

# WestGen<sup>TM</sup>

# BULLSEYE

## JANUARY 2015

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NEWS / IDEAS / HOT TOPICS / TRENDS

## More Growth Expected in 2015

After completing another successful year, the WestGen group of companies is poised for continued growth in 2015. This growth is only possible with the strong support from producers across Western Canada. We are your company and continue to push forward with initiatives that gain our members access to technologies that will help keep the west at the forefront.

In this edition of the Bullseye, you will read that over 100 donors have now been serviced through Boviteq West. Further, I'm pleased to report that the results being achieved at Boviteq West are extremely good and those strong results will serve to convince others of its value. It is but one example, but a poignant one to illustrate that WestGen exists to pioneer and is different from other semen companies operating in Western Canada.

As an owner in the Semex Alliance, we see continued expansion and growth on the international front as well. Top quality genetic products are a given, but consultative tools like SemexWorks help set this brand apart around the world and here at home. As owners of this company through your ownership of WestGen, you should indeed be very proud.

WestGen has created its aggressive path for growth with your board and senior management team recently establishing the company's strategic 10 year plan. While there is more to be added, the framework within which we will operate has been established. Included in that plan is transition into our new home on Angus Campbell road in Abbotsford. Concept plans continue to be developed and a date for construction will be decided in the near future.

Christmas is a time to give thanks and this year more than ever we recognize not one but 70 years of commitment and dedication. WestGen is Canada's oldest AI Company owned and directed by the Dairy and Beef producers of Western Canada. The past 70 years much like the last one have brought success and challenges to the business and through this all we remain committed and focused on our customers. Our company values, our esteemed customers, our valued partners and incredible staff are what fuel our growth and success. I'd like to take this opportunity to take a pause and say thank you, to each and every one of you who have joined us on our journey as a director, staff member or customer. It is the spirit of teamwork and working together in partnership that allows us to enjoy success.

On behalf of WestGen I wish you and your loved ones the very best in 2015, and I thank you for your ongoing support as we continue to grow in to the future. We couldn't do it without you.

Chris Parry  
CEO WestGen Group



## Boviteq West Continues to Grow

As we enter a new year with ambitious goals to grow and attain new heights with the expanding business in 2015, it is important to thank our customers who have helped us achieve a successful past year. We have now collected over 100 different donors with numerous pleasing reports of calves on the ground.

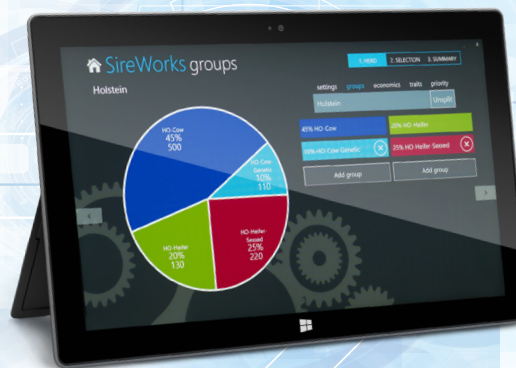
The business of IVF is constantly changing as improvements to processes increase efficiencies and reduce costs for our customers. A good example of this is the option to pool oocytes from several donors to create one IVF procedure. In addition, at the start of the year, almost all procedures to make female embryos required the semen to first be reverse-sorted, a costly process. Now, many of the top picks for embryo creation through IVF are available in sexed form, making this process more cost effective while still maintaining quality and consistency at Boviteq West.

We have restructured our price list as we enter 2015, which will reduce the cost of an individual IVF procedure for many of our customers. By capping the embryo creation fee at 5 embryos per procedure, producers can benefit from an overall cost reduction. In addition, Boviteq West will review the prices of pregnant recipients regularly to reflect current market values.

With cattle markets buoyed for another strong year, we are confident that the enhanced science of IVF is an innovative strategic option for your business. Boviteq West strives to make these services available, affordable and profitable for western farmers. Thank you for your confidence in us this past year – we look forward to serving you even better in 2015!



## WestGen Works with SemexWorks



**SemexWorks**  
A Step Ahead

There have been a multitude of tools to assist producers with their breeding programs, but none compare to SemexWorks. This is a genetic planning tool that was developed to make it easy for producers to identify needs and make decisions based on their own unique economics realities.

Developed by Jay Shannon and his terrific team at Semex, this is a revolutionary tool that asks questions and walks producers through the key decision-making process – and it turns the complex world of genetics into something

quite understandable and even, dare-we-say-it, fun! The software is delivered on a tablet with lots of easy to read graphs and delivers a genetic plan with clear return on investment numbers that help producers understand where the real value comes from in the myriad of genetic traits.

The tool is best utilized by having a sit-down - go through your own numbers - scenario where an appointment and a commitment to crunch the numbers together leads to a real plan that makes sense. This is how SemexWorks is best utilized. You can look at a variety of options after your key dairy metrics have been captured and see how different selection approaches can impact genetic progress but also the financial return to your operation. There is no other program like it, and you will be amazed at what it can do for your genetic planning.

SemexWorks can sort through bulls based on any set of criteria you may have for your operation. It can set up unique selection approaches for a number of different groups within the herd. No matter how you organize breeding on your dairy, this is a tool that can help simplify the planning and pin-point the expected outcome. Working side-by-side with your WestGen Genetic Advisor, the program is all about finding the best genetic solutions for your herd in real time. Your numbers, your goals, your plan. It's a first of its kind process that will change the way you do business. Contact your WestGen Advisor today and book your consultation!





# Education Awards

WestGen is pleased to announce the recipients of the 2014 WestGen Education Awards. Each of these selected students will receive \$2000 to assist them with their post-secondary agriculture studies. The selection committee was extremely pleased with the quality of applicants this year and encourages those not selected to apply again next year. Supporting youth and the development of the Western Canadian cattle industry are mandates of WestGen's Endowment Fund and we look forward to watching these students become successful in each of their chosen career paths.

## **Peter Jakobsen, Finnbea Holsteins, Calgary, AB**

*3rd Year Veterinary Medicine, University of Calgary*

My time at UCMV has equipped me with the skills and knowledge to practice good bovine medicine. When I graduate in 2016, I hope to use my education to work in a rural community as a mixed animal practitioner where I will be able to specialize and refine my skills in dairy medicine. I hope to provide veterinary services that will help to maintain the viability of the dairy industry in Alberta well into the future. In my professional career, I will strive to give back to an industry that has provided so much for me and my family.



## **Lorna Hamming, Martiann Holsteins, Delta, BC**

*1st Year Livestock Production, University of Fraser Valley*

Thank you WestGen for contributing to my post-secondary education. I am currently enrolled in the University of the Fraser Valley in the Livestock Production Program. After University, I plan to continue working on my family's dairy farm. Also, I would like to continue clipping and preparing dairy animals for the show ring and become a 4-H leader so that I can teach other young people how to do the same. A future goal of mine is to help the



public better understand how their food is produced, specifically dairy products. How I plan to do this is by processing our own milk into ice cream and possibly other products, on our family's dairy farm, then invite the public to come and see where their food comes from in a hands-on experience.

## **Lee Morey, Unique Stock Farm, New Rochester, AB**

*1st Year Agribusiness, Lakeland College*

I hope to make an impression on the dairy industry through genetic improvement, help the Jersey breed strive towards excellence and increase numbers in the west. Our family operation has already had bulls that have contributed to genetic improvement, and I hope to carry that on. I would like to breed show champions out west and down east that fill the milk bucket back at home. I am attending auctioneering school down in Montana in June. With this I would like to market high genetic cattle and promote Western Canadian genetics of all breeds.



## **Emily Boonstra, Boonstra Farms, Marquette, MB**

*2nd Year Agriculture Diploma, University of Manitoba*

I would like to thank WestGen for choosing me as a recipient for this award. Upon graduating from the agriculture diploma program at the University of Manitoba, I will continue my education with a degree in animal science where I plan to focus my study on ruminant nutrition. A career as an animal nutritionist will be my goal outcome. I have always believed that along with genetics, nutrition is one of the things farmers look at improving to increase production and health in their herds. In addition to this, I would like to continue in having a role on my family farm.





## Great New Options Keep Coming

It's easy to see why usage of daughter proven sires has lessened over the past year. With so many outstanding Genomax sires offered, it is understandable that producers want to incorporate many of them into their breeding program even if only in small increments. The fact that some producers now already have milking daughters of Facebook, Numero Uno and Supersonic as well as breeding age Enforcer and Doorman heifers only serves to reinforce that the strategy is a sound one. The December additions to the proof sheet are as exciting as ever and a case can easily be made that each one merits usage. Here's a run-down on why you should consider them.

### *Leaderwin Muscadet Mogul x Jeeves x Shottle*

The longevity genes he's predicted to transmit (119 Herd Life) come by way of Jeeves, an Outside son from a Duster dam – and while his LPI at +3338 is high, it's his TPI rating of +2633 that makes him a must-use sire. This Mogul sire of sons is easy to combine with the bloodlines you've been using and on health trait improvement he's hard to beat. Over time, as supply catches up with demand, his pricing will improve so use him now or use him then, but be sure to use him.



### *EDG Converse Doorman x Robust x Goldwyn*

Among Doorman sons he's easily the highest rated for LPI (+3368) thanks to a very favourable DGV rating (+3531). What's more his dam is by Robust, a Socrates son and still rather different for pairing with bloodlines used in Canada. The next dam back is Morsan Goldwyn Cash a full sister to Gold Chip. He represents extreme value for the investment and is a safe choice even for your heifers.

### *Walnutlawn Solomon Doorman x Lavanguard x FBI*



Solomon is an obvious choice to consider while Doorman demand continues to exceed supply. Top ranked Type (+20) to make the fancy ones will be his game while fixing rumps along the way. His dam is a maternal brother to Smokin who produced a number of really nice cows in western Canada too. Pair him with Doorman – you're bound to make some flashy ones!

### *Blondin Crasdale City PP Earnhardt P x Colt P Red x Goldwyn*

The Roxy family keeps on giving. City PP is our first homozygous polled bull, meaning 100% of his offspring will not need to be dehorned. His dam is a VG-2-YR daughter of Colt and she in turn is backed by 9 generations of EX dams, the 8th of which is Roxy. Commercially priced, we expect City PP will be a hit in the west!

### *RH Superman Supersire x Man O Man x Baxter*

He's here to save the world, ...Superman is ranked #2 for LPI (+3555) among active Genomic young bulls in Canada – even ahead of Supershot! His DGV for LPI is tops among the active bulls (+3761) – there is no one rated higher! Having over 220 kg of combined Fat and Protein without giving up anything on Herd Life (114) or Daughter Fertility (105) is why these cows will pay the bills year after year. He's obviously a sire of sons and while it is early, it is not too early to say he will make an impact on the breed. If you like to be at the fore-front, this is a bull to get you there and to keep you there.

## Super Results for Supersonic

It's still early enough in the transition to genomics to be pleasantly surprised when a bull, promoted immediately as a Genomax bull, later receives a strong endorsement via his daughter proof. The latest example is Misty Springs Supersonic, an early Super son who we introduced with some enthusiasm in 2011. He was a strong production improver with solid Type then and his numbers look remarkable unchanged today.

Supersonic is a brother to the very popular Bonair son, Superpower, and while their names start the same way, there are similarities and some significant differences in how the two bulls leave daughters. They both deliver strong production improvement from solidly built cows. Refreshingly, neither bull makes them too tall. Still, Superpower is perhaps more the frame bull, leaving wide rumps and deep ribbed cows while Supersonic leaves strong cows with width but not as deep nor as wide-rumped. On the other hand, with ratings of 108 for Daughter Fertility, 105 for Milking Speed, 108 for Milking Temperament and 110 for Daughter Calving Ability, Supersonic has the upper hand on health traits and can be expected to deliver daughters that wear exceptionally well.

Debuting at #13 on the TPI list, Supersonic gains all of his current MACE LPI proof information from his US daughter contingent. By April, however, expect him to stand on Canadian daughter information, similar to the results of Facebook this time around. There are already 86 daughters scored in Canada (current rating is 69% GP & Better with 8 VG daughters to date) so he is certainly off to a good start on that front.

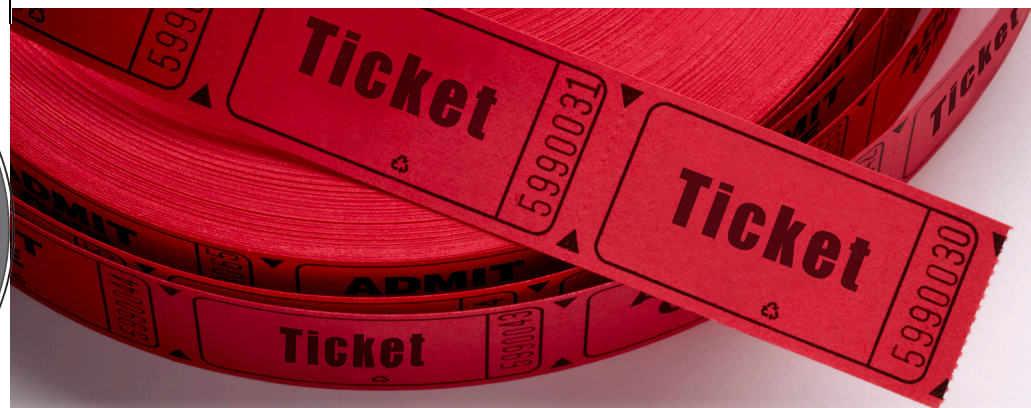
With fast milk out and high protein percentages in their milk, Supersonic is a logical mating sire for the many daughters tracing to Baxter bloodlines who often need help on both of these traits.





# WestGen Thanks You for Entering Our 1st Amateur Photography Contest

We were pleased to successfully complete WestGen's First Amateur Photography Contest and chose 3 winners for our categories of a picture of a *Cow in a Barn Setting*, a *Cow in Nature* and a *Cow with a Person(s)*. WestGen staff voted and Julia Los of Yellowhead County, AB won best photo for the *Cow in a Barn Setting* category. Sharene Oosterhoff of Telkwa, BC was our winner for best *Cow in Nature* category and last but not least Naomi Fournier of Enderby, BC won for best *Cow with a Person(s)*. We'd like to thank everyone for being a part of this year's contest, and we encourage you all to join in on the fun and submit your entries in 2015.



## The New WestGen 4-H Fundraiser with many prizes to be won!

WestGen is ready to kick off the new year with a brand new 4-H Promotion in 2015. In previous years, WestGen has organized 3 successful raffle promotions that have raised over \$60,000 for the Western Canadian Dairy 4-H Clubs. This year, we've decided to do something different to still entice those who have supported the fundraiser in the past but also to encourage new people to join in and help support these great clubs. As in previous years, the WestGen Endowment Fund is providing \$13,000 to finance this promotion.

During the months of February and March 2015, WestGen Genetic Advisors will be asking the dairy producers they visit if they'd like to make a donation to dairy 4-H in their province. Donations can conveniently be billed to their WestGen account. Donations can also be made online at [www.westgen.com/Donate](http://www.westgen.com/Donate). All donations will be matched dollar for dollar by WestGen, up to a maximum of \$10,000 matching funds! The total funds raised in each province will be divided by the number of dairy 4-H members and provided to their club in April. It's a convenient opportunity to provide substantial support to our future dairy industry leaders.

In addition to matching your donation, WestGen will provide 15 prizes to be randomly awarded to 15 lucky contributors. The prizes are:

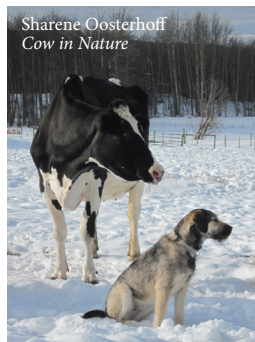
- 5 Limited Edition Montana Silversmith 'WestGen' Belt Buckles
- 2 Five Dose Packages of Superman
- 2 Five Dose Packages of Facebook
- 2 Five Dose Packages of Solomon
- 2 Five Dose Packages of Supersonic
- 2 Five Dose Packages of Numero Uno

These prizes can be won by anyone who donates so why not donate and have a chance to win an awesome belt buckle or WestGen semen from some of our high ranking bulls?

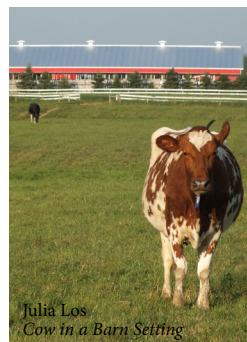
The prize draw will take place in the beginning of April so look for your WestGen Genetic Advisor in the new year and double your support of 4-H while getting entered to win!



Naomi Fournier  
Cow with a Person(s)



Sharene Oosterhoff  
Cow in Nature



Julia Los  
Cow in a Barn Setting

## What's Happening At WestGen

→ WestGen is looking forward to its Annual General Meeting which will be held on March 24, 2015. Join us for WestGen Days where you can experience a great event filled with speakers, dinner, entertainment, farm tours and more. Watch for more details at [www.westgen.com](http://www.westgen.com) and talk to your WestGen Genetic Advisor today about travel opportunities.

→ Interested in an opportunity to work at WestGen during the summer months? Gain some experience and industry know how and start achieving the goals of your future with WestGen. Check for details on our Marketing Internship at [www.westgen.com/about/careers](http://www.westgen.com/about/careers).



# Winner's Circle

A sincere congratulations to all breeders and owners

## VG First Lactation

**Branet Sid Myscarff VG-87**  
Bradley Bazinet, John & Victoire  
Stefkovic, MB & Fred Formwald  
& Sons Farms Ltd., SK

**Brummelhuis Windbrook  
Axelia VG-87**  
**Brummelhuis Lauthority  
Amanda VG-85**  
**Brummelhuis Seaver  
Faracha VG-85**  
**Brummelhuis Sid Acita VG-85**  
**Brummelhuis Windbrook  
Amibel VG-85**  
**Wendon Sid Destiny VG-85**  
Ten Brummelhuis Dairy, AB

**Lovhill Windbrook Kitkat VG-87**  
Garry & Dianne Lovich, AB

**Neuday Sid Geunevere VG-87**  
Morinville Hutterite Colony, AB

**Continental Jordan Jetta VG-86**  
Morinville Hutterite Colony, AB

**Glenridge Windbrook  
Ricarda VG-86**  
Donfield Farms Ltd., MB  
Glenridge Holsteins, SK

**Huntcliff Windbrook Kashi VG-86**  
**Huntcliff Lauthority  
Degree VG-85**  
Huntcliff Dairy, AB

**Larest GW Chocolate Chip VG-86**  
Southview Dairy, MB

**Mosnang Windbrook Aloe VG-86**  
Mosnang Holsteins Ltd., AB

**Myowming Jet Fever VG-86**  
Wilbur Hofstra, AB

**Oakparke Fever Princess  
1371 VG-86**  
Oakparke Holsteins, MB

**Raya Sid Carla VG-86**  
Raya Holsteins, MB

**Rietben Fever Dani VG-86**  
**Rietben Lauthority Quinn VG-86**  
Rietveld Dairies Ltd., AB

**Rockwater Winners Crissy VG-86**  
Ron Moroski, MB

**Roswitha Fever Mary VG-86**  
**Autumn Lane Fever Spice VG-85**  
Roswitha Holsteins Ltd., MB

**Aspenway Stallion Tattoo VG-85**  
Wilf Van Laar, AB

**Benner Lauthority Bash VG-85**  
Benner Holsteins Ltd., MB  
Pennview Farm, MB

**Benner Lauthority Brisk VG-85**  
Benner Holsteins Ltd., MB

**Benthemmer Fever Melody VG-85**  
**Benthemmer Lady Bug  
Reginald VG-85**  
**Benthemmer Windbrook  
Adelphie VG-85**  
Benthem Dairy Ltd., AB

**Blumenlee Dude Precious VG-85**  
Souris River Colony, MB

**Breevliet Fever 2664 VG-85**  
Breevliet Ltd., AB

**Brilyn SH Gold Charm VG-85**  
Scott Hastie, AB

**Bulrush Fever Jamaica VG-85**  
Bulrush Holsteins, MB

**Bulrush Fever Sparkle VG-85**  
**Continental Sid Silly VG-85**  
**Lakefield Windy Pattie VG-85**  
**Rainyridge Jordan Melissa VG-85**  
Lakefield Farm, MB

**Child Jordan 202 VG-85**  
Child Farms, AB

**Clearsky Seagual 1722 VG-85**  
Houweling Farms Ltd., AB

**Corlane Windbrook Milly VG-85**  
Corlane Holsteins Ltd., AB

**Crestomere Denzel Rene VG-85**  
Everett Simanton, AB

**Darcor Seaver Lulu VG-85**  
Darrin Rasmuson, AB

**DeWildt Seaver Pam VG-85**  
DeWildt Dairy, AB

**Detimdale Getta Fever VG-85**  
Tim Hofstra, AB

**Dewdrop Steady 2 VG-85**  
Valcreek Farms Ltd., AB

**Donfield Jordan Patty VG-85**  
**Donfield Sid Marquis VG-85**  
**Donfield Sid Precious VG-85**  
Donfield Farms Ltd., MB

**Falonsprings Sid Crystal VG-85**  
**Falonsprings Windbrook  
Grace VG-85**  
Falona-Springs Holsteins, AB

**Favour Clara Larson VG-85**  
Klass Vander Veen, AB

**Grass River Fever Daisy VG-85**  
**Grass River Fever Frieda VG-85**  
Grass River Colony, MB

**Huybregts Windbrook  
Golda VG-85**  
J. Huybregts, AB

**Innislake WB Cillenium VG-85**  
Innislake Dairy Farm Ltd., AB

**Jamevall Bloss Goldwyn VG-85**  
**Jamevall Daurel Lauthority VG-85**  
**Jamevall Dee Windbrook VG-85**  
**Jamevall Fever Terrie Lee VG-85**  
James Valley Hutterian  
Mutual Corp., MB

**Mageo Lavanguard Sassy VG-85**  
Mageo Pouteau Farm, MB

**Marsfield Lauthority Liza VG-85**  
**Marsfield Sid Jellene VG-85**  
Gert & Sonja Schryver, AB

**Marsfield Windbrook Sis VG-85**  
Erskine Farming Co. Ltd., AB

**Martnkay Windbrook  
Rayven VG-85**  
M&A Leyenhorst, MB

**Moralta Morty Juicy VG-85**  
Morinville Hutterite Colony, AB

**Mosnang Spectrum  
Prankster VG-85**  
Mosnang Holsteins Ltd. &  
David Hehli, AB

# Winner's Circle

A sincere congratulations to all breeders and owners

**ND Windbrook Snow 228 VG-85**  
**ND Windbrook Stella 211 VG-85**  
Northdale Dairy Farms Ltd., AB

**New Mars Lauthority  
Blueberry VG-85**  
**New Mars Sid Maple VG-85**  
**New Mars Sid Willow VG-85**  
**New Mars Sid Virgin VG-85**  
New Mars Dairy, AB

**Nifera Sid Stella VG-85**  
Nifera Holsteins, AB

**Plemark Steady  
Appalachian VG-85**  
Plemark Holsteins, MB

**Rainyridge Fever Clarie VG-85**  
Spruce Lane Dairies Ltd., AB

**Rockyacres Fever Fifi VG-85**  
Rocky Acres Dairy, MB

**Rockymountain Uno  
Lovely VG-85**  
Rockymountain Holsteins, AB

**Roneamar 1164 Windbrook  
Jacki VG-85**  
Roneamar Farms Ltd., AB

**Roselane Steady Bettina VG-85**  
Wim & Jenny Ruysch, AB

**Rumardale Fever Kagney VG-85**  
Rumardale Holsteins, MB

**\*Searock Crooner India VG-85**  
B. Steegstra & Sons, AB

**SIG024 Wendon Zimmer  
Cher VG-85**  
Wendon Holsteins, Zimmer  
Holsteins & Lucky Hill Dairy Ltd., AB

**Skycrest Windbrook  
Skittles VG-85**  
Skycrest Holsteins Ltd., AB

**\*South Four Lexx 127 VG-85**  
South-4 Custom Farms Ltd., AB

**Stony Hill Fever 170 VG-85**  
Stony Hill Dairy, AB

**\*Sunsar Cage Mandy VG-85**  
Sunsar Dairy, AB

**Trejeay Denzel 123 VG-85**  
Lakeside Dairy Ltd., AB

**Velthuis PH Windbrook  
Bayou VG-85**  
Blumengart Colony, MB

## First Time Excellent

**Roswitha Goldwyn Whitney EX-93**  
Roswitha Holsteins Ltd., MB

**Rietben Denzel Corsage EX-92**  
Rietveld Dairies Ltd., AB

**Westman Denison Gail EX-91**  
Laurie & Donna Harp, MB

**\*Blanshard Boston Levi EX-90**  
Blanshard Holsteins, MB

**Blumenlee Talent Louise EX-90**  
Blumengart Colony, MB

**Corlane Amanda Bonair EX-90**  
Corlane Holsteins Ltd., AB

**Crestomere Gold Rush EX-90**  
Everett Simanton, AB

**Detimdale Fizzle Titanic EX-90**  
Tim Hofstra, AB

**Elgrun Allen Celica EX-90**  
Grunwald Farms Inc., AB

**Garedon Dolman Lila EX-90**  
Garedon Holsteins, AB

**Gilperro Eva Goldwyn EX-90**  
Real J. Simon, MB

**Glenridge Goldwyn Dimples EX-90**  
**Hodglyn Goldwyn Lilly EX-90**  
Continental Holsteins, AB

**Innislake Stallion Fantastic EX-90**  
Innislake Dairy Farm Ltd., AB  
Spruce Lane Dairies Ltd., AB

**Jamevall Marice Talent EX-90**  
James Valley Hutterian Mutual Corp., MB

**Lampada Lheros Porsha EX-90**  
Fred Formwald & Sons Farms Ltd., SK  
Laurie & Donna Harp, MB

**Lovhill Goldwyn Haven EX-90**  
Garry & Dianne Lovich, AB

**\*Moo-Lait Vittorio Tannis EX-90**  
Moo-Lait Family Farm, AB

**Moralta Linjet Charlena EX-90**  
Morinville Hutterite Colony, AB

**Morsan Goldwyn Presence EX-90**  
Beemer Holsteins Ltd., Glen Felske,  
& Garry & Dianne Lovich, AB

**Mosnang Bonair Worm EX-90**  
Mosnang Holsteins & Markus  
Hehli, AB

**\*New Mars Laumega  
Bloom EX-90**  
New Mars Dairy Ltd., AB

**PDF Gibson Plenty EX-90**  
Prairie Diamond Farm, SK

**\*Quintus Checkmate Fern EX-90**  
**Quintus Goldwyn Anne EX-90**  
Quintus Dairy Ltd., AB

**Tolamika Goldwyn  
Mercedes EX-90**  
Wendon, Dardel, Bienert &  
Southrise, AB

**Trejeay 907 Denzel EX-90**  
Lakeside Dairy Ltd., AB

**Warden Final Cut Cindy EX-90**  
Goselink Holsteins, AB

## Super 3 Awards

**Blossomdairy Goldwyn Rose**  
**BCAs: 287 353 301**  
Blossom Dairy Ltd., BC  
Sunninghill Holsteins Ltd., BC

**Delaine Outside Chance**  
**BCAs: 272 307 269**  
Postma Dairy Ltd., SK

**Hyljon Goldwyn Haya**  
**BCAs: 301 307 301**  
Jim & Maryann Hessels, BC

**Oakparke Jasper Jana**  
**BCAs: 290 334 318**  
Oakparke Holsteins, MB

**Romsons Goldwyn Milky**  
**BCAs: 276 325 285**  
Will & Rob Rommens Dairies Ltd., AB

# Winner's Circle

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**Telford Zena Frosty**  
BCAs: 301 304 318  
Jim & Maryann Hessels, BC

**\*Tenhove Moreno April**  
BCAs: 287 315 297  
Aspenridge Farms Ltd., AB

## Longtime Production

**Aggies Rudolf Antonia**  
177,033kg 3.4%F 3.2%P  
Hermann Hueging, MB

**Wabybrook Outside Star**  
131,316kg 3.8%F 3.0%P  
Elmbridge Farms, BC

**Lavender Rubens Cookie**  
124,529kg 3.4%F 3.1%P  
Lavender Farms Ltd., BC

**Kelton Stormatic Rosetta**  
111,968kg 3.8%F 3.1%P  
Tony Van Garderen, BC

**Frueh Stormatic Jonie**  
107,753kg 4.0%F 3.0%P  
Frueh Farms Ltd., BC

**Starlane Outside Lana**  
106,111kg 3.4%F 2.9%P  
Van Zeggelaar Farms, AB

**Luchtenborg Income Lynette**  
105,578kg 3.6%F 3.0%P  
Sylvanside Dairy Ltd., AB

**Mazjestic Outside Tempest**  
102,359kg 4.0%F 3.3%P  
Joe Mazur, BC

**Ross Lake September Dottie**  
100,603kg 3.6%F 3.0%P  
Beyer Dairy Ltd., AB

**Delaine Outside Samantha**  
100,446kg 4.7%F 3.4%P  
Postma Dairy Ltd., SK

## Star Brood Awards

**Gen-I-Beq Morty Barbie 18\***  
Benner Holsteins Ltd., MB

**Eastside Lewisdale Gold Missy 12\***  
Westcoast Holsteins, BC

**Miss Paradises Presence 11\***  
Beemer, Morsan, Philco, AB

**Detimdale Broker Darbie 10\***  
Tim Hofstra, AB

**Deelet Freelance Char 9\***  
Twinairview Holsteins Ltd., MB

**Bulrush Outside Kate 8\***  
Bulrush Holsteins, MB

**Sunnyhome Goldwyn Marcie 8\***  
Sunnyhome Farms Ltd., BC

**Benner Goldwyn Jamarco 6\***  
Benner Holsteins Ltd., MB

**Bluegrass S Linjet Keys 6\***  
Benner Holsteins Ltd., MB

**Calbrett Goldwyn Liza 6\***  
Cedarwal Farms Ltd., BC  
Darren Crawford, BC

**Stanhope Hara Gibson 6\***  
Stanhope Dairy Farm Ltd., BC

**Wendon Triumph Divine 6\***  
Wendon Holsteins, AB

**Kerrose Lee Milly 5\***  
Morsan Farms Ltd., AB

**Bernalta Gibson Rosette 4\***  
Baumann Holsteins, SK

**Gejarojo Charles Candy 4\***  
Spruce Lane Dairies Ltd., AB

*\* Denotes daughters that resulted from her sire's sampling period.*

## CONGRATULATIONS

Our lucky jacket winners are Silvervale Farm, BC and Corey Stefanishon, AB.

### WANT TO WIN A JACKET?

All dairy producers who purchase semen are entered into a bi-monthly draw to be eligible to win.

### NEXT CLASSIFICATION

February - British Columbia

Have a classifier request a G-Mate for your herd from Westgen for FREE!

The WestGen Bullseye

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