

CIAQ Rewards You for Your Purchases!

This spring, many CIAQ clients will receive a new bonus equal to 5% of their semen purchases in 2010.

On February 10, after a most profitable year and judging by estimated sales results, the CIAQ Board of Directors decided to grant a 5% credit to all breeders who had bought at least \$250 worth of semen doses in 2010. The credit will be applied directly to each of these statements of account.

This bonus totals over \$1.1 million and recognizes the contribution of Québec dairy and beef cattle breeders to CIAQ's success.

CIAQ Credit for the 2010 Milk Recording Rebate



In order to recognize the contribution of breeders to the Young Sire Proving Program, 2,972 clients recently received

valacta

a \$25 credit from CIAQ for each classified young sire daughter with three tests showing components and calving ability, milking speed and milking temperament data supplied for genetic evaluation calculations.

Our Valacta partner sent you a credit note confirming the amount credited to your Valacta account, as well as the list of eligible PEP daughters that were classified between October 1st, 2008 and September 30, 2009.

For more details or if you should have any questions, please contact H el ene Drolet at 1 866 737-2427.

Sires on special

200 HO 5567 **Seaver** at **\$40** instead of \$45
200 HO 3740 **Stanch** at **\$30** instead of \$40

From December 8, 2010 to April 4, 2011



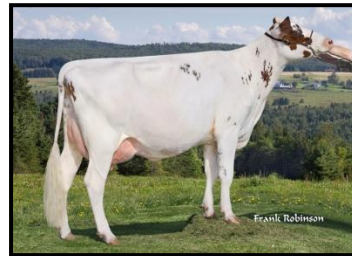
Kellcrest LANDSCAPE-ET

200 AY 635
Conn x B Jurist

Kellcrest **Landscape**, from the Happy Spirit family, has four Ex. dams still part of the Kellcrest Farm herd. With strong genetic potential for production, well-balanced conformation and good herd life and daughter fertility indexes, this sire is among The Semex Alliance sires-of-sons group.

Landscape daughters are angular cows displaying wide chest, rear udders and pins. These strong and well-balanced cows exhibit good feet and mammary systems, and are therefore profitable due to their high production.

Christopher Studer, Ayrshire Coordinator and Analyst – Progeny



Island Brook Landscape Britta, GP84-2Y
2-0 305 7788kg 3.6 % 3.5 %
(271-235-283)
Island Brook Ayrshires,
Cookshire, QC

Less Young Sires Tested in 2011

CIAQ wishes to inform you that PEP incentive measures are currently under review and that the use of PEP doses, although still relevant, will not be calculated the same way as of 2012 for discount on proven sire semen. Breeders will not be penalized in the future if they use less PEP doses than before.

The new PEP measures will be communicated to you as soon as possible. The arrival of genomics reduces the need for testing a large number of sires in the future.

Recent News

❑ "Easy Calving" Pictogram on PEP Pedigrees

Since last month, you may have noticed the absence of the pictogram indicating "easy calving" on young sire pedigrees. This change was made to standardize the pedigree model for all Semex Alliance partners.



Instead, the mention "easy calving" will be included on the cover letter sent out with pedigrees for sires showing an easy-calving index of 104 or more. Please note that as always this information appears on the back of pedigrees.

❑ Congratulations to the CIAQ Trophy Winners!

As is done every year at breed association general annual meetings, CIAQ presented the trophy to the owner of the best producing cow from a CIAQ/Semex sire. The winners are:

Holstein: Glenrapha Bernice (Comestar Outside)
8-2 20,087kg 5.3% F 3.0% P (378-552-364)
Ferme Syma Holstein enr., Sainte-Élisabeth

Ayrshire: Hautpré **Calimero** Karolane-ET
1-11 11,340 kg 4.4% F 3.4% P (401-426-418)
Denis Masse, Louiseville

❑ My Favorite Cow 2010

Congratulations to Ferme Stepido enr. in Luskville, proud owner of Stepido Super Mega (Combination Supersire), VG88-20*. This cow was selected in 2010 by Québec breeders.

Staff Movements

The maternity leave of Chantal Fleury, *Head of PEP and Service Development*, results in staff movements at CIAQ. Mathieu Désy, *Genetics Expertise Technician*, will take over for Chantal as of next April. To perform Mathieu's tasks, Raphaëlle Lemay, who will soon complete her B.A. in agronomics at Université Laval and who comes from an Ayrshire farm in the Lotbinière area, will join CIAQ to bring support to the Ayrshire, Brown Swiss and Canadienne breeds, and to work as a Progeny Analyst. Also, Melissa Bowers will provide support to the Jersey breed and will continue working as Communications Consultant. Melissa has a solid knowledge of the Jersey breed having been involved with the breed from a very young age.

A Privileged Access to Our Clients

CIAQ offers a secure access to its Internet site enabling you, among other things, to quickly access your CIAQ personal file (statement of account, farm statistics, Valacta credits and ProGen reports).

Visit the CLIENT ZONE on our Internet site at www.ciaq.com. Contact us if you have lost or forgotten your password. Also, **subscribe to the Infoletter** to be kept informed of new additions to the Client Zone.

2010 All-Canadian Contest

Holstein

- 71% of All-Canadian and 61% of All-American nominations are Semex/CIAQ sired; 32% and 34% respectively being Goldwyn daughters.
- Out of the 15 All-Canadians, 12 were obtained by Semex Alliance/CIAQ sired daughters of: Goldwyn (6), Jasper (2), Talent (2), Lyster (1) and Sid (1).

Ayrshire

- 10 daughters of our sires were either nominated All-Canadian, Reserve AC or Honorable Mention AC. Three daughters of Calimero are among them.

Jersey

- 12 Semex/CIAQ sired daughters named All-Canadian, Reserve AC or Honorable Mention AC. The most represented sires are Comerica (4), Minister (3) and Sultan (2).

Female Sexed Semen



		Price			Price
777AY329	Oblique	\$80	777JE314	Legacy	\$65
777AY601	Ristourn	\$55	777JE423	Blackstone	\$55
777AY638	Showstar	\$55	777JE427	Minister	\$55
777AY642	Knockout	\$52	777JE430	On Time	\$65
777HO1584	Frosty	\$45	Genomaxx Sires		
777HO2221	Benjamin-Red	\$55	777HO5630	Lavanguard	\$60
777HO2273	Splendor	\$50	777HO5631	L'officiel	\$60
777HO4608	Samuelo	\$45	777HO5645	Shotgun	\$52
777HO5379	Stallion	\$50	777HO5908	Bigstone	\$60
777HO5513	Gailuron	\$52	777HO7511	Lionheart	\$52
777HO5562	Lureck	\$50			
777HO5567	Seaver	\$65	777JE149	Vincent	\$50
777HO5663	Baltimor	\$55	777JE352	On The Money	\$45

Contact your representative to check semen availability.

Upcoming Events...

March 10	Annual General Meeting of the Canadian Cattle Breeders' Association Club de golf Acton Vale
March 18	Ayrshire Canada's Annual General Meeting Hôtel Québec Inn, Québec City
March 31	CP CAB's Annual General Meeting Best Western Hôtel Universel, Drummondville
April 5	Genetic Evaluation Release
April 14 & 15	International Dairy Showcase Saint-Hyacinthe
April 27 & 28	Holstein Québec Spring Show Colisée des Bois-Francs, Victoriaville