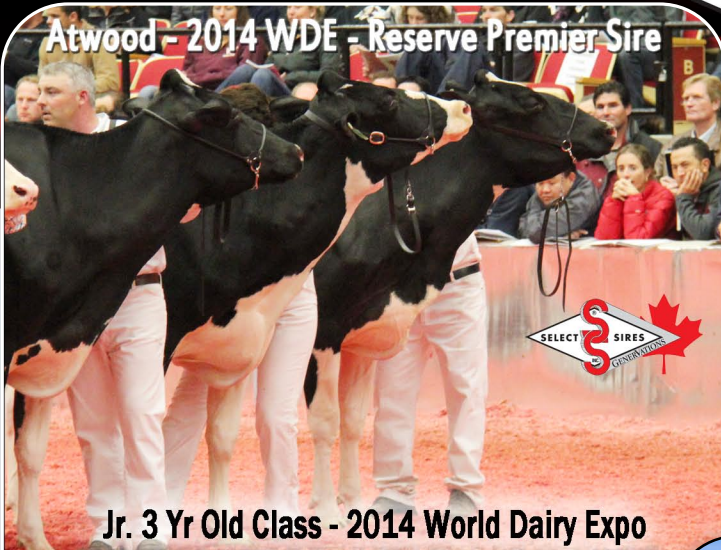


Select



October 2014
Issue # 13

Atwood - 2014 WDE - Reserve Premier Sire



Jr. 3 Yr Old Class - 2014 World Dairy Expo



(R to L) 1st - Jacobs Atwood Vedette (VG-89) & Res. Int. Champion WDE 2014
2nd - BVK Atwood Abbie-ET (VG-89)
3rd - Windy-Knoll-View Parfait-ET (VG-89)

Connections

Your Success Whether your success is in the show ring or on Classification day, it starts with your sire choice. Select Sires GenerVations has the sires you are looking for; from proven sires to young sires. It's *Our Passion!*

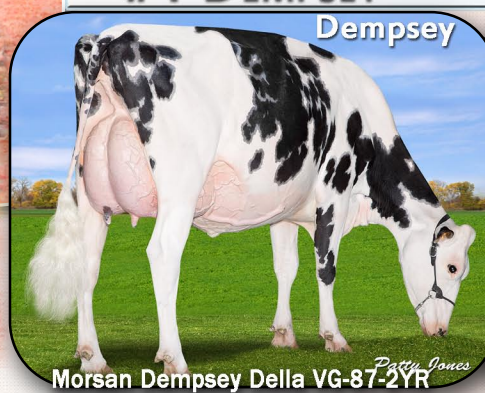
**Top Sires according to Ave. Final Score of 1st Lactation Daughters
July/August 2014 - HOLSTEIN CANADA**

Top Sires with 100+ Daughters
Classified in Two-Mth Period

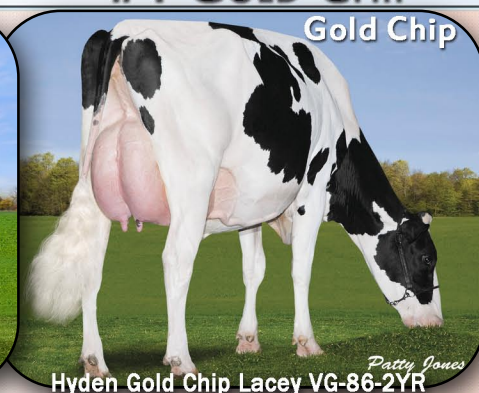
#1 DEMPSEY

Top sires with 30-100 Daughters
Classified in Two-Mth Period

#1 GOLD CHIP



Morsan Dempsey Della VG-87-2YR



Hyden Gold Chip Lacey VG-86-2YR

Select Sires GenerVations - Fertility without Compromise!

By LYLE KRUSE - Vice President US Market Development - Select Sires Inc.

The opening sentence of the Select Sires Mission Statement states that "Select Sires is committed to be the premiere provider of highly fertile superior genetics". The Select Sires mission to provide our members/customers with the highest fertility semen available in the industry is a 24 hour-7 days a week commitment. This commitment starts with the best care for our elite sires; backed by extensive health testing. Semen is harvested from the bulls with a focus on yielding high quantities of quality semen in addition to accurate identification. The ejaculate is evaluated for appearance, volume, sperm motility, morphology and concentration. Semen collections that pass the initial quality standards are extended using a proprietary semen extender, that also contains antibiotics and glycerol which provides the optimal environment to prolong sperm life through the freezing, storage, and thawing process. Once semen is extended, has cooled to 5° C, and final dilution has occurred, it is packaged by filling in ½ cc straws. The filled straws are placed on metal racks for freezing and, once frozen in liquid nitrogen, are packaged in goblets of five straws each. Two goblets are placed on metal canes for permanent storage prior to on-farm use.

The key to Select Sires fertility commitment is the consistent adherence of stringent quality control standards. The most stringent quality control tests begin the day after semen is frozen and prepared for storage. Sample straws from each batch of frozen product are thawed in 36° C water and evaluated for percentage of sperm motility. Select Sires goes above and beyond industry standards by also incubating thawed straws for three hours at 36° C (which creates a stressful environment for sperm) and evaluating the sample for percent motility.

Another part of Select Sires' semen quality control battery is the evaluation of sperm plasma membrane integrity and DNA stability using flow cytometry staining procedures. The flow cytometer is capable of evaluating many thousand spermatozoa in less than a minute, making this a very effective method to quantify semen quality with a high degree of precision and accuracy. Semen is also routinely evaluated for morphological abnormalities. Whether the abnormality is inherited, or environmentally induced, a high percentage of abnormal cells in an ejaculate can result in poor fertility. Ejaculates with a high percentage of normal sperm have the highest likelihood of having good fertility.

Select Sires' time-tested minimum standards for each quality parameter maximize the number of highly fertile ejaculates placed into inventory. From the initial collection of a bull's ejaculate, to the post-freeze quality evaluations, over 15% of all collections are discarded at various points along the way to assure you that all semen shipped to our sales and service team have the Select Sires stamp of quality approval.

Select Sires also boasts the world's largest field fertility program, known as the Program for Fertility Enhancement (PFA). Over 165 herds across the U.S. have agreed to partner with Select Sires in order to test new techniques for extender formulation and processing. Extensive real-world data from these dairy operations helps Select Sires verify improvements before they are put into every-day use.

The evidence of Select Sires commitment to semen quality is clear in the data from 3rd party fertility summaries. The USDA/CDCB sire summaries include a summary of Sire Conception Rate (SCR), which is based on actual field use of semen in dairy herds across the U.S. In the August 2014 sire summary, Select Sires again leads the A.I. industry with the most active proven and young sire Holstein sires that are plus for Sire Conception Rate. We continue to fulfill our Mission Statement of being the premiere provider of highly fertile, superior genetics!

Select



October 2014
Issue # 13

Our Products: **SOP®**



Connections

Select Sires GenerVations is proud to be the exclusive distributor of **SOP® Products** in Canada. The **SOP® Products** are formulated with the innovative physics based Sirio Operating Process®. **SOP® Products** are a new generation of environmental products. Capable of a higher level of performance than conventional environmental products; **SOP® Products** work towards long term control of environmental pathogens (coliforms, Streptococci, Staphylococci), lower SCC, higher milk quality, improved productivity and less environmental mastitis and hairy heelwarts. The result is savings in time, money and a significant improvement in the quality of the lives of the animals, the farm environment and people living and working in it.

SOP® Products are offered in different application forms; whether you are working with your calves/heifers or milking cows:

SOP® GOLD COW - Added daily to the TMR or to the feed ration, becomes active when excreted by the animal into the environment.

SOP® EASYCOW - A ready-to-use, granular product to be spread by hand or with a handy measuring cup. Optimal for all types of housing.

SOP® GOLD CALF - For the bio-hygienization and comfort of the bedding of calves by opposing the development of environmental, pathogenic, microbial load and the emission of ammonia. **SOP® GOLD CALF** is added directly to the feed ration and it bio-hygenizes when it is excreted by the animal.

SOP® EASYCALF - A ready-to-use, granular product to be spread by hand or with a handy measuring cup which efficiently reduces ammonia emissions from bedding (the cause of coughs, respiratory problems and pulmonary lesions) and results in better calf health, allowing the calf to grow faster.

SOP® LAGOON - Minimizes surface crust in storage pits, reduces ammonia gas, lowers agitation costs and

increases fertilizer value with this easy to use product. This results in less ammonia, less nitrate pollution, less risk of crop scorching, improved fertilizing capacity and fewer unpleasant smells during storing and spreading.

All of the above **SOP® Products** are available from your **Select Sires GenerVations** sales representatives today. Call to ask for your personalized protocol for using **SOP® Products** in your herd.



"We have used **SOP® C COW** and then **SOP® EASYCOW** for over 4 years. We were dealing with some mastitis and Somatic Cell Count (SCC) issues when we started using **SOP® Products**. Over the past 4 years, **SOP® Products** have helped us keep our mastitis treatments to a minimum and our SCC score has remained low."

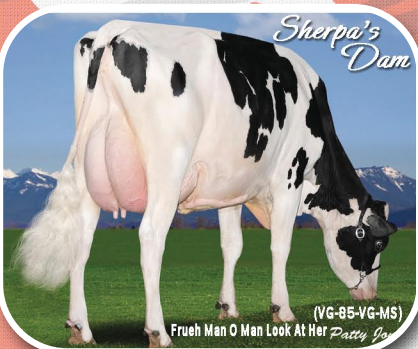
Pineview Farms
(Des Enright & Sons)
- Joe Enright, Cobden, ON.
(Pictured applying **SOP® EASYCOW**.)

Introducing Select Sires GenerVations ELITE SIRE PROGRAM

Our first 250HO sire released under this program is:
Similar to Select Sires Inc. Super Samplers (7HO),
expect Select Sires GenerVations Elite Sire program (250HO)
to spark your interest in our new *Elite* young sires!

250H01136
Sherpa
(MOGUL x MAN O MAN)

Breed-leading Milk, Fat & Protein **MOGUL** son!



+3435 DGV CANADA
+2494 GTPI USA
+2,001 kg Milk
+74 kg Fat (+0.00%)
+73 kg Protein (+0.06%)
+13 Conformation
+12 Mammary System
+12 Feet & Legs
2.81 Somatic Cell Score
+3245 GPA LPI 08/14 CDN

Contact your Sales Rep today!

Contest



Win 2 Free Select Sires GenerVations Jackets
with your Farm Name!

Tell us who your Select Sires GenerVations Sales Representative is to be entered
into our Draw. **Deadline: DEC 1st, 2014**

Send your email to: sdion@selectgen.com

Subject Line: **Select Connections Contest**

In the body of the Email tell us your: **Full Name, Full Mailing Address, Phone #, Email Address, Herd prefix and the name of your Select Sires GenerVations Sales Representative.** Only one entry per Prefix

The Winner will be announced in December's **Select Connections!**

Ask your Sales Rep about our Jacket Special!