

WestGen™ BULLSEYE

JULY
2018

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 **Elevate™**



IT WILL ADD
VALUE



IT'S
ECONOMICAL



IT'S
EASY



IT'S
SIMPLE



EXCLUSIVE
IMMUNITY
FEMALE GENOMIC
RESULTS

**ELEVATE™ YOUR
GENETICS**



Introducing Elevate™...

**The only genomic herd strategy
tool in the industry.**

Your first 10* are on us!

*FREE with purchase of your choice of
30 doses of  **Sexxed** Semen
+ 10 doses of  **BlackMagic**
High Fertility Angus Mix.

Valid June 1 - August 6, 2018. Regular discounts apply.
Free tests only applicable for the first 10 tests.

"Using the Elevate™ App is an efficient way to sample a large number of animals quickly and literally paperless! We use the detailed genomic results to mate our herd much more specifically which we hope will raise our genetic level."

Angela Hamming
Martian Holsteins, BC

-Sampled 170 heifers-



THE ONLY AUTOMATED HERD STRATEGY TOOL IN THE INDUSTRY

Since 2008 genomics has dominated discussions on dairies worldwide. AI companies have taken the lead, testing young bulls to ensure the very best sires are available for producers to make genetic progress. Producers adjusted their breeding strategies, putting powerful genomic young sires to work sooner than ever with unprecedented confidence.

Missing from this genetic on-farm strategy has been the female component. Until now ensuring the very best females in a herd were identified and effectively put to use was just a dream. Riddled with myths, producers have felt it's an expensive, complicated, cumbersome process.

Our Elevate program changes all of that. It gives producers fast, easy access to the vital female genomic information that increases genetic gain, corrects parentage errors, manages inbreeding and helps make confident mating decisions that are proven to net more dollars.

Contact your WestGen Genetic Advisor today for access to the industry's only automated genetic selection tool with exclusive pricing, in-app results and mating recommendations! And exclusive Immunity female genomic results, making the decision to **Elevate Your Herd** an easy one!

2

SIGN UP WITH YOUR WESTGEN REPRESENTATIVE

NO MANUAL ENTRY OF HERD DATA

Use the herd extractor for automated upload of data to the Elevate phone app

COLLECT YOUR DNA SAMPLES

You will receive ear tissue sampling units to collect samples from animals identified in your herd strategy

SCAN SAMPLES WITH PHONE APP

Automatically match to your list of individuals to test

SHIP SAMPLES

Mail to the lab for testing in preprinted envelopes

NO MORE SPREADSHEETS!

Receive official genomic results on your phone in an easy-to-read format

NOW WHAT?

Results are automatically fed into your customized herd strategy using SemexWorks™ & OptiMate™ for easy decision making

A SEMEX EXCLUSIVE

Includes Immunity+® genomics to bolster your herd's disease resistance





Let's solve it together!

**We can help
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genetic plan.**

- IVF
- ET work
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- A focus on Cow Comfort
- Precise Protocols
- Access to our Highly Trained Veterinary Teams
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- Attention to your Genetic Plan

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suit your needs and
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WESTERN CANADIAN CLASSIC

The 34th Western Canadian Classic is set to take place from August 21st-25th in Abbotsford, British Columbia at the Abbotsford Fairgrounds.

The purpose of this competition is to provide an opportunity for youth to improve their skills in leadership, teamwork, citizenship, and public speaking. During this event they have the opportunity to meet new people and to stimulate and maintain interest in the agriculture industry.



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

More information is available at www.westerncanadianclassic.com

With a capitalization of \$5M, the WestGen Endowment Fund is a way to support extension efforts, targeted research, youth development and other special projects that will be of benefit to cattle producers in Western Canada. The fund underscores WestGen's ongoing commitment to its producer members in helping them strengthen today's livestock industry.



New Projects funded in 2018:	
Dr. Alison Vaughan Producer Meeting, A Fresh Look at Udder Health	\$2,000 1 year
Eagle Acres Dairy Public Education and Awareness Displays	\$30,000 1 year
Boviteq West Western Canadian Embryo Creation Project	\$30,000 1 year
Laura Solano, Farm Animal Care Associates Western Canadian Dairy Housing Seminars	\$15,000 1 year
Linsey Whalen Alberta Youth Provincial Dairy Show	\$5,000 1 year

UK Tour

Join WestGen in the UK January 13-27, 2019!

Join us for a fabulous 14 day adventure! We intend to visit Scotland, England and Wales with a mix of sightseeing and farms.

Only 40 spaces available! Please let us know if you are interested in joining us in the UK this January.

Pricing and initial itinerary will be online available soon.



Swiss Expo
Add onto your trip by starting at Swiss Expo January 10-13 at Expo Beaulieu Lausanne.



With nearly 130 exhibitors, 400 breeders and over 1,000 cows and heifers, The 22nd edition of the Expo will be marked by youth and innovation.

If you would like to reserve your space and learn more about the UK tour, please call Kristie Baouya at 604.425.1890 or 1.800.563.5603 ext. 220 or email kbaouya@westgen.com for more information. *We hope to have you join us!*

UNITED KINGDOM

UK
WestGen
2 0 1 9

EXCITING NEW MID-ROUND RELEASE OPTIONS

OH-River-SYC CRUSHABULL - *Crush x Mogul* - Without question OH-River-SYC CRUSHABULL, the long-awaited Genomax new release sire whose lofty Type numbers had show enthusiasts asking about him nearly a year ago, is the biggest news for this mid-round release. He joins Silvio and Sidekick as the breed's only available bulls above 3200 LPI with at least +17 Conformation.



Dam: Oh-River-SYC Mogal Bryan

Crushabull has the advantage for both Milk and Dairy Strength over Silvio and Sidekick, while ceding Components and Calving Ease. Crushabull is a Crush son (Doorman x Numero Uno) from a Mogul daughter of OH-River-SYC MRDN Billie EX-91, a Meridian full brother to the top-ranked Type bull Byway. High Type has been well established in this family and expectations are high for Crushabull to deliver numerous show calves in the coming years. He is available in both conventional and sexed form but availability will be quite limited in the early months so communicate well in advance to your WestGen advisor to get yours for that special mating.

Breed's only bulls ≥3200 LPI & +17 Conf:

Name	LPI	Milk	Fat	Prot	%F	%P	Conf	MS	F&L	DS	RP	HL	SCS	MR	DF	MSP	CA	DCA
SILVIO	3320	231	75	35	0.62	0.24	17	17	11	9	7	110	2.53	107	101	97	102	109
CRUSHABULL	3263	935	42	39	0.04	0.07	19	17	14	15	3	105	2.77	104	102	104	97	99
SIDEKICK	3245	483	60	35	0.39	0.17	18	17	13	11	5	106	2.69	106	100	103	102	106

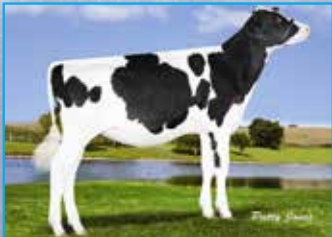


Progenesis HEISENBERG

Progenesis HEISENBERG - *Fortune x Jedi* - We really like the Fortune daughters we see and Heisenberg is the very first Fortune (Octoberfest x Tango) son to hit the market. High LPI (3454) with pleasing Production (+1726 kg M) and double-digit Type (+11) with no real weaknesses in his profile make him easy to use. Particular strengths include Robot Ready status, great Herd Life (110) and Daughter Fertility (112) numbers and ultra low

SCS (2.46). This is a bull we think all producers should incorporate into their next OptiMate.

Progenesis MAXIS - *Eugenio x Defender* - the final and highest LPI (3460) son of Defender Manhattan, this bull is also very balanced with moderate Production (+1420 kg M) and a very pleasing Type profile (+13 Conf) and Health trait numbers that are equally impressive (111 HL, 112 DF & 2.68 SCS). Such an easy bull to like!



Dam: Woodcrest Def Manhattan
Progenesis LP, ON

Siemers DARWIN – *Superhero x Silver* – A nicely balanced offering, Siemers DARWIN combines high LPI (3419) with good Fat improvement (+93kg) and Excellent Type improvement (+12)



Granddam: Cherry Crest Manoman Roz
EX-91-5YR-USA
Siemers Holstein Farms Inc. WI

that features good teat placement and proper length, correct set of legs with excellent heel depth and wide sloping rumps. Darwin, a good overall Rump improver, gains his double-digit Type with moderate size and stature numbers as well. He is as balanced a bull as you'll find and is an ideal option for Robot settings with strong Milking Temperament, Milking Speed and Mastitis Resistance ratings too.

Aardema DRIFTER –

Expander x Kingboy – If constructing pedigrees can still be considered an art in this era of science, Aardema DRIFTER provides some insight on how to do it well with complimentary matings. Two McCutchen sons (High Octane and Kingboy) mated to Numero Uno dams lead to the high Type sire Expander and the highly scored Daquiry VG-87 2-yr-old (in both Canada and the US). Mated together they lead to the ultra-high Type sire Drifter (+19). From a Type perspective the matings could not have worked better. One might have hoped for more of Uno's component influence to have come through, but on the other hand, Drifter does offer over 1000 kg of milk improvement. For sure Drifter is a specialty sire. He is an ideal mating for the many moderate sized Mogul pedigrees that could benefit from being stretched out a bit. No doubt they will be fancy!



Dam: WFC KB Daquiri 9466
VG-87-2YR-CAN VG-87-2YR-USA
Ferme Du Vieux Saule, QC

Progenesis TOPNOTCH – *Jedi x Lottomax*

– Heavily used as a Semex mating sire, now TOPNOTCH is available for general use in both conventional and sexed packages. Still the top-rated TPI option available from Semex (2823), clearly Topnotch will appeal most to customers used to making their selections based on US rankings. Topnotch's Type numbers also appear more flattering on the US scale (+2.38 PTAT, +2.55UDC). Whether you select based

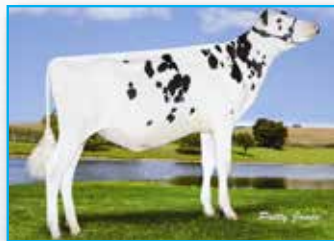


Dam: IHG Lottomax Tania
GP-82-2YR-USA
Progenesis LP, ON

on Canadian or US numbers, Topnotch IS siring some of the top young calves just receiving their genomic test scores. It's notable that Topnotch is an excellent source for adding teat length (4L), injecting milk yield (+2113kg) while boosting Herdlife (111), improving mastitis resistance (105) and Milking Temperament (111). The world has been waiting for this bull – Canadian producers have priority access. Take full advantage!

Progenesis KENDAL - Jacoby x High Octane -

Created by combining three top Type sources: Doorman, Gold Chip and High Octane, KENDAL's high Conformation rating (+17) should not be a surprise. He is Jacoby's highest LPI son and offers improved production numbers compared to his sire. Kendal is more than a Type improver. His extreme 110 rating for Mastitis Resistance also stands out. Kendal joins Silvio, Rummy and Sidekick as our best for high-Type A2A2 options.



Granddam: Progenesis 5G Karly
T&L Cattle Ltd., BC

Continued on next page...



Progenesis MALAWI

Progenesis MALAWI - Duke x Megasire -

With his 3291 LPI and A2A2 status, MALAWI is a useful bull that provides a nice balance of Production and Type improvement. Rated +1774 kg M Malawi offers strong Milk yield improvement and positives for both fat and protein deviation. His solid ratings for Type (+12 Conf, +11 Mammary, +10 F&L) lend further credulity. While he just misses gaining the Robot Ready™ designation he is expected to

do a nice job on teat length just the same. Expect wide chested daughters with a will to milk.

Siemers BRONZE - Merjack x Bookem -

Developed from the same family as Darwin, Bronze delivers high Type with strong component deviations from a differently constructed pedigree. His +14 Conformation is derived from a nice balance of udder improvement (+13), strong heel depth (+10) and over all Rump improvement (+5). It's hard to go wrong with a bull that is affordably priced and can still deliver fancy calves.



Granddam: Cherry Crest Manoman Roz
EX-91-5YR-USA
Siemers Holstein Farms Inc. WI



Dam: Synergy Rubicon Perfect
Progenesis LP, ON

Progenesis POSITIVE - Duke x Rubicon -

There are a lot of positives to highlight on POSITIVE. Extreme production (201lbs of combined fat & protein) with double digit Type is just the start. In fact, there are just a handful of bulls that can boast 110 kgs F and +10 Type - Positive is the only one that can and offer A2A2 status as well. But there is more: Positive does a nice job on Rump improvement, widening and lowering pins and strengthening loins. Positive at 2807

TPI is also among Semex' top offerings based on his US numbers. That's a lot of Positives!



Dam: Peak Paxton Spring 60034
GP-83-2YR-USA
Progenesis LP, ON

Progenesis SHARING – Franchise x Spring – It is always positive when a bull enters the fray with a slightly different pedigree than others. SHARING has lots of bulls that are familiar to us in his pedigree, but his sire OCD Rodgers Franchise is decidedly different. Better yet, he has something unique to offer, particularly on health traits. Where do you find a bull with DGVs for Herdlife at 118 and Daughter Fertility at 114? Production and Type numbers may be moderate by comparison, but if you are looking to improve health traits in your herd, whether you select on TPI (2785) or LPI (3356), this is a must use bull!

WestGen 4-H PROMOTION 2018

This year, WestGen is giving each 4-H Dairy club member in Western Canada a custom clipping jacket with their club logo and their name on the sleeve! We're proud to support the future leaders of our Western Canadian cattle industry!

WestGen gives back!





Test each cow's
colostrum on-farm!

The MISCO Digital-Dairy™ refractometers are specifically designed to help professional dairy farmers and calf ranchers to rear healthy calves. They are rugged enough to withstand the demands of farm use, yet precise enough to give laboratory-quality readings.

THE DD-1 DIGITAL-DAIRY™ REFRACTOMETER directly reads the percent solids in waste milk and can also measure colostrum quality using the Brix method.

THE DD-2 DIGITAL-DAIRY™ REFRACTOMETER provides reliable estimates of the percent solids in waste milk and colostrum quality using the Brix Method, and a blood serum total protein concentration scale can be used to assess failure of passive transfer.



Talk to your WestGen Genetic Advisor today
about how a MISCO Digital-Dairy™ Refractometer
can benefit your farm!

Jersey Strong

It hasn't always been this way so it worth noting and advertising the recent wealth of product strength that exists in our Jersey lineup. The Semex product line today includes **10 of the top 15** Young Jersey Genomic bulls ranked by GPA LPI and **16 of the top 25!** Say what?? I know!!! Among them are four bulls from the popular River Valley program and host of different pedigree and balanced breeding options.

Here is a sampling of what is available: The list includes 8 bulls all by different sires that offer high LPI and +10 Conformation.

Top Young Jersey Options from WestGen

Name	LPI	Milk	Fat	Prot	%F	%P	Conf	MS	F&L	DS	RP	HL
GUIMO JUDO	2093	1212	68	53	0.07	0.09	10	10	5	7	7	107
FDL BARCELONA	2058	1189	75	52	0.21	0.10	10	10	6	6	5	101
BUSHLEA PN VIRAL	2014	148	61	30	0.74	0.34	13	13	9	8	12	104
PERKINS SKYCLASS	2010	1673	70	55	-0.22	-0.11	11	12	5	5	6	102
SPRINGLEA DURHAM	1963	703	38	38	0.05	0.15	10	11	8	2	5	109
GUIMO JOURNEY ET	1906	1329	52	46	-0.21	-0.08	10	11	6	6	5	102
RIVER VALLEY JOYRIDE	1900	733	42	34	0.07	0.06	13	12	11	7	7	104
ST-LO NUANCE ET	1785	571	31	21	0.04	-0.01	14	13	8	8	9	106

If you are a Jersey enthusiast you owe it to yourself to take a good look at all the recent additions to our proof sheet. In fact, so proud are we about this product strength that for the first time in April, we decided to publish a dedicated Jersey offering.

With more and more producers adding Jersey animals to their herd to tip the scale on fat, we are pleased that our wealth of new options coincides with this increased focus on the little brown cow.





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POTENTIAL WITH PROVENTUS!**

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consultation group made up of
industry leading professionals
working with your current
service providers.

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to learn more!**

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www.ProventusGroup.com

Winner's Circle

A sincere congratulations to
all breeders and owners!

VERY GOOD FIRST LACTATION

NEW MARS CONTRAST CRYSTAL VG-87
NEW MARS HIGH OCTANE CHRISTMAS VG-87
NEW MARS SETTLE JANIYA VG-86
NEW MARS PULSAR PUERTA VG-85
NEW MARS NUMERO UNO ELIZA VG-85
NEW MARS CAPITAL GAIN LAURA VG-85
NEW MARS HIGH OCTANE BRAELYN VG-85
NEW MARS DOORMAN LANEY VG-85
NEW MARS DAIRY LTD., AB

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Winner's Circle

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WISSELVIEW FARMS, BC

WILLSWICK STEADY KELLY

BCA'S: 308 378 307

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BEYER ALLEN PHEONIX 410

109,383KGS 3.9%F 3.2%P

BEYER DAIRY LTD., AB

JAMADO APTITUDE 323

108,093KGS 3.8%F 2.9%P

WOLBERT DAIRY, AB

BEYER SEPTEMBER NINA 435

107,382KGS 4.6%F 3.3%P

BEYER DAIRY LTD., AB

MARSFIELD STATUE AMY

107,340KGS 4.2%F 3.2%P

GERT & SONJA SCHRYVER, AB

KAMAR BUCKEYE C

104,679KGS 3.9%F 3.3%P

CAREY PRINSE, BC

NORLAR STORMATIC ADDIE

103,768KGS 4.2%F 3.3%P

ARTHUR PRUIIM, SK

ND IGNITER SNOW 701

102,861KGS 3.6%F 3.1%P

NORTHDALE DAIRY FARMS LTD., AB

KESSEL GOLDWYN FAY

102,572KGS 3.6%F 3.2%P

KESSEL FAMILY FARM, SK

ALPINA GOLDWYN CYRUS

102,568KGS 3.8%F 3.1%P

KRISTIN DAHL, BC

ALPINA DAIRY FARM LTD., BC

HYLJON FINAL CUT LILY

101,431KGS 4.2%F 3.2%P

MELINKE FARMS LTD., BC

HAMMING JASPER MARITZA

101,431KGS 4.7%F 3.2%P

HAMMING HOLSTEINS LTD., BC

KOORY ACCOLADE 483

100,505 KGS 3.4%F 2.8%P

NIFERA HOLSTEINS, AB

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100,274KGS 4.1%F 3.1%P

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HAMMINGVIEW FARMS LTD., BC

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GEN-I-BEQ GOLDWYN SECRET 14*

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GOLDENSET HEIDI GOLDWYN 12*

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SUNNYHOME GOLDWYN MARCIE 12*

SUNNYHOME FARMS LTD., BC

WESTLIBERTY JASPER MARILYN 9*

TIM KNULL, AB

VALLEYVILLE DOLMAN MISSY 7*

WESTCOAST HOLSTEINS, BC

WENDON GIBSON PRUDENCE 7*

REIMER HOLSTEINS, AB

WENDON HOLSTEINS, AB

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CEDARWAL FARMS LTD., BC

WISSELVIEW FARMS, BC

LINDRIAN LOVELY GOLDWYN ET 35 6*

JOHN TAMIS, BC

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WENDON TRIUMPH ALASKA 6*

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STANHOPE PAMELA GOLDWYN 5*

WEDGWOOD HOLSTEINS, BC

STANHOPE DAIRY FARM LTD., BC

WILLSWICK GOLDWYN DORIS 5*

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KOORY FINAL CUT 4600 4*

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WILLSWICK PROGRESS DIAMOND 4*

J. WILLIAM WIKKERINK FARMS LTD., BC

★ JOIN US AT THE EXPO!! ★

We had a great time last year at the expo and would like you to join us this year! WestGen is looking to put together a WDE tour group to explore dairies and sites in Illinois and Eastern Wisconsin before heading off to Madison!

Contact Kristie Baouya if you are interested in signing up for WDE 2018. kbaouya@westgen.com | 604.425.1890

WORLD DAIRY EXPO

ALLIANT ENERGY CENTER ☀ MADISON, WI USA
OCTOBER 2-6 2018



CONGRATULATIONS

Our lucky jacket winners are:
Favour Holsteins, AB
Bar E Dairy, AB

WANT TO WIN A JACKET?

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


WestGen

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