

SELECT SIRES

GENERATIONS

Select Connections

SELECT Highlights

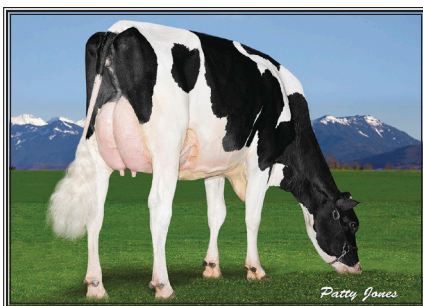
#1 and #2 GLPI sires call Select Sires GenerVations home.

BREWMASTER remains the top GLPI (+3173) and Fat (+134kg) sire in Canada after August's proof release! He also regained his position as leading Pro\$ sire (+2342). BREWMASTER has been the #1 GLPI sire for five consecutive proof rounds.



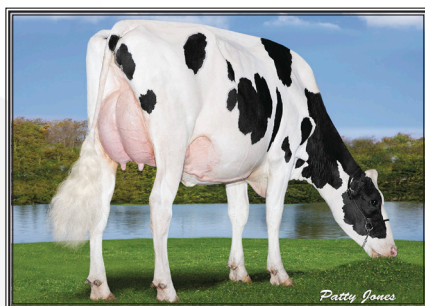
Suntor Brewmaster Emilia (EX-90-EX-MS),
Suntor Holsteins, Ormstown, QC

MOGUL is now the #2 GLPI sire (+3163); making an impressive jump from 8th to 2nd this proof round. MOGUL remained in the top 10 for GTPI® (+2514) and is #6 PRO\$ sire (+2233). MOGUL daughters are impressing breeders worldwide.



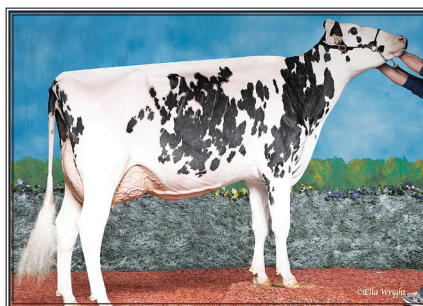
Jolicap Mogul Whisky-ET (VG-87-VG-87-MS),
Cedarwal Farms LTD, Abbotsford, BC

MCCUTCHEN continues to be the #1 sire for F&L in Canada at +18. When looking at Udders and F&L combined, MCCUTCHEN is #1 (+13MS +18F&L). Following closely, **ATWOOD** (+15MS, +15F&L) and **GOLD CHIP** (+15MS, +15F&L) are tied for #2.



Walnutlawn McCutchen Summer (VG-89-EX-MS),
Walnutlawn Farms, ON.

DEFIANT is the new #1 proven Type sire in the U.S. with an impressive +3.8T. This BRAXTON x Goldwyn son from the famous Debutante Rae family is a RDC sire boasting +2.67UDC and +2.68FLC. **ATWOOD** is the #2 proven Type sire in the U.S. with +3.65T.



Lovhill Defiant Rumrunner (VG-87-VG-87-MS),
Lovholm Holsteins, SK

NOTEWORTHY

7HO11926 DEFENDER

(MOGUL x ManOMan x DURHAM)

DEFENDER is a very early proven MOGUL son. A Calving Ease sire built for longevity with terrific Type (+14) and Udders (+14).

550HO1040 CALENDAR

(Snowman x Baxter x Goldwyn)

An Elite Type (+16) sire from a different sire stack with nice udders (+12) and Feet & Legs (+15). Available in *gender* SELECTed semen only. For conventional semen use **250HO1039**

CARMELLO (Genomic Identical to CALENDAR).

SexedULTRA™ - Benefits

Sex-sorted semen involves a sophisticated combination of stains, lasers and a slight electrical charge to sort cells into the appropriate containers. Initially, sex-sorted semen had a significantly lower conception rate than conventional semen. On-going research and development projects have led to faster sorting machines, more efficient protocols and a higher fertility product. Select Sires' Program for Fertility Advancement™ (PFA™) has conducted numerous research projects in herds across the U.S. Results have found that the SexedULTRA processing method has led to a 4.5% rise in actual conception rates.

gender **SELECTed**™

Currently, all *gender* SELECTed semen available through Select Sires GenerVations is processed using the SexedULTRA method.

OUR BEST ARE SEXED

Select Sires GenerVations has many of our top ranking sires *gender* SELECTed including proven sires:

BREWMASTER, MOGUL, MCCUTCHEN, GOLD CHIP, EPIC, ATWOOD, and new releases **CALENDAR, DEFIANT, MAYFLOWER** and **DEFENDER**.

Some top genomic young sires *gender* SELECTed include **BEEMER, DIAMONDBACK, KINGBOY, JACOBY, MODESTY, JEDI, BANDARES, FLAGSHIP, LEGENDARY, CALLEN** and **DUKE**.

Consult with your sales representative for the complete list of *gender* SELECTed sires available.



Misty Springs Defender Sera (GP-81),
Misty Spring Holsteins, Little Britain, ON

Fertility without Compromise

By Lyle Kruse — Select Sires Inc. Vice President U.S. Market Development

Select Sires is committed to be the premiere provider of highly fertile superior genetics.

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 into ½ cc straws. The filled straws are placed on metal racks for freezing in liquid nitrogen and, once frozen, 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 37°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. This is a very effective method to quantify semen quality with



a high degree of precision and accuracy. Semen is also routinely evaluated for morphological abnormalities. 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 10% 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 2016 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!

High Sire Conception Rate (SCR) Sires

Using high Sire Conception Rate (SCR) sires can also provide outstanding genetic improvements in production, type, health or fitness, to meet your breeding goals. From the results of research under the PFA program, processing improvements have been made in our laboratories.

These improvements have made Select Sires home to more breed-leading SCR sires, combined with great genetics, to meet our customers' individual breeding goals. Look no further than Select Sires GenerVations for the best combination of leading genetics

with reliable fertility.

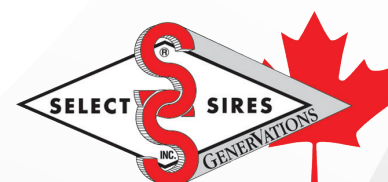
Our current price sheet has 11 proven sires with SCR >1.5 including: **ATWOOD, SUPERSIRE, BRADNICK, MAYFIELD, COURAGEOUS, BROKAW, MAYFLOWER, DONATELLO, MORGAN, DEFIANT,** and

MCCUTCHEN. Our price sheet has 6 young sires with SCR >1.5: **BOWEN, BEEMER, DIAMONDBACK, KINGBOY** and **MAIN EVENT.** For a full list of all our high SCR sires available, contact your Select Sires GenerVations sales representative. We have a sire for you!

ALL ACTIVE HOLSTEIN SIRES*:			
SIRE CONCEPTION RATE			
STUD	+1.0 SCR or higher	+2.0 SCR or higher	+3.0 SCR or higher
Select Sires	114	69	24
Competitor A	50	18	2
Competitor B	39	12	1

08/16 Holstein Active A.I. Listing. * Includes all active Holstein proven and young sires

Select Sires
GenerVations
provides the
greatest number of
high ranking SCR
sires in the industry.



YOUR SUCCESS *Our Passion*

Source: 08/16 CDN Data, 08/16 USDA-CDCB Data.™ Program for Fertility Advancement and PFA are trademarks of Select Sires Inc.®TPI is a registered trademark of Holstein Association USA.