

WestGenTM BULLSEYE

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JANUARY
2018

NEWS / IDEAS / HOT TOPICS / TRENDS

**WESTGEN BARN
NOW OPEN!!**

November 26, 2017 marked the celebration of WestGen's new barn in Abbotsford.



L-R: Tony DeGroot, Eric Iversen, Mayor Henry Braun, Chris Parry, Richard Boer and Tony VanGarderen

The rain held off and with it being a Saturday affair, families came out in numbers to see the WestGen barns. In attendance was Mayor Henry Braun of the City of Abbotsford; as well as both current WestGen staff and Board members; the construction crew and sub-contractors who worked tirelessly to complete on the barn, Abbotsford Veterinary Clinic and Agwest Veterinary Group and local press. Hundreds of farm families took part to take a peek on this perfect fall day, to pay witness to the ribbon cutting and to tour the new facilities. There was food, IVF demonstrations, 70 cows and heifers and a number of exhibits.

“Our former barns now well over 60 years old, were built at a time when Langley was primarily a farming community. As the city grew around us, and many farmers moved further eastward into the valley, it was time for WestGen to reinvest in its future and move with them. Abbotsford is in the heart of the BC dairy industry and is an ideal location from which to serve our customers in Western Canada. This barn was designed not only to gain efficiencies, but also to be used as an educational centre for our members and owners to use for generations to come. WestGen is a farmer-owned organization, and this is their building,” *Chris Parry, CEO*

Open House

November 25, 2017



New! New! **News!**

BoviteqWest 



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Western Canadian Breeder's Club Update

- The first Breeders club shipment completed in-house went smoothly
- 5 packages of embryos were shipped from 3 different breeders
- The shipment was inspected and sealed by CFIA on Dec 4th and shipped that same day
- The embryos arrived safely to their destination on Monday Dec 11th
- Thorough communication was kept between export team and the consignee of the shipment throughout the movement of the tank to Germany
- Members of the industry such as members of the Semex, CFIA staff and several veterinary clinics from the Western Provinces assisted in the export being completed

We are looking forward to the next shipment sent by members of the Breeders Club! Contact us today to join the Western Canadian Breeder's Club! wcbc@westgen.com



NEW PROVEN SIRES DECEMBER 2017

Five new proven sires graduated to the Proven side of the proof sheet, providing an attractive blend of production and type traits from a variety of pedigrees. We saw additions of strong milk volume bulls **DIRECTION** and **EXTREME**, strong Component production sires **BOMBERO** and **LINEMAN**, as well as a type expert in **Duty Free**.

Gregori One **DIRECTION**

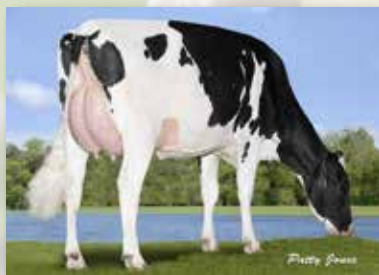
Epic X Garrett

One Direction comes to us from a strong maternal line going back to the Gypsy Grand family. With no McCutchen or Mogul in his pedigree he should mate well in most herds. An extreme Rump improver (+13 Rump) with a balanced type breakdown, his daughters are hard workers as evidenced by his +1957 Kgs Milk rating.

#2 on our list for PRO\$ you can expect his daughters to be profitable members of your herd.



Clerinda One Direction Tunesie
VG-85-2YR-CAN
Raynald Gascon, QC



Erbcrest Lineman Brynne
VG-86-2YR-CAN
Erbcrest Farm, ON

Comestar **LINEMAN**

Mogul X Man O Man

Making his long-awaited entrance to the proven side of our sheet, Lineman identifies himself as a terrific udder improver. Daughters have soft, well-attached udders with perfect teat placement for today's automated milking systems. Lineman will breed cows more moderate in stature, to

fit modern breeding ideals. A calving ease bull with excellent component production, use him in your heifer pens with confidence.



Val-Bisson Extreme Salvia
GP-84-3YR-CAN
Ferme Val-Bisson Inc, QC

Silverridge V EXTREME

Supersire X Snowman

Another double-digit Rump improver to add to your breeding program. +1995 KGS Milk in a Robot Ready™ and Calving Ease package add to the appeal. Going back to Crockett-Acres Elita, this is a cow family that performs each generation, known for transmitting very strong production from well-made animals. Extreme daughters are hard topped, extremely hard working and appear to be cows that will last in today's barns.

EDG DUTY-FREE

Numero Uno X Atwood

Duty-Free earns his place on our sheet as a type specialist. +16 for Conformation overall sets him apart from other newly proven sires this round. From 9 Generations of Excellent dams, through Scientific Debutante Rae back to Hanoverhill breeding and ultimately to Queen-of-the-breed, Roxy; Duty-Free has a royalty filled pedigree. Protect for calving ease and body depth, but expect spectacular type!



Roquet Nika Duty-Free
VG-85-2YR-CAN
Barbara Paquet & Sylvio Rodrigue, QC



Glen Islay Bombero Bambino
VG-87-3YR-CAN
Andrew Den Haan, ON

Richmond-FD EL BOMBERO

Numero Uno X Superstition

Bombero was bred from 3 generations of Excellent dams, and his latest proof numbers reveal him to be a sire with a great balance of modern conformation and excellent production. Breeding greater width of chest (+9) and wide, well sloped rumps he will mate complimentary to McCutchen and Mogul bloodlines nicely. A high fertility sire, with great Fat production (+80 KGS, +.16%) and Daughter Fertility (104) will add value to your herd. At 82% Good Plus or better his early daughters are performing well in the field.

Education Awards

WestGen is pleased to announce the recipients of the 2017 WestGen Education Awards. Each of these selected students will receive \$2000 to assist them with their post-secondary agriculture studies. The selection committee was extremely pleased with the quality of applicants this year, and encourages those not selected to apply again next year. Supporting youth and the development of the Western Canadian cattle industry are mandates of WestGen's Endowment Fund, and we look forward to watching these students become successful in each of their chosen career paths.



Rachel Boonstoppel - Grunthal, MB

2nd year Animal Science Technology Diploma - Dairy, Lakeland College

I would like to thank WestGen for choosing me as a recipient for this Education Award which will help support my passion for the dairy industry. I was born and raised on a small dairy farm in Scotch Lake, New Brunswick until the spring of 2015 when my family sold and bought a larger dairy farm in Grunthal, Manitoba. My passion for the dairy industry was fuelled by my involvement in 4-H,

EastGen Showcase and WCC. I have been fortunate to participate in the TD 4-H Classic, National 4-H Dairy Conference and WestGen's 2016 Brazil farm tour.

My future educational plans include a potential work/study tour of New Zealand, as well I plan on gaining an Ag-Business diploma once finished my diploma here at Lakeland. I also plan to continue to work on improving the genetics of our herd and one day own a dairy farm of my own.

Lars Iversen - Olds, AB

3rd year Bachelor of Science in Agribusiness, University of Saskatchewan

I am currently attending the University of Saskatchewan, in my third year of a Bachelor of Science in Agribusiness. Growing up on Innislake Dairy, our family farm just outside of Olds AB, where we milk 70 Holstein cows I developed the same passion of milking functional and well pedigreed animals from my father Eric and Uncle John. My educational path has also developed my keen interest in the economics and business side of agriculture. I plan on combining these two interests and bring them back to the family farm.



I would like to thank WestGen for the selecting me as one of the recipients of the Education Awards along with the opportunity I had as a summer student with them in British Columbia. I learned a lot about the genetics industry and sales side of their business. Being part of 4-H and the Western Canadian Classic was a great experience and expanded my passion for agriculture. WestGen is a huge supporter of the future generations of dairy farmers through their continuous sponsorship of 4-H and the Western Canadian Classic.

Angela Grob - Quesnel, BC

1st year Bachelor of Animal Science - Agriculture and Bioresources, University of Saskatchewan

I am grateful to WestGen for choosing me as a recipient for this Education Award. I grew up in Quesnel BC, and was actively involved in a family operated mixed farm that included dairy, cow-calf, and farrow-finish swine aspects. My background fostered my interest in the understanding of how animal health and welfare contributes to their overall productivity.



Currently, I am enrolled in the Animal Biosciences program at the University of Saskatchewan in Saskatoon. Outside of school I milk a few evening shifts per week and work part-time at the Prairie Swine Centre. In the future I hope to enter the Veterinary Medicine program and focus my studies on production animals, especially dairy and beef cattle.

Nicki Meier - Abbotsford, BC

1st year, Animal Science Technology Diploma, Lakeland College

Growing up on my parents dairy farm in Abbotsford, BC, I learned to love the dairy industry at a young age. I was always in the barn as much as I could. I joined the Sumas Holstein 4-H club 10 years ago, and have made many memories along the way. I held many positions in the club over the years, I gained so much knowledge, had countless opportunities and built priceless friendships. This year I look forward to finishing and earning my 10 year buckle. Although an avid farm kid, I was also very busy with school activities, where I played soccer, rugby and sang. I started singing at a very young age at many events in our community. I believe all of these activities as a whole, helped me in my growing years to become the person that I am today.



Over the years I continued to learn many avenues of farming. From the cows, to the fields, the industry, working in a team environment, and understanding what it means to be a dairy farmer. All of this helped me in my decision to attend Lakeland College in Vermilion, AB after I graduated high school in June of 2017. I am currently enrolled and taking the Animal Science program, as I felt it would help further my education in a broad range of topics within the agriculture industry. As a member of the Lakeland College Dairy Club, I have enjoyed interacting with fellow students who have the same interests as I do. We have toured many farms and it has been very interesting seeing farm life in Alberta. One of my favourite courses is the Animal Handling and Facilities class. This has helped me to better understand how cattle move and has allowed me a better understanding of how to work with them. Next fall I plan to be a part of the Lakeland Dairy's Student Managed Farm team. I am excited to combine my ideas with those around me to create an efficient dairy operation. I cannot wait for this summer however to get back home and help my family on the farm and finish my final summer of 4-H. In the future, however, I look forward to being a part of my family's operation and contribute to maintain happy and healthy cows. I am so grateful for the WestGen Education Award, as this helps me to attend school without the added pressure of finances. Thank you so much.

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STRENGTH IN THE HERD™

WestGen Endowment Fund Update

Twice a year WestGen invites individuals and groups to send applications for funding support. High priority areas continue to include 4-H and other youth development activities, extension efforts, targeted research and development, and other special projects that will help secure a strong future for the Western Canadian cattle industry. Many of which have additional co-funding sponsorships. The committee met in November to review the latest applications.



The selected applicants for Fall 2017 are:	TOTAL
Dr. Alison Vaughan Can adherence to best hoof health practices reduce incidence of lameness on farm?	\$12,750 1 Year
Dr. Alison Vaughan To wean or not to wean? Individual weaning decisions according to BHB	\$9,000 1 Year
Manitoba Beef Producers - Young Producers Retreat	\$2,500 1 Year
YCSA - Leadership Conference	\$1,500 1 Year
Rolando Cerri - Use of probiotics to reduce metritis and improve reproductive performance	\$6,000 1 Year
BC Holstein Branch - Genetic Marketing Workshop	\$2,000 1 Year
Divakar Ambrose - Anogenital distance - a promising new fertility trait in dairy cattle	\$6,000 3 Years
Alberta Milk - Future Leaders Conference	\$7,900 1 Year
British Columbia 4-H Council - 2017 Funding	\$5,000 1 Year
Alberta 4-H Council - 2017 Funding	\$5,000 1 Year
Manitoba 4-H Council - 2017 Funding	\$2,500 1 Year
Saskatchewan 4-H Council - 2017 Funding	\$2,500 1 Year

Have an idea that could improve Western Canada's cattle Industry?

Apply to the WestGen Endowment Fund by **March 31, 2018!**

NEW GENOMAX:

Something for Everyone

We enjoy poring over the multitude of options at proof time to assemble our new Genomax offering. Certainly, the chart-topping new comers for LPI and Pro\$ and Conformation are the easy ones to identify for inclusion, there are others that more subtly find their way to the list – either because of their overall balance of traits or additional sub-brands they qualify for like Immunity+®, Robot Ready™ or A2A2. This round we are particularly pleased as we feel we have added something for everyone.

Progenesis **PADAWAN** – Jedi x Enforcer

He is the highest rated LPI bull currently available in the market and among just a handful who surpass the 3000 Pro\$ mark. Add +10 Type and A2A2 status and 2000Kg Milk to set him further apart. The crowning pieces to his appeal are his lofty 112 HerdLife rating and his Stellar 115 Daughter Fertility score. In fact he is the only bull above 3300 LPI and 112 Daughter Fertility with double digit Type too. Sounds like a must-use bull!



Dam: Progenesis Enforcer Pat
GP-83-3YR-CAN
Progenesis LP, ON



Our-Favorite **VC MAFIA** – Solomon x Atwood

Bred from 5 generations of Excellent dams Mafia is a rarity in today's AI lineups. Most dams are not even calved out when we introduce their sons to the Genomax list. Here we have one with a dam already Ex-92 and the next two dams Ex-93! Add Solomon just to add a bit more Type and we expect Mafia will

muscle his way into the mix to make the next generation of show calves. He is a specialty bull to be sure, but who doesn't have a few specialty animals to use such a bull on?

Westcoast **ARDOR** – Draftpick x MVP

A slightly different pedigree certainly helps but Ardor, who is not the highest for LPI, TPI, Pro\$ or Type is an exciting addition for his exceptional balance of traits that include Immunity+, Robot Ready and A2A2 status along with 100kg Fat, +10 Type, and 112 HerdLife and Daughter Fertility ratings. This bull just ticks all the boxes.



Maternal Great-Granddam: Gold-N-Oaks
Arabel 1765 VG-88-3YR-USA
Arabelle Syndicate, USA



Melarry **FUEL** – Duke x Kingboy

There are only a handful of bulls that combine +100kg Fat ratings with double digit Type. Fewer yet clear those two hurdles easily like Fuel does with 113 kg Fat and +13 Conformation. Notable is his good Rump improvement ratings too – especially his 5L rating for Rump Angle – along with a pleasing +9

Chest Width score. His 105 Milking Temperament rating gets noticed too as does his over +2300 kg milk rating. Lots to like about Fuel!

Vogue **NEVER AGAIN-PP RDC**– Sifter P x Capital Gain

His 3158 LPI is certainly acceptable but, not chart-topping. Add Homozygous Polled and +12 Conformation and everything changes. Among the Homozygous polled group, he is in a class of his own and that owes largely to his extreme DGV ratings (3338 LPI and +14 Type) that pulled upward dramatically his official GPA scores. If you dream of a day when you won't need to dehorn calves, Never Again will help get you there.



Dam: Maple Wood CGain Lotto P
VG-86-2YR-CAN
Vector Genetics, ON



Claynook **RUMMY** – Abbott x Wickham



The Abbott heifers we see are very eye-appealing and the sons have impressive Type ratings too. Rummy at +16 Conformation with +16 Mammary System and +14 Feet & Leg scores will get noticed among the group of Abbott sons for Type, but his 3346 LPI reflects more than just Type. He has a respectable Fat rating at +71 kg, and his 110 HerdLife, 110 Mastitis Resistance (tied with Fortune as highest on the Genomax list) plus Immunity+ and A2A2 status make him a highly sought-after bull.

Dam: Claynook Reata Wickham
VG-85-2YR-CAN
Claynook Farms Ltd., ON

Stantons **USEFUL** – Yoder x Camero



He certainly is a “useful” bull. Double-digit Type combined with 127kg of Fat will do that. Add Immunity+, Robot Ready and A2A2 status in a moderate size – wide chest package and you have the makings of what should be one of our top demand bulls for the coming months. Useful is being offered in sexed form too!



Maternal Great-Granddam: Larcrest Crimson
VG-88-3YR-USA



Legend-Maker **VICTOR** – Kingpin x Liquid Gold



From the Chief Adeen family, Victor provides exceptional Type improvement with double digit ratings for Udders, Feet & Legs and Dairy Strength while providing strong improvement for Rumps as well – in particular lowering and widening pins. Victor is Robot Ready, A2A2 and one of our best for the new Digital Dermatitis trait at 108. We think lots of people will be adding him to their mating list.

Maternal Grandam: Vision-Gen SH SH
A12037 VG-87-2YR-YSA 5*
Morsan Farms Ltd., AB

Winner's Circle

VERY GOOD FIRST LACTATION

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ALTAPPEL WINDBROOK CANDYCANE VG-87
WENDON WINDBROOK SERENA VG-86
WENDON CONTRAST WAFER VG-85
WENDON UNIX FINESSE VG-85
WENDON HOLSTEINS, AB

ALTAPPEL WINDBROOK CANDYCANE VG-87
FAIRLAND GOLDWYN CASABLANCA VG-86
FAIRLAND WINDBROOK CALLIE VG-86
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BENCO HOLSTEINS, BC

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RUMARDALE HOLSTEINS, MB

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RUMARDALE HOLSTEINS, MB

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UBYSSEY MANNING STAIRS 1006 EX-90

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VANVALLEY FARM LTD., BC

WENDON FEVER JOELLA EX-90

WENDON GOLDWYN RAINA EX-90

WENDON HOLSTEINS, AB

WIKKSVIEW DUDE GLENDA EX-90

WIKKSVIEW FARM LTD., BC

EXCELLENT 94 AND ABOVE

MS CHASSITY GOLD COOKIE-ET EX-94

J. WILLIAM WIKKERINK FARMS LTD., BC

SUPER PRODUCTION AWARDS

CHERMEL WINDBROOK PHYLLIS

BCAS: 326 331 327

FOTH VENTURES LTD., SK

ELKREST DUDE 3153

BCAS: 325 339 336

ELKREST FARMS LTD., SK

GIFFORD DELINDA BALTIMOR

BCAS: 325 328 315

GIFFORD ACRES FARM LTD., BC

HYLJON FEVER JULANE

BCAS: 291 338 294

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LAVENDER LAUTHORITY SHARICE

BCAS: 304 337 314

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MALAWYK SMOKIN 124

BCAS: 346 336 347

W. & N. VANDER WYK BROS., BC

POL BUTTE NUMERO FOOLS GOLD

BCAS: 366 411 360

LUCKY HILL DAIRY, AB

TRIWEST JADE ADMIRAL 890

BCAS: 330 381 311

TRIWEST LAURA PINKMAN 902

BCAS: 312 382 305

TRIWEST FARMS LTD., BC

UBYSSEY BOWMAN GIANA 1100

BCAS: 284 327 265

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VEDDERLEA AEROLINE SHELLY

BCAS: 243 335 260

VEDDERLEA FARM LTD., BC

WOLBERT 1298 WALLE 4773

BCAS: 328 341 311

WOLBERT DAIRY, AB

LONGTIME PRODUCTION AWARDS

SUPLESSE PICOLO JEM

116,163 KGS 3.5%F 3.2%P

SUPLESSE FARM LTD., BC

MARSFIELD GOLDWYN CANDY

115,959 KGS 4.0%F 3.1%P

GERT & SONJA SCHRYVER, AB

SPALLVUE OUTSIDE BRANDI

113,588 KGS 4.1%F 3.0%P

DARI DELITE FARM LTD., BC

WETOKA SHEILA INCOME

113,429 KGS 3.7%F 2.9%P

WETOKA HOLSTEINS, AB

VEDDERLEA LEO NANCY

112,146 KGS 3.6%F 3.2%P

VEDDERLEA AEROLINE SHELLY

111,123 KGS 4.5%F 3.5%P

VEDDERLEA FREELANCE MARCY

110,181 KGS 4.2%F 3.3%P

VEDDERLEA GILBERT KAITLYN

102,146 KGS 3.6%F 3.1%P

VEDDERLEA OUTSIDE DAZZLE

101,304 KGS 3.8%F 3.1%P

VEDDERLEA FARM LTD., BC

Winner's Circle

VANDENDOOL SALTO 1832
111,698 KGS 3.8%F 3.3%P
VANDENDOOL FARMS, AB

UBYSSEY MORE ETAS 6083
111,474 KGS 4.1%F 3.1%P
UBC DAIRY EDUCATION & RESEARCH
CENTRE, BC

BENNER MORE JOHANNA
110,672 KGS 3.5%F 3.0%P
CURRENT HOLSTEINS, MB

WILLSWICK OUTSIDE DELLA
109,962 KGS 5.6%F 3.5%P
WIKKSHAVEN HOLSTEINS, BC
HYLITE R BUCKEYE ANGOLA
109,426 KGS 3.7%F 3.1%P
PLEMARK HOLSTEINS, MB

SAANWOOD SEPTEMBER LAVENDER
108,651 KGS 4.1%F 3.2%P
VIEWFIELD FARMS LTD., BC

INNISLAKE GOLDWYN CALGARY
106,022 KGS 3.6%F 3.4%P
INNISLAKE DAIRY FARM LTD., BC

ROCKWATER AEROLINE BITSY
105,521 KGS 3.2%F 3.1%P
RON MOROSKI, MB

ROYAL HILL GOLDWYN GIRL
104,262 KGS 4.2%F 3.3%P
ROYAL HILL FARM LTD., AB

WHIRLWIND OUTSIDE JORDAN
103,444 KGS 4.1%F 3.2%P
GRENNOW HOLSTEINS, MB

PREVIEW OUTSIDE SASSY
102,479 KGS 3.8%F 3.3%P
J VIEW HOLSTEINS, BC

DEERHAVEN VELOUR MILAN
102,168 KGS 3.7%F 3.3%P
GLENDA MUTRIE, AB

AGGIES TITANIC STAR
101,189 KGS 3.9%F 3.4%P
HERMANN HUEGING, MB

HUYBREGTS OUTSIDE TILDA
101,065 KGS 4.2%F 3.1%P
J. HUYBREGTS, AB

CLEARSKY GOLDWYN DIANNA 1307
100,691 KGS 4.2%F 3.3%P
HOUWELING FARMS LTD., AB

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CEDARWAL BLOSSOM RUDOLPH 4*
ROCKLEDGE FARMS LTD., BC

LICKBER-I RMH GOLD DAHLIA 4*
CEDARWAL FARMS LTD., BC
WISSELVIEW FARMS, BC

ROEMERS BUCKEYE SASSY 4*
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WISSELVIEW FARMS, BC

WEDGWOOD GERRY GIBSON 4*
J. WILLIAM WIKKERINK FARMS LTD., BC

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Quality Inn, Abbotsford

Ask about the travel credit!



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Our lucky jacket winners are:
Sytsma Dairy Farm Ltd., BC
Wagnerville, AB

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

January: Saskatchewan (Late)
February: BC (MR)

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your herd from WestGen for FREE!!

WestGen

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