



PRODUCT CATALOGUE

**PROUD
SUPPORTER**





X-Zelit for your dry cows

"In August 2013 we were introduced to X-Zelit, a product for close up dry cows, and we have not looked back since. Since starting with X-Zelit we have not had to use Theracalcium anymore and the last box of Calcium tubes we bought has still not been opened. The X-Zelit is so easy to use. We mix it in our TMR for the close-up dry cow group and that is it. As soon as the cow calves we stop feeding X-Zelit.

We have not had any milk fever since we started, the cows calve quicker and are up and eating faster.

They seem much more energetic and the whole transition period is easy. We have had more than 140 calving since we started using X-Zelit and are very happy. It is the first time we have seen a product actually work like the sales

people told us it would. Another great benefit is the reduced amount of time spent on the transition cows, especially on weekends. We very seldom have to worry about the calving."

Dennis & Betty Ann Wagler, Wayne & Mary Wagler and Marcus Wagler. Claynook Farms Ltd., ON - 185 Milking Cows

Talk to your WestGen Sales Representative to add X-Zelit to your close-up cow ration!

toll free 1.800.563.5603 fax 604.425.1876

TANKS

The Chart/MVE XC Series tanks are manufactured to a world class level of excellence. These durable, lightweight units can be relied on to perform in the most demanding of environments. The XC Series is designed for the user who requires large capacity storage and low liquid nitrogen consumption in a convenient lightweight package.

Features Include:

- Durable, tamper-proof lid design
- High strength neck tube reduces liquid nitrogen loss
- Strong, lightweight aluminum construction
- Advanced chemical vacuum retention system
- Spider design on platform for easy retrieval and insertion of product canisters



XC20 Tank

Specifications:

- Capacity: (6) 1.65" Canisters
- # of 0.25cc Straws (10/cane): 600
- Height: 25.7"
- Diameter: 14.5"

Item Code: **TANK XC20**



XC34/18 Tank

Specifications:

- Capacity: (6) 2.81" Canisters
- # of 0.25cc Straws (10/cane): 2400
- Height: 26.6"
- Diameter: 18.2"

Item Code: **TANK XC34/18**

ACCESSORIES



Available for popular tank models.

Replacement Canister

Item Code: **CA**



Monitor the level of liquid nitrogen in your AI tank with a plastic 1 meter measuring stick.

Measuring Stick

Item Code: **MS**



Available for popular tank models.

Replacement Neck Plug

Item Code: **NP**



DRY SHIPPER

Dry Shipper SC4/2V

Specifications:

- # of Cannisters: 1
- # of .25cc Straws (10/cane): 400
- Liquid Nitrogen Capacity: 3.6L
- Static evaporation rate (liters/day): 0.26
- Normal Working Duration (days): 13 days
- Height: 18.4"
- Diameter: 8.7"
- Weight empty: 5.0 kg
- Weight charged: 7.7 kg
- Neck opening: 2.75"

Item Code: **SC4/2V**



SC4 CONTAINER

Protective Case

Static evaporation rate and static holding time are nominal. Actual rate and holding time will be affected by the nature of container use, atmospheric conditions, and manufacturing tolerances.

- MVE Protective Shipping Containers are recommended
- Protective Containers ensure upright shipping
- Liquid and vapor storage options
- Low liquid nitrogen consumption
- Charges in 2 Hours

Item Code: **SC4 Container**

BREEDING EQUIPMENT

F4 Universal AI French Gun

Designed to utilize 1/4 cc and 1/2 cc semen straws. Spiral Gun, for use with unslit sheaths.

Item Code: F4

1/4 CC Top Bull AI Gun

Item Code: 10404

Universal All Mate Barb Style 58

Item Code: 10401

1/2 CC French Gun

Item Code: F1



AI Gun Warmer Battery Pack

14.4V battery for use with AI Gun Warmer.

Item Code: BATTERY PACK



AI Gun Warmer

Regulate the temperature of your AI guns with this handy, battery-operated device. Holds up to 6 loaded AI guns and maintains them at the correct temperature. Includes battery charger with adapters for wall outlet and cigarette lighters.

Item Code: GW





Warm Water Thaw Unit

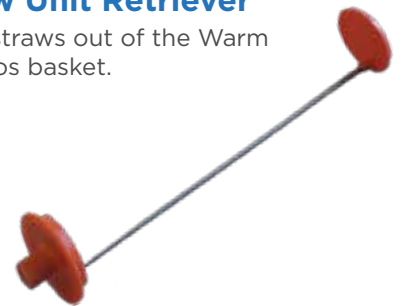
Specially designed for easy retrieval of straws after thawing. Includes pint-sized Thermos® fitted with Celsius dial thermometer and perforated polypropylene thaw basket with retriever. Range: -10° to 100°C.

Item Code: W

Warm Water Thaw Unit Retriever

Designed to lift semen straws out of the Warm Water Thaw Unit thermos basket.

Item Code: RETRIEVER



Thermometer, Dial Type

A 1" pocket test bi-metal dial thermometer with 5" stem and clip holder. Insert tube in liquid and read temperature easily and quickly. Range -10° to 100°C.

Item Code: TH



Metal Straw Tweezers

These tweezers have a special groove in the end so that AI straws can be firmly picked out of goblets without crushing the straw. 6".

Item Code: TW2



Forceps

Use to secure the top of your AI sleeve to your shirt.

Item Code: FORCEPS



Straw Cutter

Scissor-like straw cutter with blades with curved tips. 4.5".

Item Code: STR





Cito Dual Thaw Unit 12/120V

This unit properly thaws semen to a constant temperature of 35°-36° C. Made of tough ABS non-corrosive plastic, the unit will take a lot of abuse, but at the same time protect all of its working elements. Indicator light shows when the unit is ready to use, and when it is working and maintaining the proper temperature. The hinged lid is of reinforced nylon, and the replaceable cover seal is of thermoplastic rubber. Complete with 6-ft. power cord, lift-out basket, and thermometer.

Item Code: 10503



AG-102 Medix Animal Thermometer

Designed specifically for use by veterinarians and professional animal handlers, this new state-of-the-art animal thermometer is smartphone-sized, fast, lightweight, water resistant and reliable in harsh environments; perfect for temperature acquisition of cattle, equine, exotic, swine, sheep, dogs, cats and other medium-sized animals.

Item Code: 10504



Cito Thaw Monitors

An unbreakable thaw temperature indicator tested and used by major breeding organizations. Its accuracy and reliability exceeds the presently used dial thermometer. The Thaw Monitor is based on liquid crystal technology. Easy to use. 4-7/8" x 2".

Item Code: WI THERMO



Cito Kit Case

There are spaces provided for sheaths, AI guns, gloves, scissors, ample syringe holders, scribe, alcohol, A.I. lube, and Cito Thaw Unit. Convenient outlet hole in lower front side of box allows for plug in and use of Cito Thaw Unit.

Item Code: T1



Complete AI Kit with Thermos

A very sturdy, indestructible, yet lightweight technician kit made of non-corrosive ABS plastic material. Complete with its removable accessories tray and sheath storage compartment in the cover, it weighs only 7 lbs. Complete with the following items: Metal Tweezer, Metal Straw Cutter, box of 100 AI Gloves, 1 Jug of Lube, 1 Package of 25 Double Rods, 1 Package of 50 Blue Tip Sheaths, 1 Package of 25, 21" Infusion Tubes, 1 Package of Paper Towel, Warm Water Unit, and one Universal AI Gun. Items billed separately.

Complete AI Kit with Cito Thaw Unit

A very sturdy, indestructible, yet lightweight technician kit made of non-corrosive ABS plastic material. Complete with its removable accessories tray and sheath storage compartment in the cover. Complete with the following items: Metal Tweezer, Metal Straw Cutter, box of 100 AI Gloves, 1 Jug of Lube, 1 Package of 25 Double Rods, 1 Package of 25, 21" Infusion Tubes, 1 Package of 50 Blue Tip Sheaths, 1 Package of Paper Towel, 120V Cito Thaw Unit, and one Universal AI Gun. Items billed separately.



CATTLE BREEDING SUPPLIES



Box of Double Sheaths

Sanitary protection in the form of a bag. Economical and easy to use. Unroll a bag, slip the sheath and gun inside, then advance the sheath and gun once inside the cow. They will keep your sheath and gun clean and your procedure sanitary. 18" L.

Item Code: DS | Roll of 80



Continental Sheaths

PVC insemination sheath designed with an insert that provides a secure seat for a semen straw. For use with both 1/4cc and 1/2 cc wick and powder plug straws. Blue insert sheath is unslit, for use with Barb Style All-2-Mate gun or Spiral All-2-Mate gun.

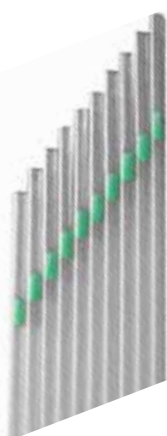
**Item Code: S2
Package of 50**



Top Bull Sheaths

A specialized sheath for use with mini straws. Featuring a reduced diameter, optimized tip design, and a perfect fit between the sheath, straw, and applicator, the TBS sheath brings heightened precision to insemination.

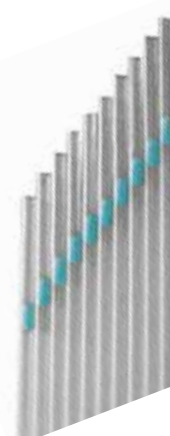
**Item Code: 10405
Package of 50**



Green Split Sheaths

These sheaths work with a 1/4 cc or 1/2 cc wick and powder straw. Green insert sheaths are slit to work with O-ring insemination gun.

**Item Code: S
Package of 50**



Blue IMV Un-Split Sheaths

These sheaths work with a 1/4 cc or 1/2 cc wick and powder straw. Blue insert sheaths are designed to work with spiral insemination gun.

**Item Code: S1
Package of 50**

ARTIFICIAL INSEMINATION



General Lube Jelly

A non-sterile, all-purpose lubricating jelly for use when performing gynecological procedures and rectal exams. The bland lubricating qualities aid in minimizing irritation to both the operator's skin and membranes of the animal.

Item Code: L1 | 1 Gallon Jug



21" Infusion Tubes

A snug, friction fit is ensured for all syringes when you use these tubes with integral drilled ends. Eliminates need for connector adapters. Tubes are made from quality polyvinyl chloride and have smooth, rounded polished ends. Tooled to the following specifications: .110" I.D. x .215" O.D.

Item Code: I | Package of 25

Lube Pump

Item Code: L2 | 1 Pump



Wrapped Double Rods

Individually wrapped Double Rods.

Item Code: DR1
Package of 25



Double Rods

Very popular for sanitary protection of the sheath during breeding. The tube and scored vinyl cap of the double rod prevent the transfer of contaminants into the uterus during insemination or embryo transfer, as the sheath does not come in contact with any material outside of the animal. The flared end makes it easy to hold with one hand during insemination. The rod helps guide the gun to the cervical os. 12"L.

Item Code: DR
Package of 25



AI Gloves

Red Ag-Tek® Breeder Sleeves provide high sensitivity and are break resistant. 1.0 mil plastic, 36". Packaged in a convenient dispenser box.

Item Code: G RED
Box of 100

Interested?

AI Certification

WestGen's 2 day AI School is designed to help you understand and manage reproduction in your herd. WestGen's AI certification offers the perfect mix of in-class and in-cow instruction.

WestGen AI School Includes;

- Learn AI technique, semen handling, heat detection, estrus cycle, reproductive disorders and more
- Practice breeding techniques on excised reproductive tracts
- Practice handling, thawing, and loading semen into AI gun
- Practice extensive live in-cow breeding
- WestGen AI Manual



REGISTER FOR AN UPCOMING COURSE TODAY! CALL 1.800.563.5603



FARM SUPPLIES

Fly Control

Mr Sticky Deluxe Sticky Roll Kit or Refills

Traps up to 92% of available flies! Simply set up Sticky Roll™ around flies. When they land, they stick. When a length of tape is used up, crank it (flies and all) onto the disposable take-up reel. Fresh tape rolls out at the same time, ready to catch more flies. Complete kit includes 600 ft. of 1/4" tape, take-up reel, and installation hardware.

Item Code: Kit - STICKY ROLL KIT
Refill - STICKY REFILL



FLIES-BE-GONE

Traps up to 92% of available flies! Simply set up Sticky Roll™ around flies. When they land, they stick. When a length of tape is used up, crank it (flies and all) onto the disposable take-up reel. Fresh tape rolls out at the same time, ready to catch more flies. Complete kit includes 600 ft. of 1/4" tape, take-up reel, and installation hardware.

Item Code: FLIESBEGONE



BOVI SOCKS

Complete ready to apply bandage. Made of water repelling material that keeps unwanted liquids out.

Item Code: BOVI SOCKS

DERMASHIELDS

Leg band lameness solution. 24/7 footbath

Item Code: 10951



MISCELLANEOUS



Plastic Biosecurity Boots

Blue AG-TEK® economy disposable boot. Convenient elastic-topped boots with a lightly embossed texture. 15" high boot made of 3 mil thick plastic. Fits men's shoe size up to 16. *Bag of 50*

code: B6

Bactzyme

BactZyme is a natural blend of bacteria and nutrients. When applied to lagoons and plants, BactZyme releases enzymes that galvanize the natural digestive process of solid waste breakdown.

Item Code: 10601
Pouches: 10603



Paper Towels

Single-fold, brown, biodegradable paper towel. Made in Canada. 23cm x 24cm sheets.

Item Code: TO1
Package of 250
Item Code: TO
Case of 16 Packages





LED 16 Watt Light Bulb

Switch to a lower-wattage bulb could save you anywhere from \$30 to more than \$100 in energy costs over the life of the bulb. Approved for totally enclosed fixtures. Replaces up to 100w bulbs

Item Code: 10524

Milker Glove

Powder free, nitrile gloves. Examination grade, latex free, non-sterile black gloves. Gloves are ambidextrous and single use only.

Small

Item Code: LC-GLV S
Box of 100

Extra Large

Item Code: LC-GLV XL
Box of 100

Medium

Item Code: LC-GLV M
Box of 100

2XL

Item Code: LC-GLV XXL
Box of 100

Large

Item Code: LC-GLV L
Box of 100





Boost your management capabilities with DataFlow II Monitoring

DataFlow II Monitoring is an advanced, yet easy-to-use, centralized monitoring system designed for large dairy farms.

DataFlow II Monitoring provides powerful capabilities that simplify and improve decision-making in multiple areas:

- Reproduction
- Health and wellbeing
- Distress Alerts
- Group Monitoring
- Heat Stress

Put powerful data management to work

Efficiently access and follow up on accurate and advanced data on individual cows, groups and herd.

- Detailed cow card – Starting from date of birth, with life-time events reporting and description
- Groups management
- Logical checks – Data entry validation assures database quality and reliability
- Batch event edits and reporting – Save time

Customize to your needs

Create, define and change multiple reports and dashboards. With this flexible solution, different users can easily and quickly access the information and data management functions most relevant to them.

- Users can build their own reports from a large set of report options
- Reports can be imported and exported

Enjoy a user-friendly tool

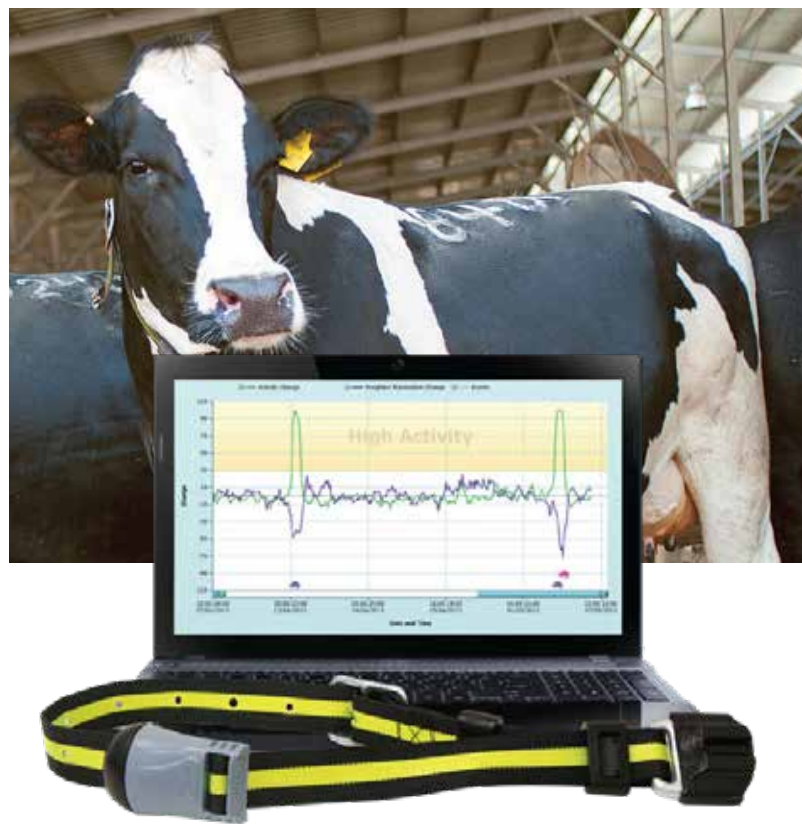
Make effective, data-driven decisions at the speed of business, with this fast and responsive management system.

- User-friendly interface and powerful data processing minimize system response time and
- Enable users to quickly access reports, implement changes, and share information
- Multi-user, 24/7 access to cow monitoring data management

Grow with an integration-ready, scalable solution

Your investment is protected with a system that is designed for integration and features robust third-party connectivity, optional upgrades, and parlor integration.

- Easy software integration with industry-leading herd management systems* – Leverage your
- Existing work flow for greater ease-of-use and time savings
- Seamless integration to a complete parlor management system
- Can be integrated with auxiliary systems – Sorting gates, walk-on scales, individual feeding, and more



MAX # OF TAGS	UP TO 6,000*
TAG COMPATIBILITY	H, H LD, HR, HR LD, HRLDn cSENSE eSENSE
DATA HISTORY	LIFETIME
HERD GROUPS	HERD CAN BE DIVIDED INTO MULTIPLE GROUPS
COW CARD	<input checked="" type="checkbox"/>
MULTI HERD	<input checked="" type="checkbox"/> MULTIPLE HERDS CAN BE MANAGED IN THE SYSTEM
SORTING GATE	UP TO 5 SORTING GATES OF 2 OR 3 WAYS
PRINTING	<input checked="" type="checkbox"/>
SMS ALERTS	<input checked="" type="checkbox"/> OPTIONAL FEATURE
EMAIL ALERTS	<input checked="" type="checkbox"/>
LANGUAGES	ARABIC, BULGARIAN, CROATIAN, CZECH, DANISH, DUTCH, FINNISH, FRENCH, FRENCH (CANADA), GERMAN, GREEK, HINDI, HUNGARIAN, ITALIAN, KOREAN, LITHUANIAN, POLISH, PORTUGUESE, ROMANIAN, SLOVAK, SPANISH
THIRD-PARTY INTERFACE	<input checked="" type="checkbox"/>
LONG DISTANCE COVERAGE	TYPICAL RANGE OF SCR RADIO FREQUENCY BASE UNIT: 200-500 M (656-1,642 FT) BASED ON FARM AUDIT

*THE MAXIMUM # OF SUPPORTED TAGS MAY BE HIGHER OR LOWER DEPENDING ON THE FARM LAYOUT. A SCR REVIEW IS REQUIRED PRIOR TO PURCHASE AND INSTALLATION. PLEASE CONTACT YOUR WESTGEN GENETIC ADVISOR TO LEARN MORE.



The Flexible, high-performance cow monitoring solution that meets your needs today and long into the future.

DataFlow II Milking is a sophisticated, modular cow monitoring solution that delivers actionable information on the reproductive, health, nutritional and wellbeing status of individual cows and groups. With SenseTime, dairy farmers can make data-driven decisions for maximized productivity.

This unique solution offers a choice of neck or ear tags, as well as varied application plan levels, payment options, and user devices. All parts can be expanded or changed to fit evolving needs. Simple to install, use and maintain, and easily upgradeable, SenseTime delivers value from the start, with long-term investment protection.

PRODUCTIVE MANAGEMENT

Join thousands of farmers already using market-leading cow monitoring technology for more productive management and operations:

- A new solution from the world leaders in livestock monitoring and identification
- Unmatched heat detection accuracy, with precise insemination timing guidance
- Actionable insight for proactive, individualized health management
- Advanced group monitoring



FLEXIBILITY

Get a flexible solution that adjusts as your needs change:

- Choice of neck tags or ear tags
- Flexible application plan levels
- Multiple user device options
- Two payment options – UP (upfront) or GO (subscription)

SIMPLICITY

Enjoy built-in simplicity and versatility from day one:

- Plug & play installation
- Modular, scalable solution that grows with your farm
- Easy and efficient use
- Integration with your herd management software*

*SenseTime integrates with most major farm management solutions.

Flexible Application Plan Levels*



STARTER	ADVANCED	PREMIUM
HEAT REPORT	ALL STARTER APPLICATIONS, PLUS:	ALL STARTER & ADVANCED APPLICATIONS, PLUS:
COWS WITH IRREGULAR HEAT REPORT	HEALTH REPORT	GROUP HEAT STRESS REPORT
SUSPECTED FOR ABORTION REPORT	FRESH COW REPORT	GROUP CONSISTENCY REPORT
ANESTROUS COWS REPORT	ANIMALS TO INSPECT REPORT	GROUP ROUTINE REPORT
	DISTRESS REPORT	
	DISTRESS ALERTS	



Heat Detection Aids

Kamar® Heatmount® Detectors

Takes the guesswork out of detecting heat in beef and dairy cattle. These low-cost detectors make artificial insemination easier, more practical, and more profitable. Invaluable in pregnancy determination and detection of estrus. Apply the small (4-1/2"L x 2"W) plastic detector, with adhesive, over the sacrum of the cow (located on the line between the hipbones and the tail head). the detector remains white until it is triggered. Triggering takes place when the pressure from the brisket of a mounting cow turns the detector a bright, easy-to-spot red indicating the cow is ready to be bred. Includes adhesive. Box of 25

code: K BOX

4oz. Tube of Kamar® Adhesive

For use with kamar® heatmount® detectors.

code: K1



LIVESTOCK SUPPLIES

AIIFlex TSU Sample Kit

Item Code: 10517

AIIFlex TSU Gun

Allows clean, easy, and efficient collection of tissue samples for DNA analysis.

Item Code: 10518



CHECK-UP® Mastitis Diagnostic Tool

On Farm Mastitis Testing- No. 1 choice for clinical cases of mastitis in dairy cows. The CHECK-UP system including reference materials, incubator and consumable test kits. Suitable for on-farm culture or veterinary use. Identifying Mastitis Pathogens is the first step to drastically improving milk quality.

Item Code: 10505 for Check up kit

Item Code: 10506 for the check up reference tools

Item Code: 10507 for the check up incubator.

ESTROTECT™ Breeding Indicators

ESTROTECT™ Breeding Indicators featuring Breeding Bullseye™ technology are a precision-designed, economic and easy-to-use breeding tool backed by researchers and breeding experts.

- Millions and millions of ESTROTECT™ products have been used worldwide
- Supported by university research unlike any other product in its class
- Over a decade in the global marketplace
- Only need to apply once per breeding cycle
- Available in five fluorescent colors

Item code: 10534



Alertys OnFarm Pregnancy Test

Innovative Alertys blood-based test offers flexible, accurate testing options. Detects pregnancy associated glycoproteins (PAGs) in whole blood (EDTA) as early as 28 days post breeding and 70 days post calving. Read results easily to make decisions quickly.

Item code: 10535 - 5 pack

10536 - 25 pack

LIVESTOCK SUPPLIES

Milk Fever Prevention



X-Zelit

A unique and effective product which safeguards the welfare of fresh cows. X-Zelit contains pure crystalline zeolite, which binds excess calcium and phosphorus from feed in the stomach. In controlled trials X-Zelit is 100% effective and under practical farming conditions X-Zelit achieves an efficacy of 90%. Reducing hypocalcemia during the transition period decreases the incidence of milk fever, ketosis, calving difficulties, retained placenta, displaced abomasums and metritis. Feed 500g/cow/day.

Item Code: X-ZELIT 20KG BAG

Calf Blanket

Keep calves warm with our unique calf blankets! Thinsulate insulation keeps calves warm. Quick release buckles for easy on and off, no velcro to get matted. Extra strap length for growth. Belly strap to keep blanket snug when laying down. Machine wash and dry.

**Item Code: CALF BLANKET
SMALL or REGULAR**



Colostrum

FIRST START 100 is used to aid in the treatment of failure of passive transfer of immunity with 100 grams of bovine origin IgG in a 500 gram feeding.

- First-day colostrum
- Formulated for newborn dairy and beef calves
- Licensed formula
- Aids in treatment of failure of passive transfer of immunity
- 3 year shelf life

Item Code: 10526



Misco Refractometer

A Refractometer is a precision optical instrument designed to measure the concentration or mixture ratio of water soluble fluids. It measures refractive index, the speed at which light passes through a liquid. The denser the liquid the slower the light will travel through it, and the higher its reading will be on the refractometer.

**Item Code: 10512 - PA-202X MISCO(MILK SOLIDS)
10514 - PA-201 MISCO PALM ABBE
REFRACTOMETER 0 TO 56 BRX**



Misco Refractometer Rugged Case

Our rugged Proof Case is water-proof, crush-proof, dirt-proof, dust-proof, drop-proof, rain-proof, snow-proof, sink-proof, even goof-proof. It is perfect for providing an additional level of protection when you use your Palm Abbe in demanding environments.

Item Code: 10515



Heatwave Plus

There are several products available for reducing udder swelling but none work better than Heat Wave Plus. Why not prove it to yourself – this product really works.

“We use Heatwave because we have noticed its benefits for udder texture, udder quality and milk let down. We apply a generous amount of Heatwave on affected quarters and entire udder to reduce the effects of edema, and swelling for quarters affected with mastitis. We generally will use Heatwave for the first two weeks after calving to reduce swelling and improve udder texture as well as milk let down. If we notice a cow with a red, swollen, or hot quarter Heatwave is the first thing we reach for.”

Steven and Sean Smith,
Clanman Jerseys, MB

LIVESTOCK SUPPLIES

CALCIUM BOLUS

Dr. Register Calcium Bolus

Item Code: 10510

Boluses are now a standard in Transition Cow management. The original Dr. Register calcium bolus has experienced very strong sales and many producers have seen the results in their herd. Dr. Register through his work in large dairy herds has enhanced the formulation with added ingredients. Contact your WestGen representative and try it today! Ideal for replacing lost calcium at calving.



Advantages:

- Two sources of Calcium (Calcium Chloride & Calcium Sulfate)
- Fast acting Calcium absorption and a slower absorption with Calcium Sulfate
- Vitamin D3 (Helps to increase the absorption of calcium and other vitamins)
- B2, Grape Seed & Glycerin, helps to maintain the health of the cow
- Ideal for replacing lost calcium at calving

Bolus Applicator Gun

Item Code: 10511



CALCIUM TUBE PLUS

Dr. Register Calcium Tube Plus

Item Code: CALCIUM TUBES

A mineral oral paste for dairy and beef cattle. Dr. Register Calcium Tube provides Calcium, Magnesium, Phosphorus and Potassium to help ensure normal nutritional and blood levels before, during and after calving. Requires use of CALCIUM APPLICATOR to administer.



Advantages:

- Easy to administer
- Raise blood calcium levels in 15 minutes
- Non-burning in mouth
- Good source of Calcium, Magnesium, Potassium, Tricalcium Phosphate

CALCIUM TUBE

Item Code: Applicator



Ointment



Heatwave Plus

Udder-cream liniment for improving skin texture and udder health. One of the most powerful blends of essential oils on the market today, including Peppermint and Tea Tree Oil.

Item Code: HW500 PLUS | 500ml tube

Item Code: HW2500 PLUS | 2500ml jug with pump



PUT GENOMICS TO WORK

WHY GENOMIC TESTING?

- Accurately ranking females results in the best decisions
- Raising your future herd's genetic levels increases your profit
- Verifying parentage reduces inbreeding and ensures all matings are future-focused

WHY ELEVATE

- Industry's leading genomic testing platform
- You control your genomic testing program
- Easy to understand and implement
- No spreadsheets or paperwork
- Integration with mating, inventory & sire selection tools
- Results in the palm of your hand



INCLUDES IMMUNE GENETICS

Includes exclusive immunity female genomic results to bolster your herd's disease resistance



SEAMLESS SAMPLE COLLECTION

Now you can collect samples with your Elevate phone app, it's so easy.



LOWER TESTING COST

Test only the animals identified by your genetic plan



Find freedom and flexibility through a deeper connection to your animals.



Josh Verhoog | Moonshadow Holsteins | St. Labre, MB



900 collar SenseHub system

With 6 years of experience, "We rely on Data Flow II technology to save us time by making our sort lists smaller. It really helps prevent cows from metabolically crashing through early detection. The system adds a lot of confidence when we take an animal off treatment, knowing that she's gotten better from earlier detection and treatment."



THE ADVANCED REPRODUCTION CENTRE WHERE EXPERIENCE & TECHNOLOGY MAKE THE DIFFERENCE



Plumblossom Farms Ltd
- HOME OF MATVALE -

Art appreciates the “convenience” of the ARC program. “Dr. Stables comes on-farm so we can set up multiple donors and a lot of recipients at one time. But we also have the flexibility of actually taking a donor and recipients down to the ARC facilities south of Regina for IVF and having those embryos come back for an implant date here on our farm. That convenience is a real advantage for us.”

Art Pruim
Plumblossom Farms Ltd
Saskatchewan



Beef-on-Dairy continues it's climb! Compared to purebred dairy calves, beef-on-dairy calves can provide higher-quality beef products without impacting current milk production efficiencies. A bonus, beef-on-dairy calves show greater feed efficiency (compared to purebred dairy calves), which lowers the environmental footprint associated with their production.

"In my opinion, beef X dairy is definitely the way to go. I know other producers might be comfortable having extra females around because it allows them a bit of flexibility, but there is a cost to doing that. And with the value of Holstein bull calves being so little, there is almost no use for conventional semen anymore. I think in some way, shape or form, a version of the beef X dairy program will fit on every farm."

Tyrone Laing, Laingspring Farm, Manitoba



P3-sired calf from Laingspring Farm in Manitoba



IMMUNITY+



IMMUNITY

A POWERFUL ONE-TWO PUNCH



Reduce disease impact, save money and decrease antibiotic use on your farm. It sounds like a lot for a producer to ask for, but it's becoming a reality on a growing number of farms.

"It's the result of bringing the power of genetics to bear on the needs of dairy producers," says Semex Genomics Program Manager Dr. Steven Larmer. Immunity+® disease-resistant genetics started as a research project over 20 years ago. Today, based on University of Guelph research, producers can count on Immunity+ sired daughters to suffer less production-robbing disease, saving producers \$72 US per cow, from birth to the end of first lactation.

Last June, Semex added even more genetic punch by launching Elevate®, a new genetic herd strategy tool that uses genomic testing to identify the immune response capability of the herd's females. "This allows us to identify high, average and low immune responding animals," says Larmer, who notes the early test results really do point to a revolution in herd health.

HIGH IMMUNE RESPONDERS HAVE 30% LESS DISEASE

"What we've found across the board, in terms of total disease incidence, is those high immune responding animals have 30% less disease than the average or the low responding animals in the herd,"

says Larmer. This revelation emerges from testing data on 16 large dairies – in the US, Germany and Canada – that included 8,000 cows, mostly in their first lactation. Data from 9,000 heifers was also analyzed. Overall, it reveals significant differences for lameness, mastitis and persistent mastitis, as well as the overall disease frequency.

"This gives us a lot of power that we didn't previously have," says Larmer. "When it comes to immunity, we've been able to manage it on the sire side, but we've never really been able to measure precisely how well we're doing in terms of actually creating stronger immune systems on farm."

With the combination of Immunity+ and Elevate, producers now have the ability to not only select better bulls, but to also select the right females that will produce the next generation of healthier animals. "There's less hassle dealing with illness on a day-to-day basis, both from a management perspective and financially," says Larmer. "Thirty percent less disease is a huge impact on any dairy farm no matter the size. By crushing disease we're also crushing the use of antibiotics."

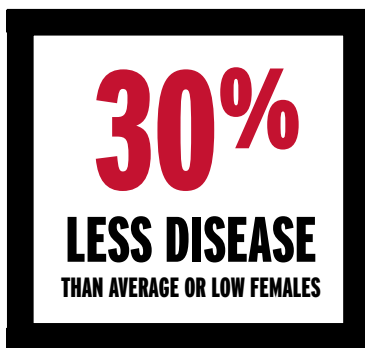
REDUCING RELIANCE ON ANTIBIOTICS

Reducing antibiotic resistance continues to be a major objective of the World Health Organization, and the campaign to reduce antibiotic use grows stronger each year. "Agriculture has to be a part of that, and we can do a better job of mitigating antibiotic use," stresses Larmer. "We really feel this is a great holistic solution to be able to reduce disease on farm and ultimately reduce the need for reliance on antibiotics on a day-to-day basis."

"From a genetic perspective, the more selection producers can make for immunity and disease defense, the less antibiotics we're going to be needing to use in the next generation," says Larmer.

The combined power of Immunity+ and Elevate is certainly making a difference on farms that have embraced the tools.

"From what we've seen, this technology has had a huge impact. Producers have seen their entire herd perform better because they're dealing less with sick animals," says Larmer. He feels the genomic era will continue to bring even further benefits, as producers are freer to select for health and productive traits.



INCREASING PERFORMANCE & PROFITABILITY THROUGH WORLD CLASS GENETICS & REPRODUCTION.

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