



# GENETIC PROGRESS. ADVANCED SOLUTIONS.

To view examples of each report please visit  
[www.gencor.ca/programs](http://www.gencor.ca/programs)

- 3 Choice Report 3 Sire choices with actual sire of each animal listed
- 4 Choice Report 4 Sire choices with official inbreeding coefficients provided by CDN
- 5 Choice Report 5 Sire choices with parent average for LPI for the resulting mating
- Detailed Report 5 Sire choices with detailed analysis for resulting progeny

If the report saves 1 Breeding, it  
Pays for Itself!

Get more cows pregnant!

Know how well your herd is performing!

Determine where you should be focusing your time and money!



4 Quarterly Report: \$50 / year  
Priority Customer Rebate: \$25  
On-Farm Consultations  
Also Available



# Gencor Update

Keeping Gencor's Membership Informed

July 2010

## Maximize the Information Available To You!

Gencor ProGen and ReproActive Solutions are two programs that help members maximize the information available from dairy organizations, such as CanWest DHI and Holstein Canada.

**ProGen - Genetic Progress. Advanced Solutions.**  
The August genetic evaluations are just around the corner, so it's important you take advantage of our ProGen Program. This service is provided by Gencor to it's members, free of charge, after every proof round.

When you classify, simply ask for your Gencor mating report from your classifier, which will trigger these reports to be generated for you.

This service is available for all dairy herds and utilizes the classification information to calculate the best sire choices for your herd. It gives an unbiased opinion of which sires would work best in your herd and even monitors inbreeding levels for each mating.

For those who do not classify, an "on-farm" mating service is also available.

**ReproActive Solutions**  
Herd Reproduction Analyst Mark Carson uses DHI information to produce benchmarking reports that help you make decisions about where best to focus your time and money to improve your herd's reproductive performance.

Gencor's ReproActive Solutions Report is generated four times per year and provides the latest measures on your herd's reproductive status and will help you to understand where you currently stand against your neighbours.

The report includes local reproductive benchmarking data, identifies areas of focus for your reproductive program, provides information on reproductive trends in the Gencor Area and contains articles on tools and techniques to improve your herd's pregnancy rate. Total cost of the four reports is \$50 per year, with a \$25 Priority Customer Rebate.

## In this Edition...

- Thinking Reproduction: By Herd Reproductive Analyst, Mark Carson
- Dispatch Phone Numbers
- Retirement Announcement
- Feature Sire: Kerndtway Howie
- ProGen & ReproActive Solutions
- Special - Nitrile Milking Gloves

## Upcoming Events...

- Gencor Dairy Challenge West .....July 8-9, 2010
- Gencor Dairy Challenge East .....July 15-16, 2010
- Dairy Cattle Evaluation Clinic .....July 20, 2010  
Eastern Ontario
- Ontario Summer Show .....July 21, 2010
- Ontario Holstein Branch Board Meeting .....July 27, 2010
- Ontario Red & White Holstein Show .....August 10, 2010

# Nitrile Milking Gloves

**SPECIAL**

100 Per Box

**\$12.00**

Reg. \$15.00



- 100% Nitrile / Powder Free
- Thick and puncture resistant
- Helps reduce bacteria and infection
- Latex free
- Rolled cuff
- Improved thickness (5 ml)
- Available in various sizes

**SALE  
ENDS  
AUG. 31,  
2010**

## Thinking Reproduction

By: Mark Carson, Gencor Reproduction Analyst

### Have you checked your temperature?

July is here - and it's hot out. Although the temperature in your barn has a great impact on your herd's reproductive performance, there is another temperature that you should frequently check to ensure you get top-level performance.

Checking the accuracy of your thermometer you use to thaw semen is an important part to achieving reproductive success. If your thermometer is not functioning properly, then your herd's conception can be reduced.

On a number of herd visits over the past few months, our Gencor Area Marketing Representatives and I have found thermometer's that have been off by as much as 5°C. The recommend water temperature to thaw semen is 34- to 36°C. Every degree above this recommendation can impact semen fertility and reduce the chance of getting cows pregnant.

To make sure your thermometer isn't cooking your reproductive performance, I highly recommend comparing your thermometer against another one. A check should be done at least every three months to ensure your getting the best performance. A simple way to schedule breeding equipment checks-ups is to make a checklist and post it by the semen tank.

If you want to check your thermometer, review other important breeding equipment or want help making a checklist to monitor the effectiveness of your breeding equipment, please talk to your Gencor Representative.

## Gencor Update

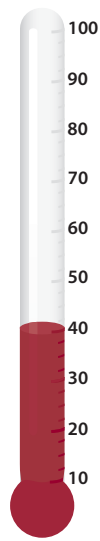
### Gencor Donations and Sponsorships

Every month, Gencor donates and sponsors farm and trade shows, youth programs, beef shows and local clubs and events.

Watch each month as Gencor measures it's contributions.

So far this year, Gencor has donated:

**\$39,831.66**



### Insemination time cutting into your summer holidays?

Let Gencor's Profesional Technician Services Free Up Some of Your Time!

#### Technician & Veterinary Services

##### Southern Depots

Alliston	1-800-461-7600
Caledonia	1-800-265-9260
Listowel	1-800-265-8870
Lindsay	1-800-461-7600
London, Wyoming & Essex	1-800-265-9260
Markdale	1-800-265-9103
Woodstock	1-800-265-9200

##### Northern Depots

Desbarats	1-800-461-7600
Earlton	1-800-265-8870
Kagawong	1-800-461-7600
Verner	1-800-461-7600

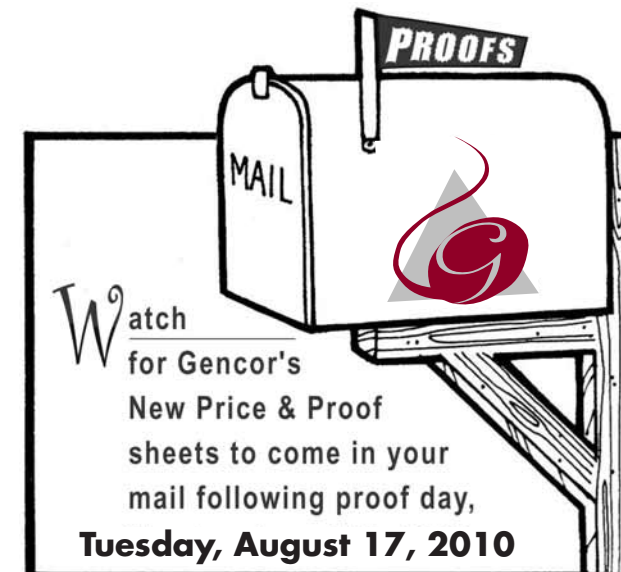
## Gencor Update

### RETIREMENT - MURRAY REISSNER

After a career of over 41 years, Murray Reissner has decided to retire and enjoy the next chapter of his life.

As part of our Dairy Product Support Team, Murray developed lasting relationships with the members, field staff, regional managers and has always provided support and delivered Gencor's dairy program to members in a professional and effective manner.

We thank Murray for his continuous hard work over the years and his loyalty to Gencor. Congratulations, we wish you a long, happy and healthy retirement!



## Kerndtway HOWIE

0200H005191

Morty x BW Marshall x The Hillarys

VG-EXTRA'08

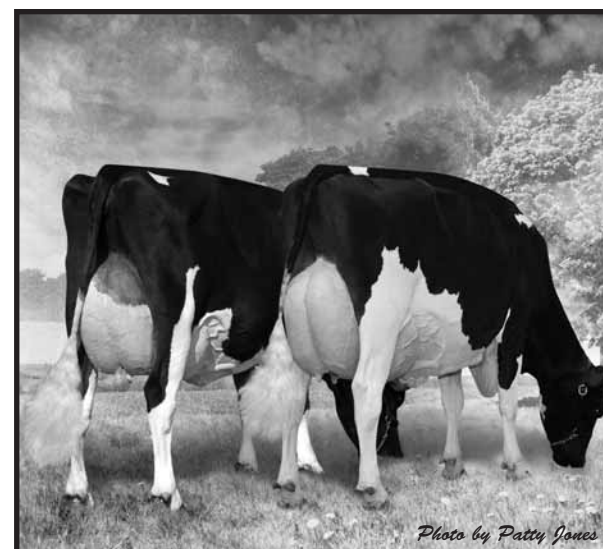


Photo by Patty Jones

**Die025 Howie Fern**  
EX-91-CAN  
Borthview Farms, Mildmay, ON

**Sharmple Howie Diamond**  
VG-88-CAN  
Ernie G. Martin, Alma, ON

- Great source of strength, angularity and production
- Tremendous foot structure added to correct rear legs making for extremely mobile cows
- Impressive development that is separating progeny from their herd mates
- Conformation that allows daughters to succeed in all environments

Milk	+1900 kg
Fat	+50 kg
Protein	+47 kg
Conformation	+10
Feet & Legs	+10
Heel Depth	+14
SCS	2.87
Calving Ability	101

(CDN 04/10)

**SEMEX WORKS EVERYWHERE**