

BUY CANADIAN

If ever there was a time for the dairy industry to unite behind a campaign, now is the time. USMCA will do major harm to our supply managed dairy sector. As a company WestGen is generally purposefully apolitical but in this discussion, we are all in; standing shoulder to shoulder in solidarity with our producers. To that end we have received many favourable comments regarding our decision to go forward with the buy Canadian campaign. It seems the right thing to do, and it has had a strong impact on the views and actions of our own staff – not all who live in a rural setting.

We understand the concerns and disappointment many producers feel. It is fair to say anything that impacts you negatively has the same impact on our business too. Still, while the industry begins to decipher the text in the agreement and what it will mean, there is one irrefutable part that we do have control over and that is promoting the differences our dairy products offer, the value to small communities that family farms deliver and the choice consumers have when they make their purchases.

Public sentiment is on our side. Consumers are engaging across the country – not only as it relates to dairy products – with a strong buy Canadian response to the strong-arm tactics that have been employed in the negotiations. Canadians do not like to be pushed around and this is only tangible way in which most of us can provide a response.

The Canadian industry has long used the blue cow as a symbol of



quality. That decision now may provide value like never before. Our consumers want to learn about what products are Canadian and are eager to support your/our industry. Let's all do our part to engage whenever we can to educate our urban neighbours. Let's also ensure we are doing likewise in our purchases wherever possible to support those companies that use Canadian raw materials and employ other Canadians to manufacture and bring them to market. A strong Canadian economy will in turn consume more Canadian dairy products too.

#BuyCanadian.



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Photo: Farmgirl Photography - Danae Bauer

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MID-ROUND SIRE ADDITIONS

Strategic use of mating sires sometimes means bulls finally released to market will soon be followed by their sons. That's the case for Progenesis Fabulous who becomes available in sexed form only on November 1st. Meanwhile a long list of additional bulls is now available that were not yet in August. A few of the highlights appear below.

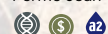
Progenesis FABULOUS - *Jett x Kingboy* - 3419 LPI, 2802 Pro\$, 2829 TPI, +12 Conf - Fabulous has progeny that are already 6 months old. Heavily used by Semex for exclusive Product Development, he is now available in sexed form for all. All of his indexes are still very attractive. He is still Jett's highest TPI son. He, along with stablemate Stantons Newsbreak, is his most attractive double-digit Type son on the LPI list as well. His maternal line traces to the highly regarded Markwell Bstar Raven family. He carries the Robot Ready™ designation and has a very solid Milk and Type profile sure to appeal to many producers. His early sons will make their debut next summer!



Dam of **FABULOUS**
Progenesis Kingboy Faith VG-87-3YR-CAN
Comestar Holstein, QC



Dam of **MILKTIME**
STE Odile Supershot Electra GP-2YR-CAN
Ferre Ste. Odile Inc &
Ferre Jean-Baptiste Lepage & Fils Inc, QC



as well on Rump structure? This is a bull all producers should use in their breeding programs to add profit.

Lindenright APPS - *Applicable x Superman* - 3350 LPI, +15 Conf - tracing to the same Atlantic family that brought us Missy Goldwyn, Apps is our first Applicable (Silver x McCutchen) son. Producers will appreciate his very attractive Type



Granddam of **APPS**
Lindenright Bradnick Moovin On
VG-87-YR-CAN-8*
Harry & Joanne Van Der Linden, NS



breakdown that features moderate stature with a nice +7 chest width rating. Moderate production numbers come along with this really attractive Type specialist.



Granddam of **PARKAVENUE**
Progenesis Enforcer Pat GP-83-3YR-CAN
Progenesis LP, ON



Progenesis PARKAVENUE - *Fortune x Supershot* - 3464 LPI, +12 Conf, Immunity+®, A2A2 - It is not easy to find bulls that deliver exceptional milk yields along with the right Type. Parkavenue fits that bill however and throws A2A2 and Immunity+ features in too. Expect strong cows with exceptional foot structure and surprisingly shallow udders despite their productiveness.

Leaninghouse HOBBS - *Fortune x Silver* - 3412 LPI, 103 kg F, 2837 TPI, Robot Ready, A2A2 - Here's another very useful Fortune son with a solid Type breakdown to go along with his high fat yields. Tracing to the Ralma Juror Faith family, Hobbs is among the best Robot Ready A2A2 options with high Fat yield. Note his high TPI rating as well!



Leaninghouse **HOBBS**



Progenesis **PLUTO**



Progenesis PLUTO - *Fortune x Delco* - 3455LPI, +8 Conf, Robot Ready™, Immunity+ - Pluto is another high ranking and attractive Fortune son that puts the complete package together - good production, durable Type and strong health traits. A high-ranking Immunity+ sire as well, this certainly adds an important reason why producers should use him in their herds.

Guimo JAMIE - *IF Matt x Tbone Dynamic* - Certainly one of our most attractive new Jersey additions in August, Jamie is now available in sexed form as well. Jamie whose grand dam is Ferma Paramount Joy, delivers High Fat yields with a very attractive Type pattern too. With top Jersey bulls all being in high demand, that Jamie now has sexed semen will be propel him to higher popularity.



Granddam of **JAMIE**
Ferma Paramount Joy EX-94-2E (7-3) Nic,
Jeni, Ben & Andy Sauder, IL



THE MOOCALL CALVING SENSOR MONITORS YOUR COWS CONTRACTIONS AND SENDS YOU A NOTIFICATION **ONE HOUR** BEFORE SHE IS DUE TO CALVE.



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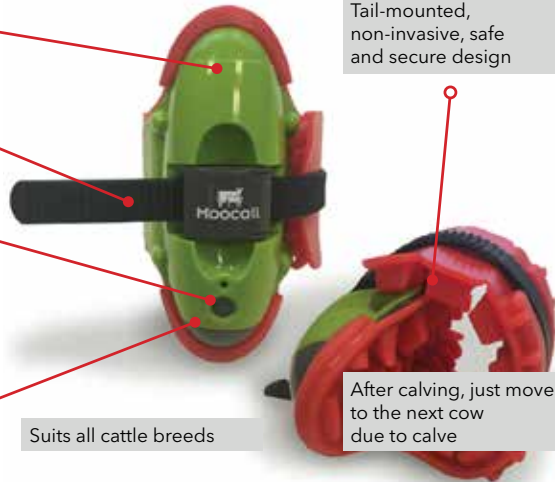
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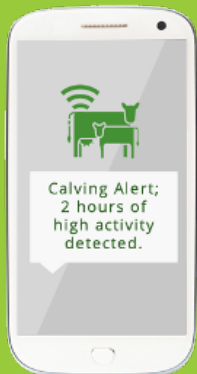
After calving, just move to the next cow due to calve

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- 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.



"From a veterinarian's perspective: Great product!"

- Sophie Aylett

"Several of our farmers now regularly use Moocall sensors to remotely monitor cows that are due to calve. In my experience as a vet, the sensor has alerted the farmer to the onset of calving, prompting him to visually check the animal. In certain cases, this has led to early identification of complications, eg. breech, very big calf, legs back. If veterinary intervention is requested, we have a better chance of pulling/retrieving a live calf from a cow who is potentially less compromised and at lower risk from complications. Prompt identification of calving difficulties coupled with early veterinary intervention increases calf viability and aids cow recovery time. Great product especially for busy farmers: allowing them to get on with regular jobs and reminding them to check on vulnerable cows at high risk times."



Recent AI School host:
Brando Farms, AB

WESTGEN AI SCHOOL

The full course is 2 ½ days held in the Fraser Valley with some smaller classes in the Okanagan and Prairie provinces when numbers are large enough to hold a class. You will have an orientation, practice working with the straws in the liquid nitrogen tank, then will practice using the gun and straws in repro tracts before going into cows. All breeding supplies are supplied and are the same items you should use on the farm. The AI School Manual is included and you will receive a Certificate for upon completion of this course.

You will learn how to know exactly where you are depositing the semen and how to always find your target, heat signs and synchronizing.

The full course is 2 ½ days.
The refresher course is a ½ day - 1 day class.

Register online: westgen.com/solutions/ai-school



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Winner's Circle

A sincere congratulations to
all breeders and owners!

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ROBELLA SOLOMAN MYSTERY VG-86
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112, 527 KGS 3.8% F 3.1% P
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109, 041 KGS 3.4% F 3.2% P
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114, 198 KGS 3.5% F 3.2% P
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107, 593 KGS 3.8% F 3.1% P
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100, 770 KGS 3.5% F 2.9% P
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RONEAMAR FARMS LTD., AB

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REIMER HOLSTEINS, AB

SAVE THE DATE!



ANNUAL GENERAL MEETING

MARCH 18-20, 2019
QUALITY HOTEL,
ABBOTSFORD

Stay tuned for more details:
www.westgen.com/events



CONGRATULATIONS

Our lucky jacket winners are:
Donfield Farms, MB
Dairy Lane Farms, MB

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

November:

Alberta (Mid & Late)
Manitoba (Late)

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

The WestGen Bullseye

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