

2025 AUGUST
HOLSTEIN
HIGHLIGHTS

Pleasing proof round for Semex product line.

August Proof round delivered an extremely satisfying results for the Semex product line synonymous with WestGen. Numerous highlights can be touted from both the Canadian genetic evaluation system and from south of the border.

Among the young Genomic sire listing all of the top 7 LPI sire sires call Semex home and they are sired by 5 different sires of sons and 5 different MGS. In all, 27 out of the top 50 LPI young genomic bulls over 11 months of age belong to Semex – 9 of whom are also double-digit Type improvers.

Among the 50 young genomic bulls with +15 or higher Type ratings, 36 are marketed by Semex – 14 developed from their own internal product development program while an additional 22 acquired by partnering with breeders in Canada, the US and Europe.




MONTEVERDI –
NEARING THE MOUNTAIN PEAK


Refusing to be labelled, **Progenesis Monteverdi** triumphs as the most celebrated Proven sire from the Progenesis program to date. He is the epitome of balance with LPI sub-index Percentile rankings of 98% Production, 98% Longevity & Type, 95% Health & Welfare, 85% Milkability & 67% Reproduction.

Monteverdi also appears on the US top 100 TPI list and is the sire of the #1 genomic LPI sire, **OCD Milan**. An A2 and Robot Ready sire he has been awarded the Fertility First high fertility designation now as well. Monteverdi is the all-around sire producers have been waiting for.

0200HO12123
PROGENESIS MONTEVERDI
GLPI AT +3873 | +104 FAT | +62 PRO | +106HL | +111 CA

In Canada, Proven sire Monteverdi made a major statement climbing further to the #4 LPI position and earning the coveted Fertility First high fertility designation.





DAUGHTER | PROGENESIS MONTEVERDI HOTTIE P
VG-88-5YR-CAN

	RATING	%RK	500	600	700
PRODUCTION	707	98			
LONGEVITY & TYPE	713	98			
HEALTH & WELFARE	652	95			
MILKABILITY	599	85			


DROPBOX A TOP-TYPE RESULT
– AND JUST GETTING STARTED

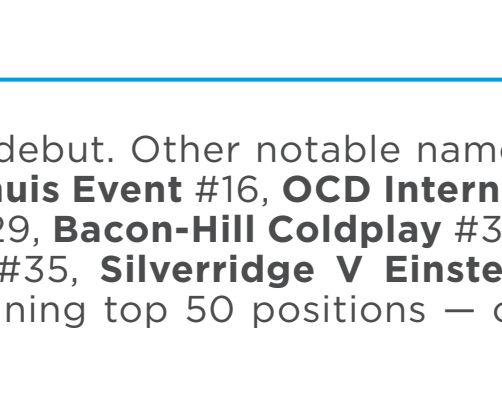
Dropbox, one of a dozen or so Highjump sons that were released to the market by Semex a few years ago has delivered on his promise. Right from the start this bull had extraordinary US Type numbers. Today with his first group of daughters delivering a US proof, Dropbox celebrates a remarkable +2.53 PTAT score while also delivering very respectable Production numbers too. He leans to the Type side, but Dropbox and his numerous sons in the Semex lineup will be quite acceptable to commercial producers as well. After all, who doesn't appreciate a +2.08 Udder Composite improver?

Numerous exceptional milking daughters have already been pictured and a few have fetched impressive prices at commercial auction. The story on Dropbox is still in early days. Stay tuned - there are lots of chapters still to be written!

0200HO12399
KINGS-RANSOM DROPBOX
GLPI AT +3339 | +107 SCS | +8 CONF

Highly anticipated Type sire Kings-Ransom Dropbox also made a splash as the new #1 Proven Type improver among sires with a positive rating for Milk and earning the #3 overall position with a +2.53 PTAT score.





DROPBOX DAUGHTER GROUP

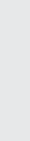
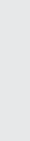

	RATING	%RK	500	600	700
PRODUCTION	635	90			
LONGEVITY & TYPE	627	90			

	RATING	%RK	0	5	10
CONFORMATION	8	94			
MAMMARY SYSTEM	7	92			

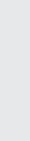
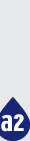

PROVEN HIGHLIGHTS

In the US, **Peak Powerstar** celebrates a #6 TPI debut. Other notable names and results include **Welcome Sensei** at #8, **Velthuis Event** #16, **OCD Internet** #17, **Fly-Higher Sugarhigh** #26, **Peak Achieve** #29, **Bacon-Hill Coldplay** #30, **Westcoast Lambeau** #33, **Progenesis Pinball** #35, **Silverridge V Einstein** #38 and **AOT Homerun** #42 – in all, 11 bulls gaining top 50 positions – on the Proven list.

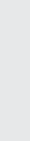
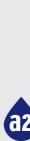

0200HO12489
PEAK POWERSTAR
(WHEELHOUSE x BIG AL)





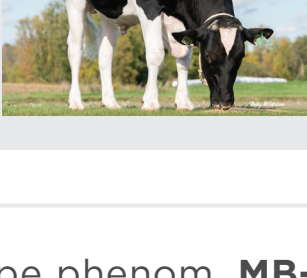
0200HO12140
WELCOME SENSEI
(EINSTEIN x TOPSHOT)





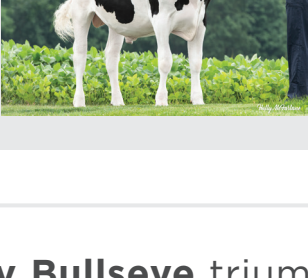
0200HO12145
VELTHUIS EVENT
(EINSTEIN x MARIUS)





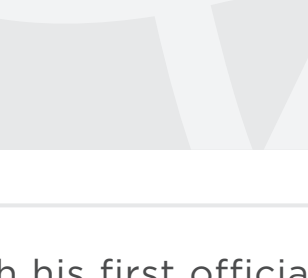
0200HO09630
OCD INTERNET
(EINSTEIN x PROPHECY)





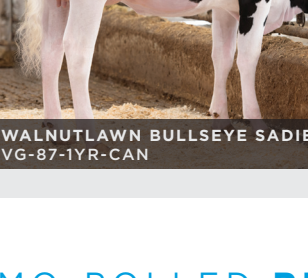
0200HO12090
FLY-HIGHER SUGARHIGH
(EINSTEIN x JUICY)




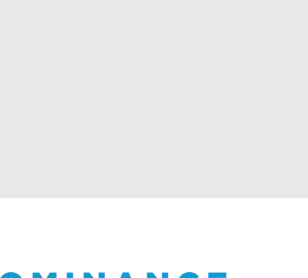
0200HO12146
PEAK ACHIEVE
(WHEELHOUSE x LIONEL)





0200HO12035
BACON-HILL COLDPLAY
(EINSTEIN x CORA)





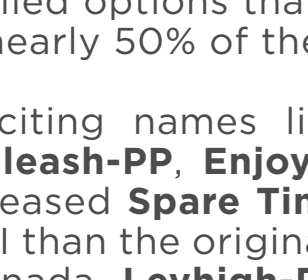
0200HO11862
WESTCOAST LAMBEAU
(PURSUIT x DOC)




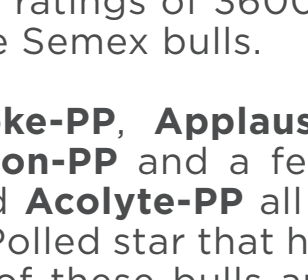
0200HO11832
PROGENESIS PINBALL
(CHALLENGER x IMAX)



0200HO12886
SILVERIDGE V EINSTEIN
(TOPNOTCH x DUKE)

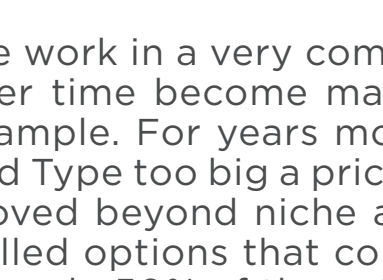


0200HO12134
AOT HOMERUN
(EINSTEIN x POSITIVE)






Type phenom, **MB-Luckylady Bulls-eye** triumphed with his first official Type assessment earning a very impressive +13 Conformation rating

0200HO12376
MB-LUCKYLADY BULLSEYE
DELTA-LAMBDA x UNIX



WALNUTLAWN BULLSEYE SADIE
VG-87-3YR-CAN



HOMO-POLLED RISE TO DOMINANCE

We work in a very competitive industry and there are interesting niches that over time become mainstream breeding goals. The polled gene is a great example. For years most producers considered the sacrifice on Production and Type too big a price to pay to pursue hornless cattle. No more. Polled has moved beyond niche and Semex is ready to compete. There are 23 Homo-polled options that combine ratings of 3600 LPI and greater than +10 Type – nearly 50% of them (11) are Semex bulls.

Exciting names like **Bespoke-PP**, **Applause-PP**, **Equity-PP**, **Currency-PP**, **Unleash-PP**, **Enjoy-PP**, **Gideon-PP** and a few exciting options soon to be released **Spare Time-PP** and **Acolyte-PP** all are now equal to or higher for LPI than the original Homo-Polled star that has been heavily used in western Canada, **Leyhigh-PP**. Many of these bulls are also A2 and a number them also bring the red gene. It's an exciting time to be exploring our many great polled options.

0200HO13309
HYLAND BESPOKE-PP RC
(LOGIC x RANGER-RED)



0200HO13408
BENBIE APPLAUSE-PP
(SHORTCUT P x A2P2-PP)



0200HO13411
CASHCOW EQUITY-PP RC
(SHORTCUT P x LUSTER-P)



0200HO13512
CASHCOW CURRENCY-PP RC
(RIGHT STUFF-PP x LUSTER-P)



0200HO13410
FRAHOLE VEC GIDEON-PP
(LOGIC x ALLDAY-P)



0200HO12671
CEDARWALD ENJOY-PP
(REMOVER PP x LIMELIGHT-P)



0200HO13350
WESTCOAST ACOLYTE-PP
(LEYHIGH-PP x REMOVER PP)



0200HO12714
DREWOLME LEYHIGH PP
(A2P2-PP x DELTA-LAMBDA)



A TIP-OF-THE HAT TO PROGENESIS

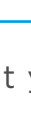



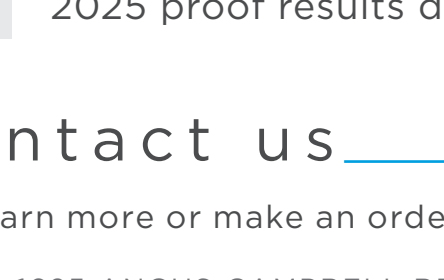
It's a delicate line that internal Product Development departments run at AI companies in delivering breed leading males and females while leaving competitive space to partner with top individual breeders too. Progenesis has done it about as well as any of them.

Progenesis has focused primarily on developing an ultra-competitive line of bulls and females to design top TPI and NM\$ sires from while sprinkling in some balanced LPI families to make the more traditional "Canadian-kind". Partnering with the **Walnutlawn**s, **Jacobs**, **Westcoasts** and **Comestars** and offering Early Release Semen to others with similarly interesting pedigrees ensures we have access to the right bulls for Canada to make our future Type Leaders. **With 36 of the top 50 genomic Type leaders in Canada carrying a 200HO code, the program is working well.**

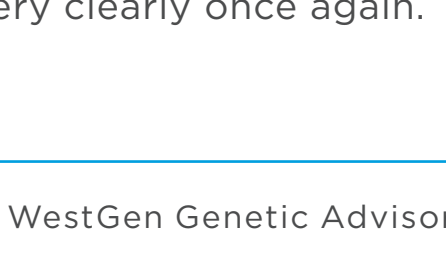
But developing LPI, Pro\$, TPI and NM\$ leaders is more difficult and requires access to top females to make them by. That's where an internal program is key. Case-in-point, two bulls – **Progenesis Watchman** and **Beyond Hi-Level** the #2 and #1 bull on the US High Ranking sire report. Watchman is already a 5th generation product of Progenesis breeding since one of the very early purchases Semex made in acquiring his 5th dam Tramilda Denver Whitney in 2016. Watchman sports an outlandish 3520 TPI and an 1102 NM\$ and is no doubt a key bull for creating sons and dams for Semex alongside profit-makers for western Canadian producers too.

Hi-Level is also an internally produced top-ranked sire, one of 12 brothers at Semex from the strategic investment in **AOT Deluxe Hi-Lighted EX-91-3yr**, his dam. From Hi-Level, mated to another 5th generation Progenesis maternal pedigree we see the #1 LPI and Pro\$ genomic female in Canada, **Progenesis Hi-Level Terrific** with 4191 LPI, 3870 Pro\$ and a whopping 302 kg combined F+P (206Kg F, and 96 kg P). The Progenesis program's success owes much as well to the industry-leading internal Bovine IVF platform, but that it is delivering a tremendous return for all Canadian producers is abundantly clear.

0200HO13135
PROGENESIS WATCHMAN
(SHEEPSTER x GAMEDAY)



200HO13044
BEYOND HI-LEVEL
(SHEEPSTER x HI-LIGHTED)



AOT DELUXE HI-LIGHTED
EX-91-3YR

Not all the proof day stories are about individual bulls. There is a great deal of strategy and planning involved in delivering top-ranked bulls. Semex and its domestic partners including WestGen owe a great deal to the passion of its people making the key product development decisions. Balancing the needs for an ever-changing industry to ensure we can compete with the world on producing milk and marketing genetics is something we should never take for granted.

We have long fought above our weight category and the August 2025 proof results demonstrate that very clearly once again.

contact us

To learn more or make an order, contact your local WestGen Genetic Advisor today.

1625 ANGUS CAMPBELL RD
1.800.563.5603
WESTGEN.COM

