

WestGen™ BULLSEYE

MARCH
2018

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NEWS / IDEAS / HOT TOPICS / TRENDS

We're excited to host the 2018 WestGen Annual Meeting and WestGen Days on March 19-21, 2018! This year is especially exciting as the Westcoast Classic sale and BC Spring Show fall on the same week.

WestGen™
Days 2018

So step off your farm for a few days and join us as we hear how WestGen fared in 2017, discuss plans for the future, plans for new WestGen initiatives, listen to the all-female producer panel: Amanda Kessel, MB; Nelleke Gorter, SK; Crystal Olive, AB; and Nicole Tuytel, BC share about their own farms and discuss **Farming in a New Era** as well as socialize with your peers. WestGen Days is about respecting our past, taking pride in our ownership, and ensuring that the next generation of members can benefit too.

It's an opportunity for you to have your say advising the directors who represent you on the board about what you value and where you want the focus to be placed. Have your say – *This is Your Company!*

Enjoy some hospitality and social time while getting to know some of your out of province neighbours. Wednesday morning will include some interesting seminars followed by tours at 3 interesting farms including Corners Pride Farms, Chilliwack; Hoek Holsteins, Agassiz; and Dykman Cattle Co., Abbotsford. WestGen Days should be an enjoyable and educational event that promises to return you home with new ideas to consider on Farming in a New Era.



2017/18 Board of Directors

We look forward to have you join us at the 2018 WestGen Days!

TRAVEL INCENTIVE AVAILABLE!

As a WestGen Member, we welcome your participation in WestGen Days. WestGen subsidizes the travel costs for out-of-Province guests, as well as guests traveling from Vancouver Island or BC's interior. Please talk to your WestGen Rep regarding the available travel subsidy for members that attend the AGM.

Venue: Quality Hotel, Abbotsford
36035 N Parallel Road, Abbotsford, BC | Phone: 604-870-1050
Room Rate: \$89.00+tax | Booking Code: WestGen

Monday, March 19, 2018 - At WestGen

8:00 pm	Wine & Cheese Special Guest Speaker: Jay Shannon, Semex - Elevate
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Tuesday, March 20, 2018 - At Quality Hotel

9:00 am	AGM Registration
10:00 am	Annual General Meeting
12:00 pm	Lunch
1:00 pm	Proventus Speakers: XLVets Canada; Eben Louw, MNP
2:00 pm	Dairy Producer Panel: Nelleke Gorter, MB; Amanda Kessel, SK; Crystal Olive, AB; Nicole Tuytel, BC
6:00 pm	Dinner Theatre - Please RSVP by March 12, 2018

Wednesday, March 21, 2018 - At WestGen

8:00 am	Seminar: Jay Shannon, Semex - Elevate
9:00 am	Seminar: Proventus Speaker: XLVets Canada
11:00 am	Farm Tour: Hoek Holsteins, Agassiz
12:00 pm	Lunch
1:00 pm	Farm Tour: Corners Pride Farms Ltd., Chilliwack
2:30 pm	Farm Tour: Dykman Cattle Co. Ltd., Abbotsford
4:30 pm	Dinner at a local restaurant
6:00 pm	Westcoast Classic Sale, Abbotsford Exhibition Park

Thursday, March 22, 2018 - Abbotsford Exhibition Park

9:00 am	BC Spring Show
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**Itinerary is subject to change,
Please check www.westgen.com for updates.*

Don't forget to RSVP! We look forward to seeing you there!

Please contact Kristie Baouya for any assistance or for suggested flights.

604.425.1890 | kbaouya@westgen.com

We are very pleased to welcome our 2018 WestGen Producer Panel special guests. The panel will discuss **Farming in a New Era.**



Nelleke Gorter
 Optimist Holsteins
 Otterburne, Manitoba



Amanda Kessel
 Kessel Family Farm
 Balgonie, Saskatchewan



Crystal Olive
 Silvertop Dairy
 Fort MacLeod, Alberta



Nicole Tuytel
 Elmbridge Farms
 Chilliwack, British Columbia

PRODUCER PANEL

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Our network of independent agricultural experts will provide unbiased solutions and best practices to the farm business needs of dairy and beef producers.

Proventus Group allows you to make **one call** to access a wide array of services that provide you with an easy solution to many needs of your business, working alongside with your current service providers.

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The collaborative nature of the Proventus Group utilizes the benefits of pooled knowledge and resources across multiple industries to ensure that clients have convenient 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. Two key service providers are **XLVets Canada**, a community of independent Veterinarians and **MNP**, a financial consulting firm.



MNP

Our experts will work with your experts.

Our intention is to collaborate on farm.
We will contact your existing service providers to find the best solutions for your farm.



MAKING AN IMPRESSION

There's truth to the statement that you get just once chance to make a first impression. It's also true that sometimes our first impressions can underestimate the real results we achieve. So it is with **Monument IMPRESSION EX-93-8YR-CAN**. What is it about this bull that so defies the odds that he should continue to remain in short supply despite being nearly 10 years of age? Over 7300 classified daughters in Canada suggest that most producers have had an opportunity to use him. On to the next bull most would say in this genomic era, but not so fast with Impression.



Desnette Laynie IMPRESSION
EX-91-5YR-CAN
Desnette Holstein, QC

Perhaps it is the consistency with which he makes good young cows that begins to answer the question. With 81% of his daughters scoring at least GP, there are few disappointments with Impression. In fact, his classification stats suggest you are 25 times more likely to breed a VG daughter from this bull than one that will score Fair. Those are

good odds! People tell us regularly how consistent Impression's breeding pattern is – peas in a pod so to speak. No doubt that's a big part of the reason his popularity continues unabated.

A consistent breeding pattern is just one of many pieces to Impression's allure. Here are a few other items that make Impression the darling of our Proven lineup:

- 1. Outcross Pedigree** – that's a phrase that gets overused but for Impression it is absolutely the case. Socrates (Blitz x Prelude) x Potter (Manfred x Juror) – it doesn't get much more different. In fact, the only place you can't use Impression is on Impression daughters!
- 2. Rump Improvement** – it is true that we've taken the foot off the pedal so to speak on Rump improvement. Bulls like Impression offering +13 for Rump improvement are an anachronism in today's breeding world. Lots of producers still think rumps are important and Impression does it better than most.

- 3. Health traits** – although Impression sires bigger calves than we would like, his daughters themselves calve easily and they display an array of health traits that are highly desired. Low cell counts, excellent mastitis resistance and among the best for Digital Dermatitis. He is above average for Milking Speed and Milking Temperament and when it's all packaged together not surprisingly he is a reliable deliverer of long-lasting cows.



- 4. Feet & Legs** – there are lots of good bulls for Heel Depth improvement but almost all also markedly straighten rear legs when viewed from the side. Impression does not. He is +14 for Heel Depth and 0 (ideal) for Rear Leg Side View.
- 5. Immunity+™ Designation** – more and more interest is being afforded the Immunity+ brand as producers conduct their own in-house research. Impression makes it easy to like Immunity+
- 6. Robot Ready™ and A2A2** – these two additional brands – especially when combined with Immunity+ create a significant increase in popularity for any bull. Impression no doubt benefits too from these accreditations
- 7. Semen Fertility** – Impression has long carried a reputation for above average fertility. Along with his many other attributes this one is significant too in ensuring his continued popularity.
- 8. Moderate size** – interestingly, Impression is a bull that attains high Type ratings without relying on extreme size and stature to make his daughters stand out. They are medium in stature but are wide chested. He manages on this balance to still achieve a double digit Dairy Strength score without gaining a reputation for making them too big.

There are likely still more reasons that could be listed for Impression's unceasing popularity. Rare indeed is the sire in today's AI industry that remains popular through Genomax™, Proven and Second Crop daughter phases to his career. Even today we struggle to keep up with demand, demand on a global scale that prevents us from making him available in sexed form. He's never been a top ranked Genomax or Proven sire – for TPI or LPI. Still, Impression is aptly named. His daughters are making the right impression – over and over again and that explains his continued popularity in Canada and around the world.

Han Hopman

Photo Credit: Han Hopman
and Vicky Fletcher



Rewarding Results with Pooling

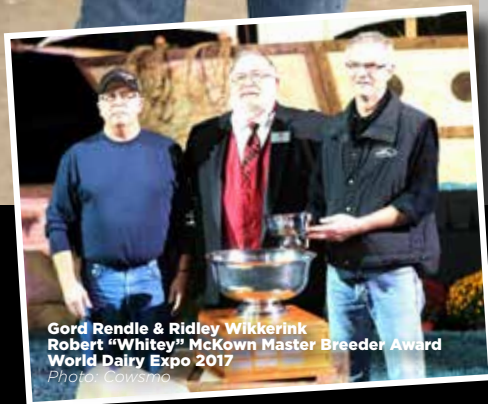
"I love taking advantage of Boviteq West's pooling technology, since it allows me to significantly lower my risks and my costs when working with multiple donors.

Some donors are inevitably stronger than others, so I don't like to gamble entirely on one donor producing viable oocytes. Pooling multiple donors together and interchanging the donors in the pools between matings has ensured that I have enough viable oocytes to warrant going forward with the fertilization process.

Utilizing Boviteq West's IVF services has also allowed me to continue collections, even after a donor has become pregnant! We've been working with a lot of pregnant donors lately, and there's no other reproductive technology that allows you to do that."

*Ridley Wikkerink
Stanhope Wedgwood, BC*

Photo Credit: www.weheartlocalbc.ca
and Cowsmo



**Call Boviteq West today to
find out how pooling can fit
into your genetic plan too!**

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New!



Only \$10 each

Talk to your Genetic Advisor today!

WestGen

STRENGTH IN THE HERD™

BULLS TO BEAT THE MID-WINTER BLUES

In some parts of western Canada, spring is still NOT just around the corner. And in the parts where it is, there is the muddy, messy days that precede spring make Prairie frost the lesser evil. To create a seasonal distraction from weather our mid-winter Genomax™ new release offering may be just the ticket.

Progenesis DENMARK *Jedi x Kingboy*

There are just three bulls among the over 11 months crowd listed on CDN that can combine 3500 LPI with +14 Type. All three are Semex bulls – just one is available. That would be Denmark! High production, stellar Type – it all fits considering his All-American heritage that traces to Coldsprings Dur Chan EX-95-2E the All-American 4-yr-old in 2004. Expect Denmark to make medium statured cows with wide front ends and exceptional udders. In addition, offers Immunity+™, Robot Ready™ and A2A2 status to add to his appeal. Please be patient supply will be tight in the early going.



Grandam of DENMARK:
EDG Dahlia Mogul 0316
Progenesis LP, ON

Westcoast ALCOVE *Duke x MVP*

He is the highest rated bull for Fat on CDN's listing of bulls over 11 months of age. His 3507 LPI points are driven in large part by his exceptional production profile of 2154kg M 130kg F and 91Kg P. Those numbers are hard to beat! In addition, his fat and protein deviations are very strong as well. His Type numbers are balanced and while he isn't expected to make fancy cows, they will be medium sized, powerful with correct teat placement. They will also display admirable health traits. Alcove is Robot Ready and an A2A2 bull. With the new milk payment system he's a bull you won't want to miss out on!



Great Grandam of ALCOVE:
Gold-N-Oaks Arabell 1765
VG-88-3YR-USA
Arabell Syndicate, WI, USA

Westcoast BUDWEISER *Fedex x Spring*
Made to be a heifer bull, Budweiser offers a great deal more besides. His 3380 LPI is high enough to get noticed and his double digit ratings for Conformation, Udders and F&L pass the Type test. An ultra-low SCS rating at 2.56 is welcome too. Still, at 108 for Calving Ability, this is the rating that sets the stage for how to use this bull. A reliable Calving Ease specialist is welcome in most tanks. Let's label him the **King of Calving!**



Grandam of BUDWEISER:
Blue-Horizon JCKMN Babydust
VG-87-3YR-CAN
Westcoast Holsteins, BC



Great Grandam of BUTTERFLY:
MS Lookout Pesc BKM Bria
VG-85-2YR-CAN-2* VG-86-3YR-USA-2*
Alta Genetics, WI, USA

Progenesis BUTTERFLY *Montana x Pulsar*

With just one appearance of Mogul in his pedigree and already three generations back, Butterfly fits in most breeding programs. He does deliver "butter" with a 99 kg Fat prediction coupled with solid milk and high deviations too. He traces to the Faith family from Ralma breeding and can be expected to deliver solid, balanced cows. He is an Immunity+ sire and is an A2A2 bull as well.

Progenesis FIRSTPICK *Draftpick x Pulsar*

An A2A2, Robot Ready offering, Firstpick packages bloodlines a bit differently than most of the mainstream bulls. He offers solid production and very functional Type with particular strength in the F&L area where he can be expected to deliver excellent foot structure alongside ideal leg set. He's also among the higher rated bulls for Digital Dermatitis resistance.



Grandam of FIRSTPICK
Car-J Supersire Lila
VG-85-3YR-CAN
Comestar Holstein, QC

Dulet APOLLO RED *Sunfish x Savage*

He's from the Apple family but has a pedigree that is quite unique for Red enthusiasts. Sunfish is a RC Cashcoin son from the Silk family while Apollo's dam is a VG-86 point Red Savage granddaughter of Regiment Apple-Red. Savage is an RC Shottle son. Of course you can expect great Type from Apollo-Red. They will be tall and angular with excellent high and wide rear and snug fore udders. Notably, he is among the best for Rump improvement among the Genomax™ group at +8 and will add slope to rumps which works well for many red pedigrees. We expect to see red 4-H calves in the ring in 2019!



Great Grandam of APOLLO:
KHW Regiment Apple-Red
EX-96-4E-USA
Apple Partners II, IL, USA

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.
- Works in low network coverage areas.
- 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.



Works anywhere in the world with GSM signal

Quick attachment
Adjustable to any size tail

LED status indicator

No additional hardware required

Rechargeable battery lasts 30+ days per charge

Suits all cattle breeds

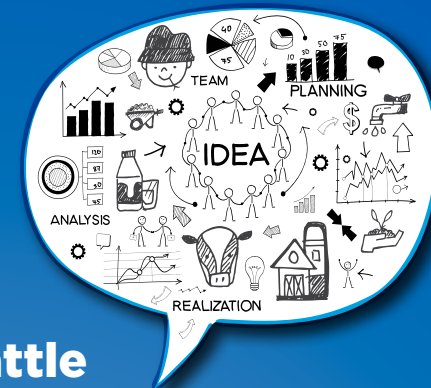
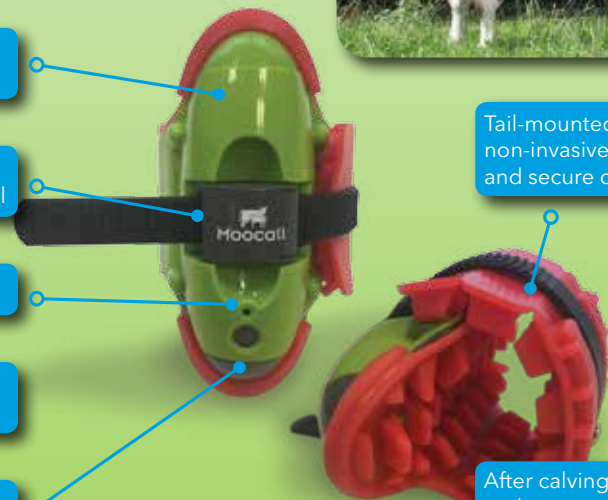
Texts up to two phone numbers

Emails up to three email addresses

Tail-mounted, non-invasive, safe and secure design

After calving, just move to the next cow due to calve

Unlimited notifications via companion app



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

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

www.westgen.com/community/endowment-fund



Seeking a better way to give back to the Western Canadian industry, the WestGen Endowment Fund was created in 2004, and has been an integral part of the company ever since. Using the earnings from an initial investment of \$5 million, the Endowment Fund Committee is 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.

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. If you're interested, please ensure that you've thoroughly read the Applicant Information Package before proceeding with your application.

Winner's Circle

A sincere congratulations to all breeders and owners

VERY GOOD FIRST LACTATION

BENBIE DOORMAN PISCES VG-88

BENBIE SNOWY PORCHE VG-86

BENBIE HOLSTEINS LTD., SK

KENBERT DOORMAN RASPBERRY VG-88

KENBERT DOORMAN SHINE VG-87

KENBERT CG BALERINA VG-85

KENBERT DOORMAN BROOKS VG-85

KENBERT WINDBROOK ELLY VG-85

KENBERT ACRES, SK

WENDON BERN DOORMAN SMARTIE VG-88

CHUBANNA CONTRAST EPIC VG-87

WENDON WINDBROOK SERENA VG-86

WENDON CONTRAST WAFER VG-85

WENDON UNIX FINESSE VG-85

WENDON HOLSTEINS, AB

SUNNYHOME INTEGRAL MARCIE VG-87

SUNNYHOME FARMS LTD., BC

ALLEY SEAVER ELLE VG-86

ALLEY SEAVER CLAUDIA VG-85

ALLEY HOLSTEINS, SK

BAUMANN SEAVER ELMA VG-86

BAUMANN HOLSTEINS, SK

BRUMMELHUIS IMPRESSION MERALIN VG-86

TEN BRUMMELHUIS DAIRY, AB

CHRIS-ADIE SNOWY LINDY VG-86

CHRIS-ADIE HOLSTEINS LTD., SK

HYLJON CONTRAST SUGARCANE 2806 VG-86

HYLJON SUPERSONIC 2769 VG-85

JOHN E. HYLKEMA, SK

INNISLAKE ENVOIOUS KEYLESS VG-86

INNISLAKE FACEBOOK CECILY VG-86

INNISLAKE FACEBOOK CANATA VG-85

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RIETBEN DOORMAN CARA VG-86

RIETBEN ENDURE CELINE VG-86

RIETVELD DAIRIES LTD., AB

RONLEEN SIRIUS IOLA VG-86

RONLEEN HOLSTEINS, SK

RUMARDALE IMPRESSION CHILLY VG-86

RUMARDALE FACEBOOK KALUBA VG-85

RUMARDALE HOLSTEINS, MB

ARTOMDA INTEGRAL 654 VG-85

CRAILA ALONZO DOROTHY VG-85

CRAILA GALOP ROSEMARY VG-85

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BALGONIE DOORMAN PAITON VG-85

BALGONIE UNIX JEMMA VG-85

BALGONIE HOLSTEINS LTD., SK

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BRINKSTAR LAUTHORITY BERTICE VG-85

BRINKSTAR UNO LOUISE VG-85

VAN DEN BRINK DAIRY, SK

COTTONMARK IMPRESSION 6 VG-85

COTTONMARK LINEMAN 997 VG-85

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EAGLEWOOD HOLDINGS LTD., SK

ELKREST RIGOR 4215 VG-85

ELKREST WICKHAM 4169 VG-85

ELKREST FARMS LTD., SK

KEVSEN OPEN DOORS VG-85

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VANZESSEN DAIRY INC., SK

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ROBELLA HOLSTEINS, SK

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ROSWITHA DOORMAN AURORA VG-85

ROSWITHA IMPRESSION 2047 VG-85

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BERNALTA GOLD WIND EX-90

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TEN BRUMMELHUIS DAIRY, AB

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DALVOORDE DAIRIES LTD., SK

HYLJON FEVER SABELLE EX-90

HYLJON MERIDIAN 1035 EX-90

HYLJON TOPSIDE JOYCE EX-90

JOHN E. HYLKEMA, SK

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ALLEY HOLSTEINS, SK

ROBELLA HOLSTEINS, SK

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HENDRIK SCHAAP, MB

RUMARDALE HOLSTEINS, MB

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KEVIN VANZESSEN, SK

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WENDON GOLDWYN RAINA EX-90

WENDON HOLSTEINS, AB

EX-94 AND ABOVE

ALLEY STEADY JELLY EX-94 3E

ALLEY HOLSTEINS, SK

HOLSTEIN PRODUCTION

CEDARWAL ICE JORDAN

BCA'S: 292 312 312

CEDARWAL FARMS LTD., BC

CHERMEL WINNERS POLLYANNA

BCA'S: 314 332 328

CHERMEL WINDBROOK JUSTINE

BCA'S: 373 392 362

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DE WILDT MANIFOLD LIZZA

BCA'S: 271 334 289

DE WILDT DAIRY, AB

ELKREST BONAIR 3060

BCA'S: 310 328 325

ELKREST FARMS LTD., SK

FRASER EDGE LONGTIME ISABEL

BCA'S: 357 307 328

FRASER EDGE FARMS LTD., BC

MORSAN UNO RAMA

BCA'S: 280 322 304

WESTCOAST HOLSTEINS, BC

MOSNANG SPECTRUM PRANKSTER

BCA'S: 328 397 327

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NIFERA JORDAN JACLYN

BCA'S: 352 349 317

NIFERA HOLSTEINS, AB

ROBELLA FEVER EMMA

BCA'S: 290 358 279

ROBELLA HOLSTEINS, SK

UBYSSEY WINDBROOK APPLE 2043

BCA'S: 264 340 285

UBC DAIRY EDUCATION & RESEARCH

CENTRE, BC

VELTHUIS PH LAUTHORITY BLINK

BCA'S: 333 339 332

HYLITE HOLSTEINS, MB

PLEMARK HOLSTEINS, MB

LONGTIME PRODUCTION

NICOMEN ALEJANDRO GLORIA

113,716 KGS 3.1%F 3.0%P

NICOMEN FARM LTD., BC

WILLSEY OUTSIDE BEULAH

111,552 KGS, 4.2%F 3.4%P

DUANE ZIMMER, AB

BENTHEMMER GOLDWYN AMELIE

109,543 KGS 4.0%F 3.1%P

BENTHEM DAIRY LTD., AB

QUILL LAKE MILKSTAR MADLEEN

107,461 KGS 4.1%F 3.2%P

QUILL LAKE FARMING CO. LTD., SK

DFL SPIKE 105

106,383 KGS 3.6%F 3.2%P

KISH FARMS LTD., BC

PDF GOLDWYN HIGHBALL

105,000 KGS 3.8%F 3.2%P

ROBELLA HOLSTEINS, SK

FRED FORNWALD & SONS FARMS LTD., SK

STRADOW SAMUELO BENICIA

103,555 KGS 3.6%F 3.0%P

STRADOW FARM INC., AB

WESTERNROSE DOLMAN 366

101,979 KGS 3.4%F 3.1%P

ROSE GATE DAIRY FARMS LTD., BC

WEDGWOOD GOLDWYN ROSE

101,970 KGS 4.3%F 3.4%P

WEDGWOOD HOLSTEINS, BC

ROCKYACRES SPIRTE SADIE

101,168 KGS 3.4%F 3.0%P

ROCKY ACRES DAIRY, MB

IBERG ROSE CAMILA

100,656 KGS 3.6%F 3.5%P

ST. CHRISTOPHER HOLSTEINS, BC

4* BROOD COWS

JAMEVALL MARK ANN TALENT EX-92 4E 4*

JAMES VALLEY HUTTERIAN MUTUAL CORP, MB

VANCEY PARIS SPIRIT EX-91 3E 4*

ROCKLEDGE FARMS LTD., BC

VANCE CREEK DAIRIES, BC

WEDGWOOD TRIxie GIBSON EX-96 3E 4*

STANHOPE-WEDGWOOD, BC

MORSAN FARMS LTD., AB

COMING SOON!

Each year WestGen, through its Endowment Fund, helps support our local 4-H dairy and beef clubs and in doing so, help support the future leaders of our Western Canadian cattle industry.

We'll be announcing our latest fundraiser soon!
Check www.westgen.com/community/4-h for updates.



CONGRATULATIONS

Our lucky jacket winners are:
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