



## APRIL 2010 Holstein Proof Highlights

The Spring 2010 Genetic Evaluation release certainly put a breath of fresh air into the Gencor sire line-up. There are several “new faces” in our proven SireLine, Genoline and Red & White product lines. Once again, Semex has the distinction of owning the highest new release sire, Canyon-Breeze *ALASKA*.

### New Additions to SireLine

Canyon-Breeze *ALASKA* (GP-SP'10) (Laudan x BW Marshall x Storm)

- ♦ *Alaska* is proven right here in the Gencor area and makes his debut with an impressive GLPI of 2039. From the family that gave us the popular Canyon Breeze Allen, this Lauden son has already achieved Superior Production status based on his milk volume along with solid component deviations of +.12% Fat & +.13% Protein. *Alaska* also excels in health traits with 106 Herd Life, 101 Calving Ability & 2.78 SCS. *Alaska* daughters are angular, strong, deep bodied cows who excel in mammary system. Udders are silky textured with deep median suspensory ligament and wide rear attachment. Ideally suited for all management systems, *Alaska* daughters are rugged dairy cows with a very desirable depth of heel. *Alaska* is a logical mating on daughters of Bonair, Dolman, Samuelo & Dundee.

Stantons *STEADY* (Ex-Extra'10) (Mr Sam x Convincer x Rudolph)

- ♦ *Steady* comes right from the heart of the popular Stress family and is our first proven son of Mr Sam, achieving “Class Extra” status on his very first proof release. Outstanding in many categories, *Steady* is a component specialist at +.52% Fat and +.09% Protein. *Steady* sits in the top 1% of the breed for Conformation at +14 and carries a no holes proof with not one negative trait in his entire Conformation breakdown. A true “Dairy Strength” bull, *Steady* daughters are angular, deep bodied & wide chested with silky well attached mammary systems. They are strong loined with ideal rump structure. As an added bonus, *Steady* is a calving ease sire with a herd life of 105 and SCS of 2.99. Double digit for Mammary System, Feet & Legs and Dairy Strength makes *Steady* a logical mating on Buckeye, Final Cut, Goldwyn, Morty and Tee Off daughters.

Regel *BACHELOR* (VG-ST'10) (Laudan x Stormatic x Bellwood)

- ♦ *Bachelor* is welcome new addition to SireLine and makes his debut as one of the best foot & leg bulls in the industry at +14. Daughters are clean boned with ideal ratings for leg set and rear leg rear view. Also positive for foot angle & heel depth the *Bachelor* daughters are very mobile and travel well on their feet & legs. *Bachelor* is a dairy strength sire giving beautiful chest width, angularity, body depth & ideal stature. Low on SCS at 2.82 the *Bachelor* daughters are a pleasure to work with, having a milking temperament of 109. *Bachelor* mates well on typical daughters of Talent, Spirte, Income, Outside and Final Cut.

### Highlights for the Proven Sires

- ♦ Semex’s popular sires like Crockett-Acres Eight, Morningview Ashlar and Dudoc Mr Burns stayed very strong and solidly hold the #5, 6 and 7 LPI positions. Mainstream Manifold is our highest LPI sire at +2758 (GMACE) plus, the popular type sire, Rietben Tee Off adds more than a dozen daughters and is still our best active sire for type at +15 Conformation. Check out our “Semen Special” for fabulous discounts on these “*Breed Leading Sires*”.

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## **GENOLINE - Genomic Young Sires**

The success of Genoline since being introduced in January has expanded our offering of these high genomic young sires. Five exciting new bulls have been added along with 2 bulls now being available with sexed semen.

Wabash-Way **EVOLVE** (Bolton x Shottle x Oman)

Sired by Bolton, the #1 LPI sire and from one of the most sought after families of the breed! At +3071 GPA LPI it's the family that dominates the LPI / TPI lists - the famous Elly's.

Hendel **MISCHIEF** (Bolton x Shottle x Durham)

Another outstanding pedigree with Mischief's full sister already commanding AI attention.

Rockymountain **TAILOR** (Baxter x Goldwyn x Allen)

An exciting Baxter son from the Tammy Allen family, *Tailor* is the best genomic tested Baxter son for Conformation at +17.

Ardross **STERLING** (Mr Burns x Shottle x Freelance)

The #1 genomic tested Mr Burns son in the industry from a former #1 LPI cow. Fabulous Sterling calves are already on the ground plus the added bonus of being a Red Factor sire!

Gillette **JORDAN** (Goldwyn x Durham x Leadman)

The excitement has already started on this popular Goldwyn son who is currently 75% GP on his milking daughters. Your chance to get in early!

## **Red & White Sires**

Sure-View **AUDACITY** Red - our new addition in January 2010, Audacity has moved up nicely in production adding over 300 kgs Milk, 14 kg Fat and 11 kgs Protein. He also gains a point on Conformation.

Greenlea **ARTIE**-Red -This popular "Cardinal Series" bull has the added bonus of now having sexed semen available on a pre-order basis. Contact your Gencor Representative for details & pricing.

Plattery Talent **LEONARD** - Red (Talent x Rubens) - From Swiss Genetics and available on a pre-order basis, this Talent son offers calving ease, easy milking, and high herd life.

## **Spring / Summer Semen Special** - On Sale From April 7 - August 13, 2010

Take advantage of our Semen Special. Mix and Match any of these sires for maximum discounts. FREE doses must be from the same sires purchased in this special.

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|--------------------|------------------|-------------------|----------------|
| ○ <b>Mr. Burns</b> | ○ <b>Steady</b>  | ○ <b>Mischief</b> | ○ <b>Arbor</b> |
| ○ <b>Manifold</b>  | ○ <b>Tee-Off</b> | ○ <b>Sterling</b> |                |

Buy 20 doses – get 5 FREE

Buy 50 doses – get 25 FREE

Buy 30 doses – get 10 FREE

Buy 100 doses – get 60 FREE

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Customer Profitability & Satisfaction - Our #1 Priority!*

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