



## Showcase SELECTIONS

**SIRES!**

We've listened to breeders around the world who exclusively want high Type bulls for the showing. The entire Select Sires GenerVations team is part of the effort to find the most dominate Type sires in the breed. You will see Select Sires GenerVations continuing to offer more of the breed's best for Type. We are proud to be the source of the breed's best and hottest Type sires including 7H09264 **DEMPSEY**, 7H010920 **GOLD CHIP** and 7H010506 **ATWOOD**; all impressive Showcase Selections bulls. These aforementioned Showcase Selections sires made an impression in the showing at the recent World Dairy Expo. Contact your Select Sires GenerVations sales representative to find out more about the industry's most elite group of sires - Showcase Selections sires!



## GOLD CHIP

(left) Duckett G Chip Tokyo (VG-87)  
(below) Jacobs Gold Liann (VG-85)



Select Sires GenerVations' sires won three premier sire banners at the World Dairy Expo.

**Premier Sire:**

Red & White show: **Advent-Red**

**Premier Sire:**

Brown Swiss Show: **Supreme**

**Premier Sire:**

Ayrshire Show: **Burdette**



## ATWOOD

(above) Jacobs Atwood Vedette (EX-95-EX-94-MS)  
(right) Lottos Atwood Lizette (VG-89-2YR-USA)



## DEMPSEY

(Top) Cavanaleck **DEMPSEY** Bozica (VG-89-EX-MS)

(Middle) Co-Vale **Dempsey** Dina (EX-91)







# NEW A2A2 Certification

What does this new logo mean to our breeders?



Select Sires has conducted additional DNA testing to certify which bulls are true A2 beta casein transmitters. The extra testing, supervised by The a2 Milk Company, provides more detailed results of which beta casein variants a sire transmits and also verifies those that are true A2 transmitters. Sires with the A2A2 genotype that have passed this verification testing will be identified with the above logo. This new logo is in the Canadian Holstein directory, US sire directory and on our website. Check out Sire directory for all our A2A2 sires including 7H010999 BRADNICK & 7JE1038 VALENTINO.

**Q & A with: Chuck Sattler, Vice President and Manager of Genetic Programs, Select Sires Inc.**

**Topic : The new A2A2 Logo - What does this new logo mean to our breeders?**

**Q:** To the customer, what is the advantage of seeing that a sire has the New A2A2 milk logo?

**A:** Ultimately the value of this logo is it identifies bulls that herds should use if they wish to market A2 milk. The logo assures breeders that when these bulls are bred to A2A2 cows they will produce daughters that make A2 milk 100% of the time. A portion of the daughters from bulls that don't carry the logo may produce milk containing A1.

**Q:** Is this logo the seal of approval to a breeder who wants an A2A2 bull?

**A:** Yes. The logo provides assurances that the bull has been tested with the most specific DNA test available for A2 and that the A2A2 result has been double checked.

**Q:** Will all our bulls be tested for this new logo if they have passed the previous tests for A2A2?

**A:** All bulls with semen routinely marketed that initially were tested as A2A2 will be re-tested with a more detailed test to see if they qualify to carry the logo.

**Q:** What does it mean now to a breeder who sees a bull is A2A2 but doesn't have this new A2A2 Logo?

**A:** A bull with an A2A2 result but not the logo means the bull has not completed additional testing.



Camphors BRADNICK Ann (VG-85-VG-86-MS-2YR)



Ahlem VALENTINO Bess 39705(VG-89%)

## ROBOT Specialists & Elite ROBOT Sires

"With the growing number of Robot herds, I believe it is important to take advantage of the available group of sires designated by Select Sires as ROBOT Specialists and as designated by Select Sires GenerVations as Elite ROBOT. Within the group of ROBOT designated sires, breeders can then choose to refine their search of sires to meet their breeding goals by other designations such as: HealthMark/Elite Health, FeedPRO/Elite Feed, Calving Ease/Elite CALVING, Showcase SELECTIONS, A2A2, Superior Settlers and gender SELECTed. At Select Sires GenerVations we are privileged to have sires to fit all breeders' needs. The ROBOT Specialist/ Elite ROBOT sires will allow breeders to breed cows to fit their breeding goals (LPI, PROS, TPI) while still being able to excel in their ROBOT environment."

**Lorne Briscoe**

**Eastern & East Central Ontario Manager  
Select Sires GenerVations Inc.**



Walnutlawn McCutchen Summer (VG-88-VG-87-MS)  
MCCUTCHEN: Robot Specialist & HEALTH MARK sire.

### PROVEN Sires – In our CANADIAN HOLSTEIN directory: designated ROBOT Specialists or Elite ROBOT

Bull Code	Name	Designation	Additional Designations	Per AUG/15 directory
7H010721	BOOKEM	ROBOT Specialist	FeedPRO, Calving Ease	
7H010920	GOLD CHIP	ROBOT Specialist	Showcase SELECTIONS, Calving Ease, genderSELECTed	
7H010947	INSPECT	ROBOT Specialist	HEALTHMARK, Superior Settler, Calving Ease, genderSELECTed	
7H011351	SUPERSIRE	ROBOT Specialist	FeedPRO, HEALTHMARK, Superior Settler, genderSELECTed	
7H011477	MCCUTCHEN	ROBOT Specialist	HEALTHMARK	
250H01002	EPIC	Elite ROBOT	Elite HEALTH, Elite CALVING, Elite SEXED	
250H01009	BREWMASTER	Elite ROBOT	Elite FEED, Elite HEALTH, Elite CALVING	

### SUPER SAMPLERS – In our CANADIAN HOLSTEIN directory: designated ROBOT Specialists or Elite ROBOT

Bull Code	Name	Designation	Additional Designations	Per AUG/15 directory
7H011926	DEFENDER	ROBOT Specialist	FeedPRO, Calving Ease, genderSELECTed	
7H012095	MALLINGER	ROBOT Specialist	FeedPRO, Superior Settler, Calving Ease, A2A2 MILK CO.	
7H012105	REFLECTOR	ROBOT Specialist	FeedPRO, HEALTHMARK, A2A2 MILK CO., gender SELECTed	
7H012111	DRAGONHEART	ROBOT Specialist	FeedPRO, HEALTHMARK, Superior Settler, Calving Ease, A2A2 MILK CO.	
7H012159	SHANAHAN	ROBOT Specialist	FeedPRO, HEALTHMARK, Calving Ease	
7H012165	MONTROSS	ROBOT Specialist	FeedPRO, Superior Settler, Calving Ease, A2A2 MILK CO.	
7H012198	KINGBOY	ROBOT Specialist	HEALTHMARK, Superior Settler, A2A2 MILK CO., gender SELECTed	
7H012237	NOLAN	ROBOT Specialist	FeedPRO, HEALTHMARK, Superior Settler	
7H012310	BANKROLL	ROBOT Specialist	Showcase SELECTIONS, gender SELECTed	
7H012357	PENLEY	ROBOT Specialist	FeedPRO, HEALTHMARK, gender SELECTed	
7H012358	PENROD	ROBOT Specialist	HEALTHMARK	
7H012379	MASCAL	ROBOT Specialist	FeedPRO, HEALTHMARK	
7H012390	GUN	ROBOT Specialist	FeedPRO, HEALTHMARK, Superior Settler, gender SELECTed	
7H012431	RIDGE-P	ROBOT Specialist	Polled	
7H012436	PAT-RED	ROBOT Specialist	FeedPRO, Red, gender SELECTed	
7H012474	JUNO-P	ROBOT Specialist	Polled	
7H012533	HOTSHOT	ROBOT Specialist	FeedPRO, HEALTHMARK	
7H013035	MODESTO	ROBOT Specialist	FeedPRO, HEALTHMARK, Superior Settler, gender SELECTed	
7H013093	DAMARIS	ROBOT Specialist	FeedPRO, HEALTHMARK, Superior Settler, Calving Ease, gender SELECTed	
7H013140	SYNERGY	ROBOT Specialist	FeedPRO, HEALTHMARK, gender SELECTed	
7H013251	JETT	ROBOT Specialist	FeedPRO, HEALTHMARK	
250H012413	EZIO	Elite ROBOT	Elite FEED, Elite SEXED	
507H012569	HEISENBERG	ROBOT Specialist	HEALTHMARK, gender SELECTed	