

## A Message from Bill Young - General Manager, Select Sires Canada Inc.

*"Your Success Our Passion" accurately describes what we, at Select Sires Canada, are always working towards each and every day! Now is the time to reflect on the successes of the past year and plan for improvements in the upcoming year. Building relationships with our customers and better serving their genetic needs continues to be our primary focus at Select Sires Canada. Our team is always striving to be the best that we can be in all areas. Select Sires Canada would like to thank all of our clients for having the confidence to work with us. We want to express our appreciation for the trust that you have placed in our people and our products. I would like to wish everyone a Blessed Christmas and a safe and healthy 2014! - Bill Young*

**YOUR SUCCESS** *Our Passion.*

## HEALTH MARK Sires - Selecting for Healthy Cows

Breeding for improved health and well-being of our cows is an important topic that requires a comprehensive approach. Recently much media attention has been given to improving the immune response of cows. But, just as critical is breeding for cows that have the genetic ability to avoid disease. At the end of the day, we all want productive, healthy, fertile and easy-to-manage cows and breeding programs need to put some attention on all these areas. Focusing on one area (e.g. immune response) can lead to a lack of attention to other important areas and less than optimal results from your breeding program.

Existing genetic evaluations provide useful tools to help select for overall healthy cows. Traditionally these traits have not received much publicity. But, if you are interested in making genetic improvement in health traits, it's worthwhile to track down this information. Genetic evaluations for somatic cell score have established an excellent track record in identifying bulls that transmit reduced incidence of mastitis. Look for bulls with breeding values below 3.00 and remember that lower breeding values are desirable for this trait. Daughter fertility is a very good indirect indicator of cow health. Improving cows' immune response may not help them avoid metabolic diseases and it's clear that cows that are healthier in early lactation are easier to get pregnant. Bulls with breeding values above 100 are above breed average and likely have daughters that do better at staying healthy in early lactation. Calving problems in heifers is an issue that often leads to health problems later in lactation and again something that won't be improved by selecting for improved immune response. Look for bulls above 100 for both calving ability and daughter calving ability. Finally, when all the components fall properly into place, we end up with cows with long herd life. From an overall perspective, herd life is a good general indicator of the right traits in the right balance. Bulls with breeding values for herd life above 100 indicate those that transmit production, health and fertility in the right proportion.

Below is a comparison of progeny-proven sires that carry designations of transmitting superior health traits. The Select Sires bulls compare very favorably for their ability to produce daughters that calve easy, stay healthy and breed back while delivering better overall performance. After all, that is the point of breeding for healthier cows.

- Charles G. Sattler - Vice President, Genetic Programs - Select Sires Inc.

Proven Proof Sheet Sires	# of Bulls	Average Herd Life	Average Somatic Cell Score	Average Daughter Fertility	Average Calving Ability	Average Dtr. Calving Ability	Average LPI
Select Sires Health Mark	8	110	2.75	102	104	107	2736
Semex Immunity +	3	109	2.61	103	100	103	2673

Proven Health,  
Proven Fertility,  
Proven Longevity



## The True Mark of Healthy Cows

Observer



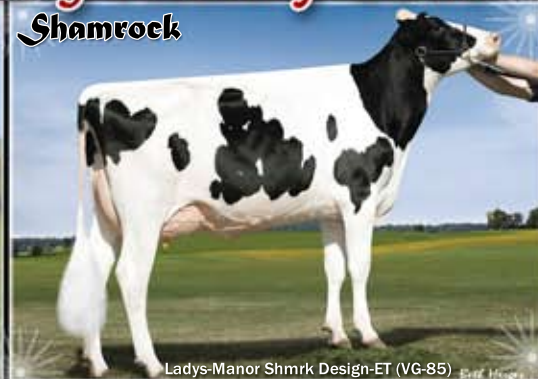
Rugg-Doc Obsv Carmindsay- ET (VG-86-VG-MS)

Dempsey



Morsan Dempsey Della (VG-87)

Shamrock



Ladys-Manor Shmrk Design-ET (VG-85)

Current Health Mark sires on our Price Sheet.

### Proven Sires

Bookem, Olegant, Shamrock, Dempsey, Observer, Atlantic, Watson, & Hero.

### Genomic Young Sires

McCutchen, Predestine, Distinction, Malone-Red, Greenway, Partyrock, & Mogul.





## Our Products:

Specifically designed to assist the cow when challenged by mycotoxins. DAIRY Maximizer improves silent heats and can lower somatic cell counts. DAIRY Maximizer is recommended when there is a combination of breeding, production and herd health problems stemming from mold-driven issues. Dairy Maximizer is more effective than other direct-fed microbials (DFM) due to the presence of L-Form Bacteria. Because L-Form bacteria are dormant until consumed and have an excellent shelf life, L-Form Bacteria survive when mixed with high mineral feed ingredients: allowing them to reach the lower digestive system unharmed.

If your herd is experiencing challenges, a Select Sires Canada Product Specialist or Sales Representative will come to your farm, take a sample of your feed and test for mycotoxins at no cost to you. We will then review the results with you to determine how Dairy Maximizer could work for you.

### OUR CUSTOMERS TALK ABOUT: Dairy Maximizer

Ferme Chalait, Roxton Falls, Que.

"We have been using Dairy Maximizer and DTX in our herd for two years now following a recommendation from our veterinarian. Today we are very pleased with the results obtained, as our somatic cell count has dropped by 100,000, the manure is more consistent, our conception rate has lowered by one breeding per cow and we have shortened the calving interval by 40 days. Thanks to these results, we are convinced that we have the right products to help improve our overall herd health." Jean-Sébastien Chagnon - Ferme Chalait.



### DECEMBER PROOFS - BY THE NUMBERS

#### Holstein Bulls

Top 100 Conformation bull (CDN): # 1 **Atwood** (7H010506) at +19 and #7 LPI bull.

Top 100 Young Sires GPA LPI Released in Canada (CDN): # 1 **Davinci** (7H012014)

Top 100 TPI (Holstein Association USA): **4 of the Top 10 are Select Sires'**:

#2 Bookem, #5 Robust, #7 Shamrock, #8 Gulf, #12 Observer.

Top 100 MACE LPI (CDN): **6 of the Top 10 are Select Sires'**;

including #4 Observer (7H010606) and #8 Bookem (7H010721)

#### Holstein Cows

Top 100 GPA LPI heifers over 9 months (CDN): **The Top 16 heifers are Select Sired** with 26 of the Top 28 being Select Sired from bulls such as: Supersire, McCutchen, and Mogul

Top 100 GPA LPI heifers under 9 months (CDN): **34 of the top 50 are Select Sired** from bulls such as: Supersire, McCutchen, Mogul and Predestine

Top 100 Cows for GEBV Conformation (CDN): 10 Cows are tied at #1.

**8 of the 10 are Select Sired** including the **#1 Cow sired by Atwood.**

#### Jersey Bulls

Top 100 LPI (CDN): **5 of the top 9 are Select Sires'** including #3 Valentino.

Top 50 Young Sires GPA LPI Released in Canada (CDN): **4 of the top 6 are Select Sires'** including **#1 Pilgrim** an upcoming Young sire.

#### Jersey Cows

Top 100 GPA LPI heifers over 9 months (CDN): **The top 7 are all Select Sired** with 11 of the top 12 also being Select Sired.

Top 100 GPA LPI heifers under 9 months (CDN): **7 of the top 12 are Select Sired.**



Your Success Our Passion

