will be shifting more of the value onto butterfat, which should encourage producers to ship a higher percentage of butter fat and reduce the amount of skim off being produced on farms.

The Butter-nomics of increasing percent butterfat on your dairy:

- Increase \$ per Hectolitre
- Decrease the amount of Milk Levies paid
- Maximize quota production per cow/stall/robot
- Take advantage of incentive days and leased quota opportunities

Focus on Fat

What it means for your dairy:






The focus on fat is here to stay. Genetics play a key role. Even though genetic improvements are not immediate the sooner you make it a focus the sooner you will see results.

WestGen is here to help!

We're making extreme fat improvement very affordable by offering a package:

10 doses each from five leading Fat improvers – for a Special Price! – Ask us for details.

All five offer exceptional attributes, especially fat yield and fat deviation improvement. Together they'll put your herd's component improvement on an extreme trajectory.

Focus on Fat Sire Package								
NAME		Sire	MGS	LPI	Pro\$	M Kg	F Kg	%F
STANTONS USEFUL		YODER	CAMARO	3332	2558	893	122	0.82
SYNERGY DUNFEE		YODER	NUMERO UNO	3198	2488	776	120	0.85
WESTCOAST YAMASKA		AFTERBURNER	YODER	3450	2870	1409	119	0.61
STANTONS SPIELBERG		DELTA	SUPERSIRE	3228	2684	1694	118	0.51
SIEMERS BLOOMFIELD		DELTA	NUMERO UNO	3424	2643	581	128	0.99

On other key traits the group also offers impressive improvement alongside this extreme Fat focus. In addition, four out of the five sires are Robot Ready™ and three are Immunity+™ sires.

Trait Averages for "Focus on Fat" sires:

LPI	Pro\$	M Kg	F Kg	%F	P Kg	%P	HL	SCS	DF	CA	MS	Conf	MS	F&L
3326	2649	1071	121	0.76	63	0.25	111	2.81	109	101	105	8	8	7

Take advantage of the Focus on Fat initiative during September and October!

Talk to your WestGen Genetic Advisor to learn more about how you can adjust your breeding program to deliver more of the fat you need.

Introducing Proventus!

Our industry is changing at an ever increasing pace and the need for unbiased expertise has never been more apparent than today.

For the past two years we have been exploring the best way to create a network of independent expertise and more importantly, a venue for collaboration that promotes leveraging pooled knowledge and ensuring convenient access to industry-leading specialists for all aspects of growing dairy and beef operations. This is the basis for the creation of a new organization named "Proventus".

Borne out of a collaborative vision and partnership between WestGen and the Agwest Veterinary Group, the Proventus Group is a comprehensive, agribusiness consultation organization made up of a diverse collection of independent, industry-leading professionals. The collaborative nature of the Proventus Group utilizes the benefits of pooled knowledge and resources across multiple industries to ensure that clients have convenient and focused access to industry-leading specialists for all aspects of their operation. It also enables the independent professionals within the Proventus Group to stay up to date on the latest industry advancements, and to seek assistance from their fellow Proventus experts to confidently provide advice to a broader range of clients.

The expertise of Proventus encompasses everything from veterinary care to agribusiness management which will be able to deliver added value and at the same time respect and collaborate with the existing service providers to your business. In the early development of the concept it was clear that there are two key pillars to the business: animal health & well-being and business & financial services. We are pleased to announce that both pillars will be in place at the time of our launch.

Once established, Proventus will then expand to include advisors from a wide array of specialties. To be able to access industry leading expertise it is not only a goal but a requirement of Proventus to be absent of any direct commercial alliance to ensure our producers receive the best advice to meet the needs of their own businesses.

Stay tuned for upcoming news about Proventus and how it can add value to your farm. If you would like to receive email updates about Proventus by email, send us an email to info@proventusgroup.com to join our e-newsletter.



OptiMate™ has arrived!

Optimate is a revolutionary new tool to help breeders maximize genetic gains, while controlling inbreeding. With the ability to take herd information from either DHI records, or straight from farm software we are able to provide more accurate breeding recommendations to both registering and non-registering herds. Optimate very neatly ties together all of our genetic tools into one extremely effective package.

- 1 **Begin with our Genetic Benchmarking tool**, identify weaknesses and track progress made towards whatever your goals are in your breeding program.

Genetic Benchmark

- 2 **Next, use SemexWorks** to create a custom farm index that places focus on the traits you want to improve most on to create a profitable herd. Choose appropriate sires to maximize genetic gains, and limit inbreeding by first considering how related any sire is to your specific herd even before you make the purchase.

SemexWorks

- 3 **Finally, use Optimate** to strategize how to best use your semen inventory to maximize genetic gains. Want to use sexed semen on the top 50% of your two year olds? **Optimate can do that.** Want to identify the bottom 20% of your heifer group to become embryo recipients? **Optimate can do that.** Want to mate all your cows scored below Good Plus to beef semen? **Optimate can do that.**

OptiMate

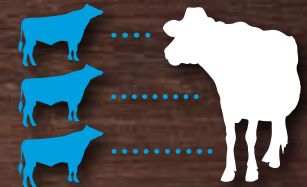


WORK SIDE-BY-SIDE WITH
YOUR WESTGEN ADVISOR
**TO BUILD YOUR
MATING STRATEGIES**



**MANAGE
INBREEDING**
AND MAXIMIZE
GENETIC GAIN

TAILOR MATINGS
TO DELIVER YOUR
**NEEDS AND
GOALS**



Whatever your goals are, our genetic tools help you get there faster. Ask your WestGen representative to work with you to create a plan for your herd's future today!

"Put your Genetic Plan into Overdrive!"

WestGen now has value-priced, biopsied, female, genomically-tested embryos available for sale. These embryos have been DNA tested, so you know to a high degree of accuracy what you are getting before you even implant!

Using your lower-ranked animals as recipients for embryos is a great way to increase the genetic gains in your herd, with the goal of creating more profitable offspring. **Your WestGen Advisor can help put a plan in place. Invest in your future – speed up genetic gains today."**

Every year, WestGen awards 4 worthy Western Canadian Agriculture or Veterinary students a \$2,000 Education Award.

DON'T MISS OUT
Apply by Oct. 31, 2017

www.westgen.com/community/educationawards

Apply Today for WestGen's
\$2,000 Education Award!

WestGen's Youth Insight

Special Guest Blogger "The Eyes of a Farmer's Daughter" - Manitoba

I was the first of three children to bless a young, dedicated, second generation dairy farming couple in England.

Due to many farming setbacks, expansion wasn't an option. My parents decided Canada had the farming opportunity they wanted for their family and in 1999 we made the big move. A Dairy barn was built and on January 1st, 2000 we sent our first shipment of milk with 12 cows.

As kids our main duty was feeding calves. The older I became the more I enjoyed helping my parents in the milking parlour, it soon became my regular routine in the evening.

After graduating high school, I went to post-secondary education where I received a diploma in Crop Technology. I gained life long Ag friends and more of an understanding of where I wanted to be in life.

A family decision was made to expand our herd and by September 2013 we moved into our new barn housing 6 robotic milking systems. I do 98% of the breeding and sire selection on the farm. I enjoy the challenges and rewards artificial insemination provides. Pregnancy check days are one of my favourite when my persistence pays off.

In July of 2014 a property came up for sale a few miles from the family farm. My partner and I saw this as our opportunity. The property came with a quarter section and was an operating dairy farm 6 years prior. After plenty of clean up and a vision for our future family, we are making plans to hopefully start our own dairy herd.

Being raised on a dairy farm has taught me the values of hard work and dedication. The memories we have as a farming family are like no others. There's no better tasting milk than whole milk in *The Eyes Of A Farmers Daughter*.



<https://www.facebook.com/TheEyesOfAFarmersDaughter/>



*The Eyes of a
Farmer's Daughter*

Contact kbaouya@westgen.com if you are interested in guest writing for the Bullseye!

Western Canadian Classic 2017

The 33rd Western Canadian Classic took 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.

Junior

Clipping: Ben Hylkema & Ethan Nienhuis, SK
Dairy Science Quiz: Pauline Ferguson, BC
Judging Placings: Carlena Postma, BC
Judging Reasons: Ben Hylkema, SK
Judging Overall: Ben Hylkema, SK
Showman: Pauline Ferguson, BC

Intermediate

Clipping: Alice Hehli, AB
Dairy Science Quiz: Tara Sweetnam, MB
Judging Placings: Clayton Hamming, BC
Judging Reasons: James Pruium, SK
Judging Overall: Clayton Hamming, BC
Showman: Kyle Vaandrager, BC

Senior

Clipping: Lee Morey, AB
Dairy Science Quiz: Irina Baumann, SK
Judging Placings: Danica Severinski, BC
Judging Reasons: Teresa Hylkema, SK
Judging Overall: Teresa Hylkema, SK
Showman: Martin Rypma, BC

Overall Showman:

Grand: Martin Rypma, BC
Reserve: Kyle Vaandrager, BC
HM: Pauline Ferguson, BC



Junior Calf

1st: Benbie SOLOMON Pearl, Rochelle Toth, SK
2nd: Lavender DEMPSEY Sea Salt, Taylia Rees, BC

Intermediate Calf

1st: Skycrest SOLOMON Salmonella, Simone Huisman, AB
2nd: Hammingview DOORMAN Sunshine, Alison Murdoch, BC

Senior Calf

1st: Unique GUNMAN War Child, Emma Huisman, AB
2nd: Wedgwood AVALANCHE Paradise, Lorna Hamming, BC

Summer Yearling

1st: Robella REGINALD Ellie, Martin Rypma, BC
2nd: Matvale DOORMAN Idona, Travis Pruium, BC

Junior Yearling

1st: Unique HP Hattie (EXCITATION), Lee Morey, AB
2nd: Rockledge Alice TONKA, Devan Jansen, BC

Intermediate Yearling

1st: Kenbert DOORMAN Raspberry, James Pruium, SK
2nd: Starrcrest Lampada Rei Juell (IMPRESSION), Pauline Ferguson, BC

Group of 3

1st: Saskatchewan
2nd: British Columbia

Overall Champion Calf:

Grand: Robella REGINALD Ellie, 1st Summer Yearling, Martin Rypma, BC
Reserve: Skycrest SOLOMON Salmonella, 1st Intmd. Calf, Simone Huisman, AB
HM: Unique GUNMAN War Child, 1st Senior Calf, Emma Huisman, AB

High Point Participant: Ben Hylkema, SK

Herdsmanship: Saskatchewan

Premier Province: British Columbia

EBYS 2017 Winner: Teresa Hylkema, SK

Logan Chalack Memorial Award: Martin Rypma, BC

WCC 2017



Photos by: Cowsmo

Did you know?



*Boviteq West also provides
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and **Implantation of Embryos**
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Managing Summer Heat With **SCR Heatime Pro**

SCR by Allflex
Make every cow count

In addition to highly accurate heat detection and monitoring, the SCR Heatime Pro system also can be used as an extremely effective tool to manage heat stress of dairy cows.

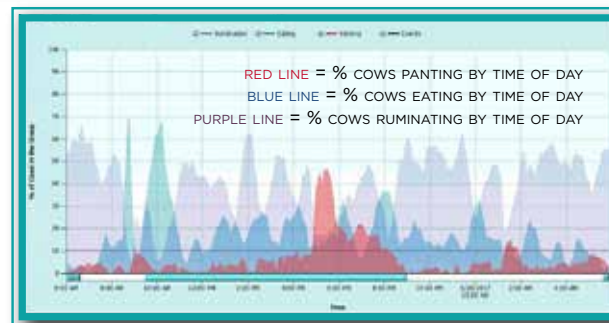
The NEW Heat Stress Application

Gain Real-time insight into how your groups are coping in warm temperatures, and leverage that knowledge to make more effective heat abatement decisions. The application displays the current status and 48 hour trend of panting, rumination and eating, all in five minute resolution. By providing a clear picture of the group's heat stress trend, the application enables you to see immediately if a group is getting overheated and to easily analyze the effectiveness of your heat abatement strategies. With this real time insight available to you at anytime and anywhere, you can cool cows only when really needed, saving water, energy and labor.

Ken Vandeburg of Dewdney, BC, uses Heatime on all 3 of his dairy farms. Recently, he installed Heatime Pro at his home dairy farm where he milks 550 cows and houses all of his dry cows. In terms of managing his dairies, Ken likes to keep his pencil sharp, and has been very happy with his investment in the Heatime system because of its monitoring capabilities, not only for heat detection but for the health and well-being of his cows.

Ken says "We installed the Heatime Activity system at both of our satellite farms, as we knew we needed to do a better job with heat detection. We have been extremely satisfied with our pregnancy rates at both of these facilities. This helped us to quickly identify that our satellite dairies were out performing our home herd reproductively and we soon decided to invest in a Heatime Pro system with rumination collars at our home dairy.

At first, I was hesitant that we wouldn't receive any extra value with the rumination information, but now it is a tool that we wouldn't manage our dairy without. The rumination information has helped us with the early detection of sick cows. Also, the Heat Stress Application of the program has helped us identify that our cows were showing increased panting and heat stress every time they entered the holding area. Since we milk 3x, this meant some of our cows were panting for 4 to 5 hours a day. This initiated our decision to install fans in the holding area, and we were able to dramatically decrease Heat Stress. The investment to cool our cows resulted in being able to maintain normal milk production levels this summer. We would highly recommend the Heatime Pro system to any fellow dairymen. The only way to improve something on your farm is to measure it."



**Heatime PRO
Panting Monitoring**
gives you an accurate
number to help you make
positive changes to keep
your cows cool, and
ensure the investments
to you make to cool your
cows pay for themselves.

Take advantage of our whole herd pricing, and **0% financing offers!**
Contact us for a demo or consultation on how **Heatime Pro** can work for you!

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Midnight makes his Debut to Genomax list

August sire summaries delivered the much anticipated **Progenesis MIDNIGHT** - *Duke x Defender* to our proof sheet after too many calls to count asking about him since early 2017. Our first Duke son, Midnight hails from Manhatttan, the prolific bull dam that already provided us with the likes of Seducer, Avatar, Palace, Wizard, Mustang, Dockside and more. He is the breed's only +3500 LPI bull with conventional semen available. That he is Robot Ready™ and sports +13 for Type makes him a bull everyone will want to use. Expect tight supply in the early going, so please be patient.



Progenesis **MIDNIGHT**

Four more Robot Ready Options

Midnight may be the glamour boy among the new Robot Ready options, but he has good company. Check out these additional options:

Westcoast YAMASKA - *Afterburner x Yoder* A highly rated new



Westcoast **YAMASKA**

fat yield improver with nearly 120kg and +0.61% F, Yamaska checks a lot of boxes. His Production prowess is just the start. An Afterburner son, he offers a slightly different pedigree, excellent milk, fat and protein yields, balanced Robot Ready Type and a pleasing Health trait profile too. He also offers improvement on many Type traits that classifiers preach need

attention: lowering pins, adding width to rumps and chests, while moderating stature. This is a bull hard to find fault with and very easy to like!

Westcoast RIGEL - *Afterburner x Camaro* - Here's another high Fat option (92 kg, +0.48%F) that offers exceptional Type improvement too (+14). It's hard to find high Type bulls that not only deliver great udder attachments and exceptional feet and legs, but balance stature with chest



Westcoast **RIGEL**

width, widen and lengthen teats and lower and widen pins too. Rigel is simply an exceptional addition that promises to make the right kind of Robot Ready cows for western Canadian dairy farms.

Progenesis CAMERON - *Penmanship x Yoder* With nearly 190 kg of combined Fat and protein yield, Cameron is another Robot Ready option that delivers exceptional value as would be indicated by his 2871 Pro\$ rating that is second on our listing only to Midnight. He widens and lengthens teats (5W, 1L) improves milking speed (106) and on Health is our best for Metabolic Disease Resistance (108). If you like profitable cows Cameron is an easy choice to include in your next OptiMate!



Progenesis **CAMERON**

Swissbec WHISK-P - *Jedi x Mardi-Gras* The polled gene may not



Swissbec **WHISK-P**

be a priority for many but, Whisk-P is a bull that we think you will want to use in your fall mating list. With an ideal Robot Ready Type break down that protects teat placement and length (2W, 3L), improves rumps, offers an extreme ratio for Chest Width to Stature (+8 vs +3) and delivers a very pleasing Health trait profile, Whisk-P will introduce polled even if you don't really care to. Consider it a bonus!

 **Genomax™**

Exciting Type Specialist Red Carrier

Siemers OVERWING RDC - *High Octane x Mogul* This is not a traditional Sire-MGS combination associated with Red cows. That's a bonus as it leaves lots of places for this +16 Type bull to be used. Overwing is from the hottest Red family in the business, tracing to Apple; and as you'd expect, what you give up in his moderate production numbers will more than be made up for in the fancy department. Go ahead and make that next 4-H calf with this bull - he has the Pedigree to make winners.

Winner's Circle

A sincere congratulations to all breeders and owners

Very Good First Lactation

CORLANE SEAVER MISTY VG-88
DONNANVIEW CONTROL LOLOWAY VG-87
MS APPLE ARISON-ET VG-87
PRESTIGE-GEN ALL ABOUTIT-ET VG-87
ROCKYMOUNTAIN SID MARSALA VG-87
MS BUTLERVIEW WND GIGGLE-ET VG-86
GOLDENSET DOORMAN PEGASUS VG-85
GRO231 WICKHAM ABRACADABRA VG-85
MILKSOURCE ASK ME OUT-ET VG-85
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WESTCOAST CAPG LAUTALVA 3023 VG-85
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ROLLEYVIEW FARMS, BC

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SUNCOUNTRY HOLSTEINS LTD., BC
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WESTLIBERTY SAVIOR MALIBOU VG-85
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WIKKSHAVEN SEAVER JOANNA VG-85
WIKKSHAVEN WINDBROOK DONNA VG-85
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ELMBRIDGE FEVER JAMALA EX-90
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NICOLE PARKINSON, BC
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EASTSIDE LEWISDALE MISSY GOLD EX-93
ROLYNFRA FARMS, BC

ROCKLEDGE SHANIA WINDBROOK EX-92
ROCKLEDGE BELINDA FEVER EX-91
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CRESTOMERE HOLSTEINS, AB
LEE SIMANTON, AB

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SPRINGBEND GOLDWYN MAARRIETA EX-90
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HAMMINGVIEW FEVER PADMAE EX-90
HAMMINGVIEW FARMS LTD., BC

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LUCKY WINDBROOK VANILLA EX-90
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NIFERA HOLSTEINS, AB

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ENTREPRISES LAVOIE (1999) INC., AB

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OSTARA BUCKEYE 256 EX-90
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BCAS: 308 310 321
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BCAS: 324 350 311
EARNEWALD HOLSTEINS, AB

ELJON 1994 MANIFOLD
BCAS: 329 323 320
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ELKREST COLTON 2465
BCAS: 316 319 318
ELKREST FARMS LTD., SK

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BCAS: 317 313 315
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BCAS: 349 322 335
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BCAS: 309 373 323
NIFERA HOLSTEINS, AB

ROBELLA DENISON MISTY
BCAS: 280 353 292
ROBELLA HOLSTEINS (SUPER 5!)

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BCAS: 295 343 300
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ROYAL HILL JERRICK TABITHA
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ROYAL HILL FARM LTD., AB

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BCAS: 336 362 330
TONESA HOLSTEINS LTD., BC

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UBYSSEY LARSON ZENITH 1130
BCAS: 280 345 292
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BCAS: 275 342 285
VANDENDOOL FARMS, AB

WILLSWIKK KNOWLEDGE DENAE
BCAS: 250 389 270
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115,657 KGS 3.7%F 3.1%P
KESSEL FAMILY FARM, SK

FORTKIPP TONIC LORI
104,090 KGS 3.5%F 3.1%P
HUMMEL FARMS, AB

NEUDAY OUTSIDE EMMALOU
103,070 KGS 3.5%F 3.1%F
SUNNYSIDE DAIRY, SK

READORE IGNITER CAMBRIA
101,474 KGS 3.3%F 3.0%P
REAL J. SIMON, MB

HADDINGTON RUDOLPH ANABELL
100,979 KGS 3.6%F 3.2%P
SANDY & LILIAN STEWART, BC

BUFFALOROCK LANCASTER TAMMYS
100,508 KGS 3.4%F 3.1%P
RIDDER DAIRY, AB

MALAWYK GIVENCHY VIVIAN
100,204 KGS 4.3%F 3.2%P
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WHAT IS THE WESTGEN ENDOWMENT FUND?

Seeking a better way to give back to the Western Canadian Agriculture industry, the WestGen Endowment Fund was created in 2004, and has been an integral part of the company ever since. Earnings from the initial investment of \$5 million are used for the fund.

The mission of the Endowment Fund Committee is to be able to support valuable extension efforts, targeted research and development, and other special projects that will help secure a strong future for the Western Canadian cattle industry.

APPLY BY SEPTEMBER 30TH!!

www.westgen.com/community/endowmentfund



CONGRATULATIONS


Our lucky jacket winners are:
Springbrook Farms, SK
UBC Dairy Education & Research Centre, 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

September: SK (MR) | October: BC

Have a classifier request a  **OptiMate** for your herd from WestGen for FREE!!



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