

**SPECIAL  
EDITION**

  
**WestGen**™ *75<sup>th</sup> Anniversary Edition*  
**BULLSEYE**

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**Vision. Courage. Pioneers. As Relevant Now as Ever.**

**CELEBRATING**



  
**WestGen**™



# Celebrating 75 Years

Agriculture today is moving at a fast pace. There is more technology on the farm than ever before, farms are growing in size and complexity and farm producers are asked to manage many challenges outside of their control.

These include regulatory requirements, trade issues, consumer expectations, access to high-quality labour and more.

Throughout our 75 years in business, WestGen has never been an organization to follow what everybody else is doing. We have always forged our own path and sought new opportunities in the market. In 2012, when I became your CEO, our Board of Directors saw heightened pressures on our producers, and we asked: how can we help?

Although our organization was in good shape at the time, we could see that a fresh look at our direction was needed. To remain relevant and sustainable, we had to embrace a culture of change and growth. We needed to find innovative ways to continue delivering on our decades-old promise of supporting our dairy and beef producers in Western Canada so they could be more productive and profitable.

In some areas, that meant a significant shift in focus for our organization. In other areas, it meant an adjustment to what we were already doing. In all cases, it meant broadening our idea of what was possible. I'm pleased to report that our organization – and clearly our people – have risen to this challenge.

**This publication outlines WestGen's milestones from our founding in 1944 through to today. Many significant corporate developments that will take us into the future occurred in recent years.**

- In 2013, WestGen rebranded the company and re-energized our culture. With a renewed direction we created a broader offering of business services and became even more customer-focused.
- In 2013, Boviteq West was created to bring the world-leading technology of the Québec-based Boviteq™ to dairy and beef producers in Western Canada. This ensured our producers had access to the latest Canadian and international technology in reproduction, giving them solutions not available in Western Canada before.
- In 2016, WestGen relocated to our new home in Abbotsford in the heart of British Columbia's dairy-producing area. By doing so, we could better support our owner-members and maximize future opportunities.
- In 2018, WestGen launched Proventus, our comprehensive agribusiness consultation network. Proventus brought independent industry professionals to our dairy and beef customers to help them with decision-making and access to information.
- A partnership formalized in 2018 with Bow Valley Genetics allowed WestGen to provide an expanded suite of reproductive solutions for the beef industry.



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**You need to embrace change, new technologies and continuously strive for improvements that keep you relevant with your customers.**

Chris Parry  
CEO, WestGen

As we all know staying in business for 75 years is no small achievement. You need to embrace change, new technologies and continuously strive for improvements that keep you relevant with your customers. I believe we've done that, and that's why we're celebrating 75 years for WestGen this year.

In my time with WestGen, the company has experienced dramatic growth – not just on the financial side of the business but in the development of our people and how we've built services to help our customers. Today, we are a strong company with many opportunities in front of us and business partners to help us make the most of them.

My promise to our customers, employees, Board of Directors and industry partners is this: WestGen will continue to exceed our own high expectations and capture the many opportunities in front of us.

We will continue to support our youth with educational opportunities. We will maintain an open dialogue with consumers about the sustainability and excellence of Canada's beef and dairy industries.

I thank WestGen employees for delivering exceptional customer experiences with every transaction, and for your passion for this business. We will continue to invest in our people and strive to be an exceptional place for you to express your talents.

Looking to the future, I am more than hopeful. I am certain of two things: that WestGen is well-positioned to grow and thrive in this industry domestically and globally, and that we will support our innovative and dedicated dairy and beef producers as they grow and thrive too.

Here's to the next 75 years.



## WestGen President salutes founders, urges next generation to pick up the torch.

In 1944, a group of progressive Western Canadian dairy producers started the organization that became the WestGen we know today. As we mark WestGen's 75th anniversary, President Eric Iversen invites members to pause and reflect on those early days.

He reminds us, there was a lot more to it than hanging a sign, turning the lights on and opening the doors.

"I give credit to the founders who had the vision and foresight to embrace the new technology of artificial insemination," says Iversen. "A lot of the founding fathers put sweat equity into building barns. They had barn-raising programs and, in order to get capital from the banks, they would put their money where their mouth is and personally guarantee loans. They put money in with the expectation they'd be repaid, some day."



**We need to encourage young people to get involved"**

Eric Iversen  
President, WestGen

Iversen has served as WestGen's President since 2017, having joined the Board of Directors in 2015 and served as Vice-President in 2016. Back home in Olds, Alberta, he and his brother, along with their families run the farm, where they milk 70 cows fed with 500 acres of the family's forage land. As a young man, Iversen worked for Western Breeders – forerunner of AltaGenetics – before returning to the family farm. Innislake Dairy Farm has used AI since the late-1970s.

Looking around the Board of Directors table, Iversen sees many years of experience and a few grey hairs. There's a certain youth movement visible among some Directors, and Iversen would like to see this group grow.

"We need to encourage young people to get involved," says Iversen. "The challenge we've discovered is, as their family grows or their operation grows, they need to spend time at home. The older generation often has the opportunity to get off the farm a little bit more if they have younger family members at home or full-time staff."

This publication features a detailed timeline on the growth and development of WestGen (initially BCAI) from 1944. Technology has changed immensely. Robotic milking, once the stuff of science fiction, is an everyday reality. The number of cows milked on

member farms, and these farms' per-cow production, would amaze even the most optimistic WestGen founder 75 years ago.

A lot has changed, but plenty remains the same. Why has WestGen endured and grown for all these years? In Eric Iversen's view, it's quite simply that WestGen has delivered what Western Canadian dairy farmers want.

"I think it's always been about the cows that have given everybody a good living," he says. "We all appreciate a good cow. We'd like her to be put together correctly so that it's easy to milk her, she gets at it quickly and is a good feed converter and good producer at the end of the day. Then and now, that's what it's all about."

# The Journey to Now

## 75 Years with WestGen

**There are many companies who fail to survive their first decade, let alone 75 years.**

The fact that as a farmer-owend and directed company, WestGen has continued to evolve and stay relevant to producer needs for three quarters of a century, is remarkable and a true testament to the difference that being a society has made. There is no question that producer direction and

pride of ownership are the keys that have allowed this to happen. At WestGen, we are very proud of our 75-year journey of success alongside the Western Canadian cattle industry. It is a success story that all producers can take pride in and nurture for the benefit for future generations to come. The following timeline represents some milestones along our journey of success over the past 75 years.



**1939**

Artificial insemination with fresh semen began at provincially-owned Colony Farm by J.S. “Spence” Stroyan.

**1944**

Application to the Societies Act of BC to incorporate as a society known as Lower Fraser Valley Artificial Insemination Association was made and was registered on December 1, 1944 with almost 5400 cows pledged for breeding purposes.

**1945**

On February 21, 1945, the Lower Fraser Valley AI Association began breeding with the use of 7 dairy bulls: 2 Jersey, 2 Guernsey, 2 Holstein and 1 Ayrshire. In Langley, the first cow was bred at the farm of Les Davis (now Davistead Farm) where Hugh Davis, his son, remembered that she had a heifer calf that turned out to be a really good cow.



**1949**

It was with great joy that the directors planned the opening celebrations of the new facilities in Milner with a barn dance held in the loft of the new barn on May 23, 1949.



**1950**

With the extension of service throughout the province, the association voted to change the name to British Columbia Artificial Insemination Centre. The association entered the 1950’s with a brand new facility, a new name and a wave of optimism.

**1956**

Dr. Jack Berry, Chairman of the BC Ag. Ministry’s AI Advisory Committee, proposed and helped establish the first young sire proving program in Canada.

**1957**

BCAI purchases equipment for freezing and storing semen

**1959**

Gordon Souter hired by BCAI to do both technician duties and fieldwork starting a long and successful career with the company rising through the ranks to eventually become BCAI’s longest serving General Manager

**1962**

Gilmore Magic Blueboy is the first bull in Canada to be awarded Class Extra rating based solely on AI sired daughters. A daughter named Agnes Riverdene Magic, one of the first Holsteins born at UBC, would in 1965 set a Canadian championship 2x milk record with her 7 year old record of 37,402 lbs in 365 days.



**1970**

In August, 1970 BCAI opened a new facility in Conrich, AB to provide custom collection services for the boom in beef breeding with the arrival of the “exotic” breeds.



**1971**

The first “do-it-yourself” AI schools were held in BC and in 1978 Brian Shaw would join BCAI to take on this role, among other field service responsibilities. Today some 40 years later, Brian is still enthusiastically training producers and their employees – In some cases they are third generation to be trained – with the same enthusiasm.



**1981**

BC Embryo Transfer Centre was established with Dr. Gordon McDonald of Emtech Genetics providing the technical expertise with the first ET work being performed on the famous Colony Farm.

**1983**

Andy Ness joined BCAI as herdsman with Bill Howe, after 36 years at Colony farm, assisting him shortly after in 1984.

**1986**

In July 1986 John Skinner joined BCAI. With his computer programming skills and scientific knowledge and understanding of genetic principles he helped develop a number of valuable

computer programs to the company, including a semen inventory program, customizing Semex’ GMate to BCAI’s needs and handheld computers for technicians to record and invoice breedings on-farm.

**1986**

Sonya Klemm joined the lab team and soon took on more responsibilities, eventually becoming Operations Manager responsible for housing, semen production and distribution.

**1986**

Chilliwack AI Centre and BCAI Centre memberships agree to amalgamate on August 5th, 1986

**1988**

BCAI became a founding partner in Semex Canada when it was incorporated in 1988, although it had been exporting semen through the Semex Exports Committee of OAAB, known as Semex Canada since 1974.



## 1990

In February, 1990 Madawaska Aerostar gained his first proof. The effect he left on BCAI and the global cattle industry is profound – best summed up through comments by President Charlie Iberg at the 1991 AGM: “He came in like a warm breeze on a cold winter night. Holstein breeders throughout the world have come to see his progeny. They liked what they saw and they buy all they can get”.



## 1991

In order to expand the young sire proving program further, a proposal was approved by the board to sample some bulls in the Western US, with the program slated to sample 12 bulls per year.

## 1993

The first ET calf was born from an embryo implanted by a BCAI technician using “Direct Transfer”. The calf was born at Lavender Farms Ltd., in Abbotsford, BC.

## 1995

Aerostar son Oliveholme Aeroline, gains his first proof and eventually becomes the first father-son duo to both achieve million dose careers.

## 1997

The Semex Alliance is formed combining a key asset - the bulls - from five Canadian AI companies into Semex and assigning the Product Development responsibilities to Semex in addition to international sales. The net result was to take 100% member ownership in nearly 200 BCAI bulls and convert into 10% ownership of approximately 2000 Semex bulls.

## 1997

**Gordon Souter** steps down after 20 years as General Manager. **Harley Nicholson** takes the helm.



## 1998

After negotiating responsibility for representing Semex products in the Prairie provinces alongside BC, BCAI Centre adopts a new name: WestGen.



## 2000

**Canyon-Breeze Allen** becomes another popular Type leader bull who lived his entire career at BCAI/ WestGen

## 2001

**Summershade Inquirer** bred by Bill and Jenny Van Reeuyk hits #1 for LPI with his full brother **Igniter**, not far behind.

## 2002

**Stouder Morty** achieves top ranking on the TPI list and would become yet another million dose producer whose career began at BCAI/ WestGen.

## 2003

**Aeroline** is recognized for having produced 1,000,000 doses of semen.

## 2007

**Brad Howard** takes over as General Manager

## 2010

The genomic era causes major reductions in traditional sire sampling numbers.

## 2011

**Semex bulls** housed under contract at WestGen move eastward.

## 2012

**Chris Parry** begins his tenure as the CEO for the WestGen group of companies.

## 2013

WestGen sheds it's purple and green with rebranding and a new strategic plan.



## 2014

Boviteq West brings IVF option to Western Canada



## 2016

WestGen moves to its new home in Abbotsford.



## 2017

Boviteq West barns in Abbotsford open for business

## 2018

Proventus consulting service and Bow Valley Genetics join the group of companies



## 2019

WestGen celebrates 75th Anniversary





# Reflections



## A long-run perspective from a three-generation WestGen family

Tom Kootstra

Countless Western Canadian dairy families have contributed to the growth and development of WestGen over the past 75 years. When it comes to long service across many key roles, however, the Kootstra family of B.C. and Alberta stands out.

For this reason, Tom Kootstra brings a thoughtful perspective on the past, present and future of WestGen.

Tom's father Dick served as President of WestGen for 15 years. Tom himself was a WestGen Director going back to the 1990s and is currently Chairman of Alberta Milk. Richard Boer – Dick's grandson and Tom's nephew – has served WestGen over the past four years as Executive Director, Treasurer and Vice-President.

At a time when many organizations don't last even a decade, how has WestGen arrived at its 75th birthday in better shape than ever? To Tom, four factors explain a lot.

### **Alignment between Board and management.**

"There's always been a balance between the leadership of the Board and the capabilities of the General Manager," he says. As he sees it, having strong and visionary people in both leadership and management helped WestGen continually look to the next opportunity.

The WestGen/Semex alliance. One such opportunity came in 1988, when WestGen (then BCAI) became a founding partner of Semex. This move signaled WestGen's intention to play on the

national stage. "WestGen owns 10% of Semex," says Tom, "but more importantly, the WestGen/Semex alliance gives us access to a bigger pool of genetics."

### **The bull who changed everything.**

WestGen customers can obtain some of the top dairy and beef genetics available anywhere. Many of the top sire names are household words in the industry, but one name is spoken with particular respect. "You can't write WestGen's history without saying, we were lucky enough to prove a bull called Madawaska Aerostar," says Tom. "He created the equity that built the organization's balance sheet."

### **A commitment to excellence and improvement.**

Through his long service with WestGen, Tom has seen great people doing great work in many key roles. He salutes visionary GMs and Board members of the past and present, and the everyday excellence of WestGen's technicians, sales staff and administrators. All have played a role in moving WestGen from humble beginnings in 1944 to industry prominence in 2019.

### **Now, what about the future?**

Tom Kootstra is keenly aware that the dairy world – and business in general – are dynamic. Looking ahead, though, he's inclined to believe that the qualities that brought WestGen this far will continue to be important.

“Good genetics, leading-edge technology, effective breeding strategies and a great team,” he says. “These things brought WestGen through the last 75 years. If we can keep all that going, that can take us through the next 25 or 50 years.”

## It's WestGen's 75th Anniversary (and Brian Shaw's 44th).

Brian Shaw

As WestGen celebrates 75 years of service to producers, remarkably, one legendary team member has been with us for more than half that time.

Brian Shaw joined the organization in 1975 as an AI Technician, after having worked as an independent technician in central Alberta, since the early-1970s, even buying semen from the organization then known as BCAI. In those early days, a small team of staff were accustomed to working in multiple and sometimes unexpected roles, whatever the situation demanded.

"I can remember, if it was a slow day, we'd go up and shingle the barn roof," he says. "It wasn't quite as set-up as it is today, with job descriptions and everything. Which was good, I always liked that actually."

Brian became a Reproduction Trainer in 1978, working in this role and others, as well as on the management team, until his quote-unquote retirement in 2012. He's been working periodically since then as a travelling Reproduction Trainer.

On a recent afternoon, we tracked Brian down in Saskatoon, where he was running a week-long, two-course clinic at a long-time customer's barn. On these road trips, he often meets young dairy

farmers who are the grandchildren of the farmers who took his earliest AI classes. To Brian, that's a pleasurable reminder that he's been doing this awhile.

"Just about every course I put on now, there's someone who's the third generation of the family I've been involved with," he says. "For me, I don't care whether I'm in Alberta or Saskatchewan or B.C., it's like old home week. I know all the people and we have a great working relationship."

Today at age 71, Brian enjoys teaching and the always-changing dairy industry as much as ever. Still, 44 years after first joining the organization, one part of life at WestGen shines above all others.

“The biggest thing is the people – the customers as well as our staff,” he says. “I still get such a charge out of working with the young people. I've heard it said, do something you love and you'll never work a day in your life. That's been my story.”

# Reflections

## A WestGen customer for 60 years looks back, and plans for the future

Mike Duncan

WestGen's 75th anniversary in 2019 stands as a monument of service and longevity in the Western Canadian dairy industry. Bonnie Doone Dairy, on the other hand, might think of WestGen as the new guys.

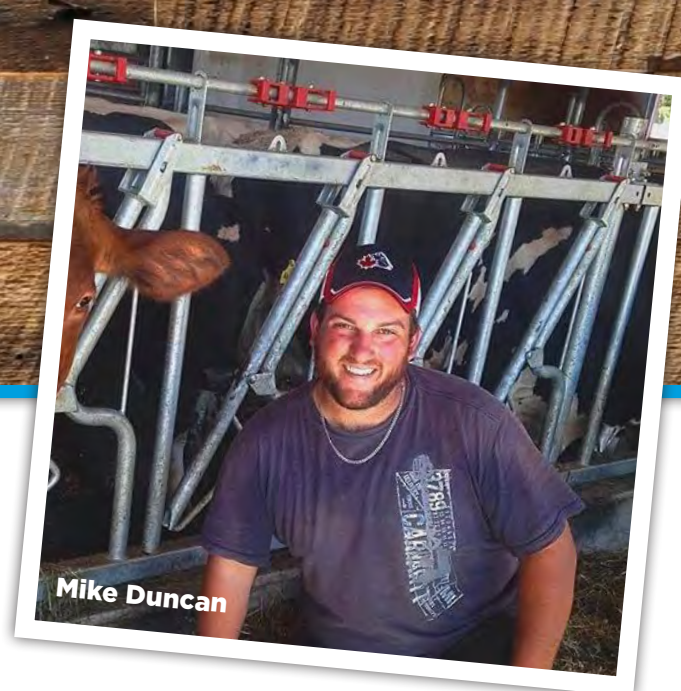
Mike Duncan is the fifth generation of this Harrison Mills, B.C. dairy family, whose story stretches back all the way to 1890.

In fact, Bonnie Doone Dairy had already passed its first half-century when it started buying genetics from the BCAI Centre in the 1950s. The family's been a loyal customer ever since. Back then, dairy production management was a bit less precise than today.

"When I talk to my grandpa about back when he was farming and when he was a kid, they didn't really care what each cow gave," says Duncan. "It was, 'how many cans of milk did we load onto the train car today?'"

With nearly 130 years of history, Bonnie Doone Dairy has achieved a long list of milestones. One of the most significant occurred in 2017.

"We went to robotic milking two years ago, after looking at it for two years before that," says Duncan. "Our cows are producing really well. We now milk 3½ times per day as opposed to twice before, without added labour, because a lot more can be done with one person. There's no stress on the animal, we've seen better udder health and a 15% increase in production from two years ago."



A close working relationship with WestGen helped Duncan make the most of the conventional-to-robotic change. The company's robot-ready varieties feature low somatic cell counts, higher milking speed and a calm temperament suited to this milking system. This type of cow is also consistent with Duncan's long-held preference.



**For me, I'm going for more of a higher-conformation animal, with good dairy strength that also milks well, and WestGen definitely can provide that," he says.**

At Bonnie Doone Dairy, there's plenty of past to talk about. While proud of the family's dairying legacy, Mike Duncan is looking forward, and sees WestGen as a big asset in his plans.

"I'm milking 65 cows right now and I plan to increase that this year," he says. "There will be fewer dairies in the Valley in the future. In fact, we are the only dairy farm left here in Harrison Mills, out of the six that used to be here. We hope to continue growing over the next 15 to 20 years. I don't see us ever leaving WestGen, they've been good for us. I like having a barn of nice-looking cows that perform well."



## Bredale Dairy Growing Along With WestGen

Bredale Dairy at Chilliwack, BC has grown substantially over the past three generations. Today, Ike Bredenhof and his son Ben milk 600 cows and grow forages on the operation Ike's father Bill started 45 years ago.

From the start, Bill relied on the BCAI for genetics, and the family has never looked back. "With WestGen supporting our breeding program, I know my cows are getting bred by somebody that actually knows how to," Ben says. "They've always done incredibly well for us, and they're always very dedicated to coming out."

The Bredenhofs' breeding strategy has always been to "breed the best." They consistently use top bulls and sire breeding with AI supported by WestGen. "We're one of the top herds WestGen has on standard production, just based on using top bulls," says Ben.

Like WestGen, Bredale Dairy upped their game by building a new barn, completed late last year. The new facility contains a 50-stall rotary parlor and robotic milkers to streamline production, plus features to increase cow comfort and support efficiency.

In the new facility, Ike and Ben will be able to bring their full herd under one roof. "Previously most heifers were raised off-farm. This will streamline things so we can bring them all home," says Ben.

As early adopters of genomic testing, Ike and Ben recognized the importance of having the right facility. "We realized quite quickly that facility was a limiting factor on the girls reaching their top potential," says Ben.



The new facility will support that goal – from technology like Heat Watch systems to equipment like a gate for easy sorting. Ike recalls, "In the old facility it was chaos trying to sort a couple of cows out of a group of 170."

Ben adds a few examples:



**You look at the milking system: before we were milking eighteen hours a day, and now we milk for nine. Herd health now takes about five hours a month. Everything is just built to be more efficient."**

Operational efficiency is an excellent goal, and Bredale Dairy has pursued it with success, but cow comfort is still primary. "The biggest motivator on the farm is cow comfort; that's what drives it," Ike says.

Looking ahead, Ben adds, "The future is pretty exciting with all the technology we've put in place. For example, we now have a wireless network in the whole facility so I can walk around with a computer in my pocket. It's easy to check on cows, add them to lists, sort them if you want. Not as many things get missed."

Ben hopes his three sons and two daughters – now 4-H members and barn-helpers – will continue the Bredale Dairy legacy. In the meantime, he and Ike will continue to employ the strategy that's made them successful so far: increasing efficiency, improving technology, and top quality breeding support from WestGen.



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# A look back.



The original barn used to house bulls in 1945. The milk house was used for the lab and office.



The new barn, lab and office built in 1949 at Milner, just north of Langley, BC, the present Westgen location.

BCAI Centre in 1988



BCAI Centre Staff Members at the Aerostar Celebration, March 1997



Gordon Souter and Aerostar

On July 24, 1998 Canada Minister of Agriculture Hon. Lyle Vanclief visited WestGen.

Photographed at the Westgen sign are board members (from left) Bud Dykshoorn, Peter Vink, Mr. Vanclief, president Tom Nash, Brian MacGregor and John Tap.





**WestGen is Western Canada's leader in genetics and reproduction for the beef and dairy industries.**

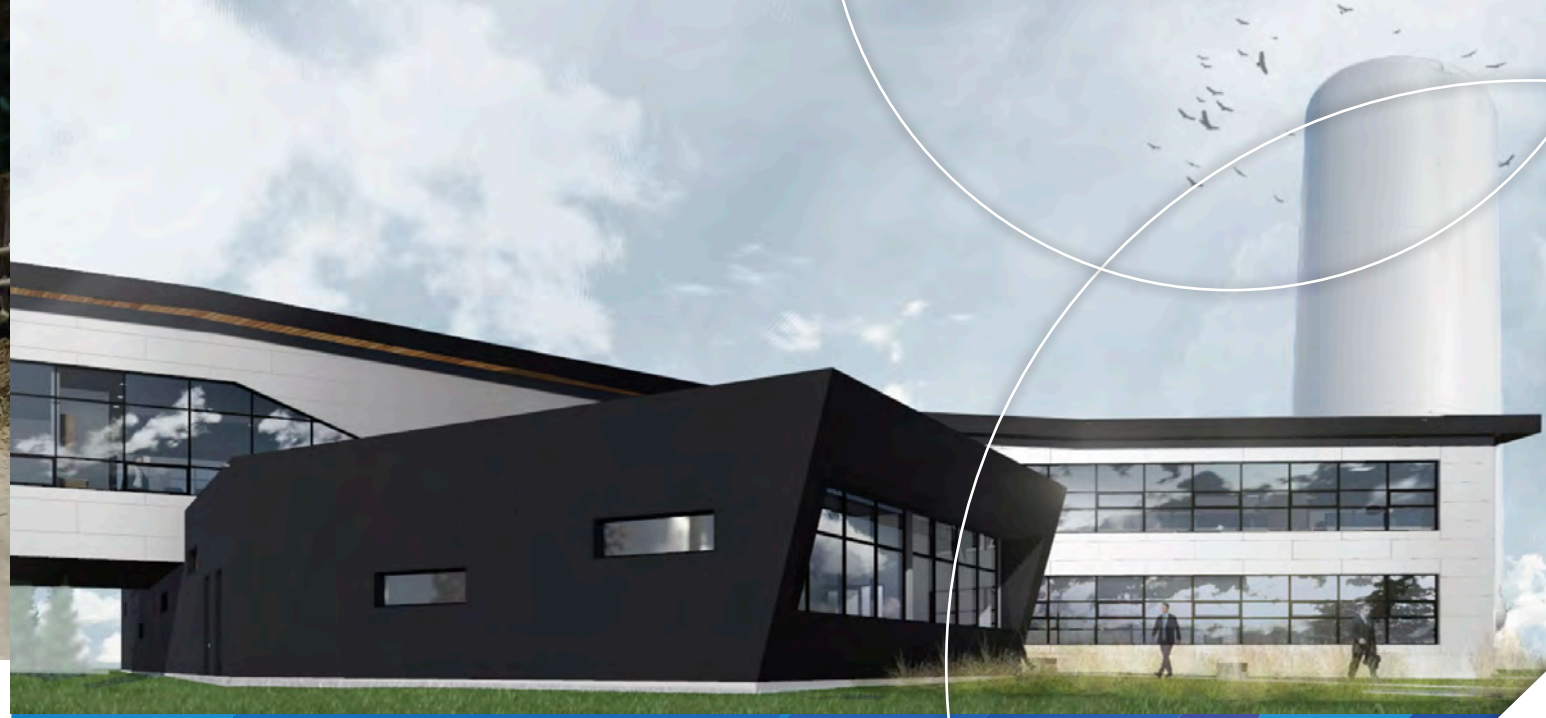
In business since 1944, WestGen is 100% owned and directed by our Western Canadian farm members. March 2019 marks WestGen's 75th anniversary celebration, and we are proud to have contributed significantly to breed improvement in the decades we have been in business.

WestGen offers a wide array of services through a growing family of companies and partners: Cryogen Liquid Nitrogen Solutions, Boviteq West, Proventus, XL Vets, Bow Valley Genetics and Agwest Veterinary Group. Our goal is to promote superior Canadian genetic products and services to drive breed improvement and create powerful genetic programs that maximize our customers' success and profitability. In 2017, WestGen unveiled a new state-of-the-art building and barn in Abbotsford, B.C. that serves as an educational center that WestGen members and owners can use for generations to come.

**Ask a WestGen Genetic Advisor to tell you more about our lineup of innovative products, including:**

- Artificial Insemination tanks, breeding equipment, tools and accessories
- Cattle breeding supplies
- Calving detectors
- Farm supplies
- Heat detection
- Livestock supplies, and more.

[westgen.com](http://westgen.com)



Along with WestGen, Cryogen Nitrogen Deliveries Ltd. moved to the new Abbotsford site in 2016.

**Formed in January 2014, Liquid Nitrogen solutions is Cryogen's business. Their clients are doctor's offices, medical clinics, hospitals, fertility clinics, research facilities, veterinary clinics and businesses requiring liquid nitrogen. Cryogen supplies liquid nitrogen and affiliated supplies.**



[www.cryogen.net](http://www.cryogen.net)



XLVets is a community of independently-owned, progressive veterinary practices that work together to share knowledge, experience and skills to deliver excellence in veterinary practice and animal health across Canada.

**XLVets.ca**

XLVets is a private limited company where each member practice holds an equal share, allowing veterinary clinics the opportunity to learn, grow and improve their service offering without giving up ownership at their own practice. An elected Board of Directors governs XLVets Canada.

The collaboration of XLVets members results in the highest level of service possible.

For example, through XLVets' joint effort, members link research projects, access the latest cutting-edge technologies and share resources and expertise.

As more veterinary practices continue to join the network, XLVets Canada is increasing its national coverage and becoming internationally recognized for its high standards of veterinary care.



**Boviteq West was developed by WestGen - Western Canada's Genetics Centre; and it is a part of the WestGen Group of Companies.**

Seeing a need for a more advanced bovine reproduction technology service, Boviteq West was created in 2013 to bring the exceptional research of our Quebec-based namesake Boviteq to the beef and dairy farmers of Western Canada. The techniques developed by Boviteq have enabled us to create exceptional quality embryos, and to return the highest possible percentage

of embryos back to our customers' facilities for implantation, dramatically reducing per embryo costs.

At Boviteq West, we pride ourselves on having all the animals in our care maintained at an exceptionally high health status. We not only routinely test the blood and health of both our donors and recipients, but we also test every load of forage that enters the barn so we can provide them with optimum nutrition. Before you can create great embryos there is need for the highest quality oocytes, so Boviteq West strives for nothing short of perfection when it comes to animal care.

Our customers can rest assured that their animals will be in good hands during their stay at Boviteq West.



## The Proventus Purpose

**Proventus is a national agri-business consultancy company founded by dairy and beef farmers in Canada.**

The group is made up of a diverse network of independent, industry-leading professionals. These professionals include experts in business management and succession planning, animal nutrition, veterinary care, and everything in between. Farmers that use Proventus have benefitted from the collaborative spirit of our industry-leading professionals. Our consultants work with your group of current farm advisors to come up with a plan for progressing and growing your farm business. Providing advice that is unbiased, (not tied to any commercial products or services) Proventus customers have the power of making sound business decisions with confidence.

- Plan, monitor, and achieve individual farm goals.
- Set the gold standard for on-farm consulting and raise the bar for the industry as a whole.
- Facilitate and collaborate with current advisors and create a unified plan with all parties
- Bring all aspects of the farming business together into one easily accessible package.



Bow Valley Genetics provides a strong, client centered approach to the genetic advancement for beef producers.



Individualized treatment of donor females and bulls has built their reputation, fostering rapid growth in the Custom Semen Collection, Embryo Transfer (ET) and In Vitro Fertilization (IVF) services for the beef industry.

At the bull stud BVG produces export-qualified semen in a new industry leading facility and is continuing to grow the infrastructure. Located in Brooks, Alberta, Bow Valley Genetics

is set in the heart of Canada's beef industry. In 2018 WestGen purchased a 50% stake in the company. This purchase cemented the strategic cooperation between the two companies to advance the genetic improvement options and their adoption by the beef sector in Western Canada. Bow Valley Genetics has become WestGen's headquarters for beef genetics activities.

**[bowvalleygenetics.com](http://bowvalleygenetics.com)**

**You are invited to join your fellow Western Canadian farmers in becoming a member of WestGen, Western Canada's Genetics Center.**

WestGen has been farmer owned and directed for 75 years. Our members have helped to grow and shape the dairy industry through innovation and foresight.

**Please join us in shaping the next 75 years of genetics.**

**FARMER OWNED & FARMER DIRECTED**  
*"If you're a member, you're an owner."*

BECOME A  
**LIFETIME MEMBER**  
FOR  
**ONLY \$5**

**MEMBERSHIP APPLICATION FORM**

WestGen, Western Canada's Genetics Centre is incorporated under the Society Act of BC as a not for profit organization. Membership is available to any livestock producer in Western Canada. One does not have to be a member to do business with WestGen. Customers do not pay higher prices for products and services from WestGen than members. The benefits of being a member of the Society include the following:

- i) the right to vote on issues which are of importance to the direction and overall future of the company at annual and special meetings of members.
- ii) the right to vote to elect members of the Board of Directors via mail-in election or at the time of the Annual General Meeting.

WestGen has a ten-member Board of Directors with six of its members elected from across the four province service territory via mail-in election and the remaining four members elected at large at the company's Annual General Meeting. Directors are required to be members of the organization.

The cost of a lifetime membership is \$5.00 plus GST. WestGen represents the Semex Alliance in Western Canada and its Board of Directors and management encourage customers to seriously consider membership in the organization.

DATE:		WESTGEN ACCOUNT #:	
FIRST NAME:		LAST NAME:	
FARM NAME:			
ADDRESS:			
CITY:		PROVINCE:	POSTAL CODE:
EMAIL:			
<input type="checkbox"/> I WOULD LIKE TO RECEIVE WESTGEN'S NEWSLETTER CONTAINING NEWS, UPDATE, PROOF SHEETS AND PROMOTIONS. YOU CAN WITHDRAW YOUR CONSENT AT ANY TIME.			
HOME PHONE: (     )		CELL PHONE: (     )	
FAX: (     )			
BREED OF CATTLE:			
METHOD OF PAYMENT:			
<input type="checkbox"/> CHEQUE - \$5.00 + GST = \$5.25		<input type="checkbox"/> PLEASE BILL ACCOUNT	
PLEASE SEND CHEQUE TO: WESTGEN 1625 ANGUS CAMPBELL RD., ABBOTSFORD, BC V3G 2G4			

SIGNATURE

CELEBRATING



WestGen™

Cryogen

PROVENTUS

BVG LTD  
BOW VALLEY  
GENETICS

XL  
Vets

BoviteqWest

SEMEX®

The WestGen Bullseye

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