

August 2018

## 4 must-haves to build a better heifer

Our partners at Accelerated Genetics have a great marketing campaign called the “Build a Better Heifer” program that promotes a full-line of beneficial calf-care products. While we like the program a lot, we thought we’d change it slightly and come up with our **four favorite things** to help with building a healthier, more profitable heifer in your herd! With milk prices as challenging as they are, protecting your genetic investments is more important than ever.



**1. Calf-Tel calf jackets** – durable material that keeps cold and moisture out, great straps & buckles, affordable price. You may only need to have them on for a few weeks, but

if calves stay dry and warm, think how much time and money you’ll save on drugs you WON’T have to use!

<https://tinyurl.com/yblfrxkd>



**2. First Day Formula** – colostrum needs to be consistent and ready to go at calving time. Forget trying to milk a fresh cow right away and/or worry about the level of nutrients

(and potential bacteria) in fresh colostrum. This stuff works well, but don’t take our word for it. Check out the latest issue of DiamondCuts online and hear what Matt and Jake Ruby have to say about it!

<https://tinyurl.com/yb3djqq9>



**3. Paste Plus** – these super-power tubes of direct-fed microbials are just the ticket to give to newborn calves, especially when weather conditions are less than ideal. Paste Plus helps

establish “good bacteria” in the gut so that nutrients from colostrum and milk are absorbed efficiently. As a bonus, Paste Plus can be used on heifers at many stages – weaning, dehorning, transporting and it’s even been given to cows after calving.

<https://tinyurl.com/yayvacpz>



**4. OGP** – no it’s not another verse of the popular 90s hit song “O.P.P” but this program will make you sing for joy when you see what it can do!

Optimal Genetic Pathways was

developed by All West/Select Sires to take a 30,000-foot view of your herd and fine tune your management and breeding decisions to make the most of your genetics, and the most of your investments. Part of the OGP report deals with determining how many heifers you need at your dairy, and what type of semen is needed to produce those heifers. This type of analysis has never been done before, and we think you’ll agree that it’s fascinating to look at your herd from this perspective. Visit with an All West OGP specialist soon – it’s complimentary and it’s eye-opening!

<https://tinyurl.com/y9aquyvw>

DairyHerd Management just released an article on August 20th about how calf management practices can impact future production. The story acknowledges that sire selection plays a role, but that nutrition and management practices during early life have three to seven times more influence on future milk production! Do what you can to protect your genetic investments. We think these four, affordable options can make a huge difference in your calf’s future!

## Proof News

### Welcome new graduates!

**7HO12351 CARNEY** (Shan x Altachairman x Shottle)  
+3.04T | +3.64UDC | +490M | +2301GTPI | Wellness Pro  
*Carney offers excellent type traits, positive daughter fertility, and well balanced GTPI.*

**7HO12449 MARTY** (Supersire x Bookem x Oman)  
+2595GTPI | +2310M | +77P | +95F | +1.99T  
*Marty is a great addition to any herd looking to boost milk and components, GTPI, and includes an addition boost in type.*

**7HO12556 PAGEONE** (Jacey x Mogul x Bowser)  
+3.6DPR | 4.6SCE | +2514GTPI | +1224M | +91CFP | +6.8PL | +\$1043DWP  
*Pageone is a dairy farmer’s dream! Strive for longevity with cows that breed back, milk well, and save you money in the long run.*

**7HO12601 FRANCHISE** (Rodgers x Mogul x Goldwyn)  
+2566GTPI | +2.40UDC | +6.0PL | +4.4DPR | 4.6SCE  
*Franchise is a featured CalvingPro sire with his extremely low sire calving ease. The future looks bright with his great +2.40UDC and outstanding daughter fertility.*

**7HO13251 JETT** (Montross x Supersire x Bookem)  
+2619GTPI | +2152M | +138CFP | +1.81T | +2.6FI  
*Jett is a full brother to the popular 7HO13250 Jedi. Check out his great numbers and incredible fertility index.*

**7HO12587 DIAMONDBACK** (Doorman x Talent x Regiment)  
+3.22T | +2.74UDC | +2.27FLC  
*Check out Diamondback's linked page to see his newest milking daughter photos. His daughters are chasing purple ribbons across the country.*

**7HO12569 HEISENBERG** (Jabir x Moonboy x Hero)  
+2564GTPI | +2.61T | +2.17UDC | 6.2SCE | +4.3DPR  
*Get the type traits that you want without sacrificing daughter fertility, milk and high genomic value.*



*Jenny-Lou Heisenberg 4294 (GP-82)  
Mystic Valley Dairy LLC, Sauk City, WI*

**7HO12602 HANG-TIME** (Montross x Supersonic x Oman)  
+2631GTPI | +2.12T | +2.68UDC | +1211M | +143CFP  
*Hang-Time closely follows the pattern set by his sire with his high GTPI, and great milk components.*



*Webb-Vue Hang-Time 8192  
Summit Farms LLC, Plymouth, WI*

**7HO12611 FERDINAND** (Montross x Mogul x Supersitation)  
+2554GTPI | +2296M | +130CFP | +2.25T | +2.52UDC | +1.9DPR  
*Ferdinand daughters are sure to stand out with excellent type, high GTPI, and proven performance in the parlor.*

**14HO7489 HOMER** (Supersire x Oman x Shottle)  
+2563GTPI | +2271M | +69P | +91F | +\$851DWP | +\$798NM  
*Homer daughters will add to your milk check and save you money in the long run through his impressive wellness traits.*

**14HO7511 DAYBREAK** (AltaOak x Bookem x Bronco)  
+2489GTPI | +1556M | +123CFP | +2.43T | +2.23UDC | +\$765DWP

**250HO13267 DUKE** (Montross x Supersire x Shottle)  
+2710GTPI | +2454M | +81P | +111F | +2.02T | +1.73UDC | +2.1SCR  
*Duke is one of the most outstanding Select Sires bulls in regards to milk components. He competes well in the proven GTPI lineup.*

**7JE1477 JX SAINT {4}** (Chili x Apparition x Do Right)  
+998M | +114CFP | +152GJPI | +7.7JUI | +1.0T | +3.3PL

**14JE704 JX CALVIN {4}** (Harris x Renegade x Blade)  
+181GJPI | +11.6JUI | +1404M | +116CFP | +1.0T | +3.4PL  
*Calvin is a great option for improving your herds GJPI while maintaining milk components.*

**7BS877 DIXON** (Cadence x Alibaba x Jolt)  
+1233M | +95CFP | +164PPR | 5.6SCE  
*Dixon aims to add to the bulk tank with high production. He offers buildable PPR.*

**14AY35 BUTCH** (Oblique x Burdette x Lottery)  
+783M | +0.5T | +465GTPI | +0.6DPR | +0.1PL  
*Butch combines positive daughter fertility, longevity and production.*

### **Ones to watch!**

**7JE1606 JX SHOCK {5}** (Eusebio{4}x Magnum x Gerry {3})  
+185GJPI | +1465M | +155CFP | +5.0SCR | +649CM\$  
**The breed's No. 1 SCR! JX Shock increased +12JPI & +\$58NM.**

**7HO12344 RAGER-RED** (Relief P x Observer x Advent)  
+2578GTPI | +2.45T | +1.0SCR | +2.2DPR | A2A2  
*The breed's No. 1 Red Bull and ranked #35 on the TPI list! He added over 300 daughters and continues to maintain his WellnessPRO designation, ranking #35 in the breed for DWP\$!*

**7HO13195 PROFIT** (Partyrock x Mogul x Robust)  
+2615GTPI | +1174M | +2.28UDC | +7.6PL | +1.7LIV | +3.6FI  
*Added over 400 new daughters and still increased +80GTPI and +\$41NM. #5 in the breed for DWP\$. Available in genderSELECTed.*



*S-S-I Profit 10255 11561-ET (GP-82)  
Select Sires, Inc., Plain City, OH*