

New PEP Policies

PEP Sires: Continually Improving the Price-Quality Ratio

In 2011, some 250 Holstein young sires submitted to the various Semex Alliance testing programs – including 80 tested with CIAQ – were selected because they showed the best genomic values among over 2,000 young sires preselected on-farm using traditional tools. Sires submitted to the Young Sire Proving Program (PEP) display unprecedented genetic values that will produce durable and profitable cows for your business. However, genomics does not yet allow for the definitive identification of future top-ranking proven sires and variations may still exist between genomic parent averages (GPA) and the genomic estimated breeding value (GEBV). As a result, PEP remains a priority for CIAQ in order to obtain sire proofs rapidly and efficiently.

We invite you to read about two changes your Young Sire Proving Program is undergoing to embrace the impact of genomics:

As of July 1st, 2011, PEP Holstein sires will be available in various price ranges

A number of PEP sires comprise exceptional assets, notably extremely high genomic values and sought after pedigrees suggesting that daughters from these sires will provide utmost profitability. Starting July 1st, 2011, these dominant young sires will be available at \$20 or \$25 per dose, while a strong proportion of young sire semen will still be sold at \$15.

The \$7 discount on all PEP young sire semen for herds that qualify for genetic evaluations remains in place as in the past, regardless of the semen retail price, to promote the early use of young

sires. For pricing information, consult the cover letter that accompanies the young sire pedigrees.

Make sure PEP daughters calve at 30 months of age or less (all breeds)

The testing contribution from qualified herds, i.e. data supplied by breeders aiming at proving young sires, continues to be recognized. However, this contribution will be rewarded for PEP daughters having calved at 30 months of age or less, starting with the all-breeds classification round (round #82) scheduled for the fall of 2011. It is therefore important that PEP daughters calve at a desired age, at the latest they must be in-calf following an insemination performed at 21 months of age. Breeders who perform their own inseminations are encouraged to continue using PEP doses during the testing period to allow the resulting daughters to be rapidly added to their sire's proof.

CIAQ is proud to offer Québec breeders products of unmatched genetic value, including the best selection of young test sires to produce profitable cows. More than ever, CIAQ products and programs bring you the best price-quality ratio in the industry!

NOTE

Starting July 1st, 2011, there will be only one monthly start date for young test sires as the mid-month young sire release date will be canceled.



Dudoc RADIUS, VG-SP 200 HO 5660

An Alternative of Choice

With the April proof round, this Shottle x Jolt son has reached the Top 10 of the most used sires in Québec... and with good reason!

His indexes suggest that his daughters will offer an excellent return on investment, through:

- Superior milk, fat and protein yields
- Favorable indexes for all functional traits, including somatic cell score (2.79) and daughter fertility (101)
- Assets in conformation, especially very strong feet & legs, adequate teat placement and desirable pin setting

Radius is a logical cross on Goldwyn daughters and granddaughters for dairy producers looking for medium-sized cows that do not require much attention. Also offered in **SEXED SEMEN XX**.



Paquet Lilia Radius, VG-2Y

2-5 305 9734 kg 4.0% 3.2% (229-250-234) proj.

Paquet & Frères, Amqui, QC

1st Jr 3 year old – Expo Matapédia, 2011

Fertil-Été Promotion 10% discount!

Buy a minimum of 10 doses selected among the following sires and obtain a 10% discount:

200HO0402	Mainstream MANIFOLD (O Man x BW Marshall)
200HO9804	Crockett-Acres EIGHT (O Man x Mtoto)
200HO5655	Delaberge SHOCKER (Shottle x Durham)
200HO5549	Regancrest REGINALD (Goldwyn x Durham)
200HO5658	Kildare LAKOTA (Goldwyn x Blitz)
200PS18	Repromix

The discount price is calculated using the semen wholesale price and added to the client's existing discount. Promotion is valid until August 8, 2011.

Sires on Sale!

200 HO 2106	Steady	\$40 instead of \$45
200 HO 2681	Emission	\$25 instead of \$30

From April 6 to August 8, 2011

SEXED SEMEN XX Female

		Price			Price
777AY0329	Oblique	\$80	777JE0314	Legacy	\$65
777AY0601	Ristourn	\$55	777JE0423	Blackstone	\$55
777AY0642	Knockout	\$45	777JE0427	Minister	\$55
			777JE0430	On Time	\$65
777HO2221	Benjamin-Red	\$55			
777HO2273	Splendor	\$44	Genomaxx Sires		
777HO5340	Knowledge	\$45	777HO6198	Halak	\$50
777HO5513	Gailuron	\$52			
777HO5548	Butze	\$60	777JE0455	Uppercut	\$45
777HO5562	Lureck	\$42	777JE0149	Vincent	\$50
777HO5655	Shocker	\$52			
777HO5660	Radius	\$55			

Contact your representative for semen availability.

Summer Picnics

The CIAQ team, proud partner of Holstein and Ayrshire picnics, looks forward to meeting you at the following summer events. Come visit us at our stand on:

- ✓ **July 16** at Ferme Christian Lacasse inc.
in Saint-Vallier
- ✓ **July 23** at Ferme Lashburn in Ormstown

New **genomax** Sires to Discover

Holstein		GPA LPI	PRICE
• 200HO6260 Comestar LOBSTER	Man O Man x Goldwyn	+3202	\$35
• 200HO6267 Gen-I-Beq LAVAMAN	Man O Man x Goldwyn	+3215	\$45
Jersey			
• 200JE0485 All Lynns VAUGHN	Q Impuls x Paramount	+2020	\$30