

# Select



# Connections

## HealthMark & FeedPRO

### Producing Cows that are Healthy, Long-Lasting, and Efficient!



HealthMark was developed to help producers easily identify **health-trait specialists**. Sires carrying this designation are selected based only on health traits: **Daughter Pregnancy Rate (DPR), Productive Life (PL) & Somatic Cell Score (SCS)**. Incorporating genetic marker data helps Select Sires identify these sires earlier and with more confidence. The **HealthMark** logo is used with any 7 code sires. **Elite Health** is our designation used on any 250 code sires and is equivalent to **HealthMark** traits.



New Release 7H011383 **MORGAN**



Sandy-Valley **MORGAN** Calvary (VG-87)  
David, Patrick, Frank, Jr. & Gregory Bauer, WI.



FeedPRO identifies sires that meet the index criteria which predict **greater income over feed cost** and excel in traits that meet the needs of today's commercial dairy producers. The FeedPRO index optimizes the selection for **increased production and moderate body size** while **maintaining body condition score and daughter fertility**. The **FeedPRO** logo is used with our 7 code sires. **Elite FEED** is our designation used on our 250 code sires and is equivalent to **FeedPRO** traits.



Our current Proof sheet has many HealthMark & FeedPro sires to meet your breeding goals:

**PROVEN SIRES - HEALTH MARK** **Elite HEALTH**

250H01009 <b>BREWMASTER*</b>	7H010606 <b>OBSERVER*</b>
7H011477 <b>McCUTCHEN</b>	7H011383 <b>MORGAN*</b>
7H011351 <b>SUPERSIRE*</b>	7H011525 <b>DONATELLO*</b>
250H01002 <b>EPIC</b>	7H011488 <b>BRANSON*</b>
7H011283 <b>MAYFIELD*</b>	7H011288 <b>MAYOR</b>

**YOUNG SIRES - HEALTH MARK** **Elite HEALTH**

7H012198 <b>KINGBOY</b>	250H013261 <b>MISSLE*</b>
7H012228 <b>KINGPIN</b>	7H012222 <b>KIAN</b>
250H01127 <b>MAIN EVENT*</b>	250H013233 <b>DRIVER</b>
7H012491 <b>DERWOOD</b>	

\*Sire is HealthMark/Elite HEALTH and also FeedPRO/Elite FEED

**PROVEN SIRES -** **Elite FEED**

250H01009 <b>BREWMASTER*</b>	7H010606 <b>OBSERVER*</b>
7H011314 <b>MOGUL</b>	7H011383 <b>MORGAN*</b>
7H011351 <b>SUPERSIRE*</b>	7H011525 <b>DONATELLO*</b>
7H010721 <b>BOOKEM</b>	7H011749 <b>COURAGEOUS</b>
7H011207 <b>PUNCH</b>	7H011488 <b>BRANSON*</b>
7H011283 <b>MAYFIELD*</b>	

**YOUNG SIRES -** **Elite FEED**

7H013262 <b>PREMIUM</b>	250H013261 <b>MISSLE*</b>
250H01123 <b>MOTIVATOR</b>	7H013261 <b>BOWEN</b>
250H01127 <b>MAIN EVENT*</b>	250H01118 <b>PEPPER</b>
7H011926 <b>DEFENDER</b>	250H01131 <b>SALT</b>

BREWMASTER



**#1 LPI +3199**  
**#1 PRO\$ \$2330**  
**#1 FAT +135kg**

Swan

Patty Jones

## #1 Sires in Canada

CDN 12/15

**MORE #1 SIRES - CDN 12/15**

**BROKAW #1 MS +17**  
**SHAW #1 MILK +3138**

**JERSEY #1 SIRES - CDN 12/15**

**DIGNITARY #1 LPI +1904**  
**DIGNITARY #1 PRO\$ \$1577**

DEMPSEY



**#1 TYPE +18 TIED**

Vicki Fletcher

Dina

McCUTCHEN



**#1 F&L +21**

Summer

Patty Jones

GOLD CHIP



**#1 TYPE +18 TIED**

Cybil Fisher

Diann

SUPERSIRE



**#1 TPI +2719**

Post Love

Patty Jones

# Do you want a VG 2 YR Old?

Top 10 Actively Marketed Sires  
(with over 60 VG 2 Yr Olds in Canada in 2015 - per Holstein Canada\*)  
Ranked by Highest % of 1st Classification VG

## Ranked by Highest Percentage of 1st Classification VG 2 Yr Olds

Rank	Actively Marketed Sires
1	G W ATWOOD 
2	McCUTCHEM 
3	GOLD CHIP 
4	MOGUL 
5	BRADNICK 
6	DEMPSEY 
7	competitor's sire
8	competitor's sire
9	WINDHAMMER 
10	EPIC 

Select Sires GenerVations has the Top 6 Sires and 8 of the Top 10 sires with the highest % of 1st Classifications VG for 2015\*. All these sires are available for purchase from your Select Sires GenerVations sales reps today!

If you want a VG 2YR old, look no further than Select Sires GenerVations.

Get the odds in your favour!

**YOUR SUCCESS** Our Passion

\*Data from Holstein Canada for the time period of Jan 1 - Dec 8, 2015

# NEW RELEASE - Proven SIREs

7H011383 S-S-I Bookem **MORGAN-ET** (EX-91) (BOOKEM x Shottle)  
Breed's new #1 TPI new active AI graduate at +2501. (#6 TPI in the breed)  
Solid Milk at +1126. High PL at +7.6 and Fertility at +1.9SCR  
**FeedPRO, HealthMark, Superior Settler & Calving Ease Sire.**

250H011594 Wargo-Acres **MERRITT** (VG-87) (BOOKEM x Shottle)  
PGAC graduate - Top 20 LPI at +2921 with +11 Type.

7H011749 Larcrest **COURAGEOUS-ET** (ROBUST x PLANET)  
Top 25 TPI at +2392. Solid Milk at +1294. **FeedPRO & Calving Ease Sire.**

7H011525 Mr OCD Robust **DONATELLO-ET** (ROBUST x PLANET)  
#7 TPI at +2496 with Solid Milk at +1223. **FeedPRO & HealthMark Sire.**

## Brown Swiss

7BS852 Jobo Wonder **BOSEPHUS-ET**™ (Wonderment x Cert Pronto)  
Showing - style for all markets, backed by multiple generations of EX dams.  
Amazing UDC at +1.08. **FeedPRO, Superior Settler & genderSELECTed Sire.**

## PGAC SUCCESS STORY: The Rock Solid consistency of Dempsey

By Kevin Jorgensen, Holstein Sire Analyst, Select Sires Inc.

Perhaps the truest testament to a customer satisfaction sire is when you know exactly what you are going to get and 7H09264 Dempsey definitely has delivered that since his initial release. Dempsey was bred in Wisconsin by Robert and Randy Nigh. They had purchased the dam as a heifer in Iowa as a project heifer for Robert's son Ryan. She went on to contribute much more. Dempsey left the farm in 2006 and was sampled in the PGAC sampling program; Canadian Young sire sampling program. He then graduated into the active Select Sires lineup in Dec 2010. However, there was quite a buzz about Dempsey earlier in the fall of 2010 as Select Sires Canada had a 10th Anniversary celebration and several Dempsey's were featured at the events. The excitement was justified as he debuted as the #7 GLPI sire and #3 conformation sire in Canada and his converted proof made him a Top 100 TPI sire in the US as well.

As he added more daughters in his Canadian proof, his ranking remained remarkably stable and was known as not only an elite conformation sire but a great source of fat and protein percentage as well as a breed leader for Somatic Cell Score.

Now, 16,000 daughters later, that is still what people can count on Dempsey to sire. In fact, his SCS in Dec 2010 was 2.56 SCS and today it is 2.61 SCS. That defines his consistency.

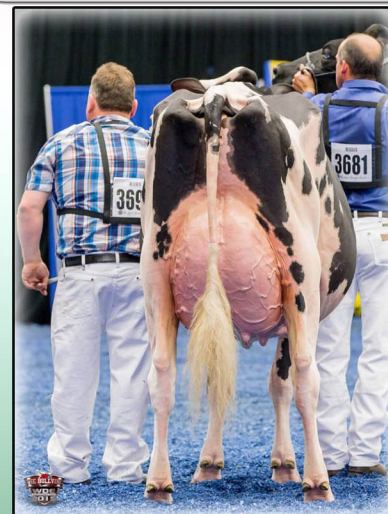
As his early second crop heifers started hitting the showing, he also made a case that he could make the All-American and All-Canadian kind as well. His daughters have tremendous balance with a bit more depth of heart and fore rib than his sire Goldwyn and they travelled on great feet and legs. However, the best part was yet to come as his udders are his best attribute. As the second crop daughters calved, his proof actually improved and he became the #1 conformation sire in April 2014 and he remains that today. Both north and south of the border, his milking daughters will garner several nominations in Milking form and his RWF highlights included the Intermediate Champion Co-Vale Dempsey Dina 4270-ET. Perhaps the most exciting part of the Dempsey daughters are that like his proof, as good as they are as young cows, they are built to be even better down the road! I think that best sums up Dempsey, a model of consistency and built for the long term!



## Breed Leading Type CDN 12/15

**Dempsey +18T, +14MS, +16F&L**  
**Gold Chip +18T, +16MS, +14F&L**  
**McCutchen +17T, +14MS, +21F&L**  
**Bradnick +17T, +16MS, +13F&L**  
**Atwood +16T, +16MS, +17F&L**  
**Brokaw +15T, +17MS, +11F&L**

Select Sires GenerVations - Your Type, MS & F&L specialists!



Cavanaleck Dempsey Bozica (VG-89-EX-MS)



Co-Vale Dempsy Dina 4270-ET (EX-91)



Wendon Dempsey Prude (VG-86-VG-MS)



Kingsway Dempsey Ruthann (VG-89-EX-91-MS)