

Your Fly Control Solutions

- Effectively catches, controls and eliminates flies
- 24-hour fly reduction without constant work and mess
- Non-toxic, environmentally safe
- No insecticides or pheromones
- Constant cost-effective fly control
- Sticky Roll™ Deluxe Kit includes 1000 ft. of Sticky Roll™ fly tape, take-up reel, 3 pulleys, hand crank, mounting rails and all necessary hardware
- Refills also available



Sticky Roll™ Deluxe Kit Sticky Roll™ Refills

**SALE ENDS
JULY 31, 2010**

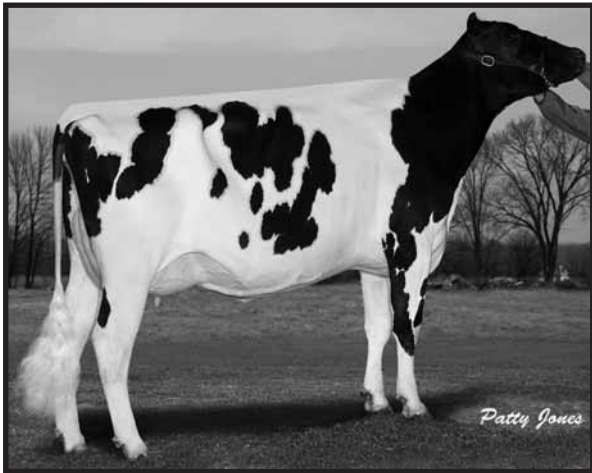
\$64.00
Reg. \$67.00

\$34.00
Reg. \$39.00

Sandy-Valley BUENO

repremax™

0200H001990 EX-ST'10 Freelance x BW Marshall



- *Shallow mammary system carried high above the hock*
- *Shapely udders with strong attachments*
- *Correct rump structure exhibiting hard loins and wide pins*
- *Angular cows showing a balance of strength and quality*
- *Suggested Matings: Buckeye, September, Dolman, Spirte and Talent*

Milk	1445 kg
Fat	51 kg
Protein	32 kg
Conformation	+11
Mammary System	+11
Rear Attach. Height	+11
Angularity	+10
Somatic Cell Score	2.93

(CDN 01/10)

Starlyte Bueno Dodie VG-85-2YR-CAN
Bred & Owned by: Starlyte Farms, Forest, ON

SEMEX WORKS EVERYWHERE



Gencor Update

Keeping Gencor's Membership Informed

Gencor Donates to 4-H Ontario

April 2010

Funds will be used to develop youth leadership across the province

In August last year, Eastern Breeders Inc. (EBI) and Gencor put together a terrific opportunity to support 4-H. With the purchase of a unit of Braedale Goldwyn – the most respected sire in the world – \$25 was donated to the provincial 4-H organization to help support 4-H youth.

“Goldwyn, who was bred, sampled and housed in Eastern Ontario, left an amazing legacy to the dairy industry in Ontario and around the world – how appropriate we share this with our youth, thanks to the generous support of Ontario members,” says EBI General Manager, Ann Louise Carson. “EBI is also pleased to be able to make a significant contribution to our members in New Brunswick, Newfoundland and Prince Edward Island via their provincial 4-H organizations.”

With half of the funds raised going directly back to local dairy clubs, the balance of funds are being directed to the Ontario Dairy Youth Business Management School, making EBI and Gencor inaugural partners in another great program. To this end in late February, EBI and Gencor presented Lyndon Stewart, 4-H Ontario Executive Director, with a cheque for \$42,525.00.

“Tremendous capacity is being generated through Gencor and EBI’s generous contribution toward the province’s 4-H dairy clubs and the new Dairy Youth Business Management School,” says Lyndon Stewart, 4-H Ontario Executive Director. “Goldwyn’s genetic legacy, combined with the vision of Gencor and EBI has indeed created a wonderful ‘gift of leadership’.”

“Our industry is going through major changes and Gencor and EBI are committed to remain at the forefront of these changes. The one thing Gencor and EBI will not change is our commitment to the next generation! Our members of all ages can count on their producer owned A.I. studs being there for them,” says Brian O’Connor, Gencor General Manager.

The Ontario Dairy Youth Business Management School will help youth develop knowledge about all aspects of the dairy industry and in particular the impact of management decisions on the bottom line, critical decisions toward having a well managed and profitable farm family operation.

In this Edition...

Thinking Reproduction: By Herd
Reproductive Analyst, Mark Carson

Gencor's 2010 Board Executives

Gencor Dairy Challenge: Information
Package & Registration Forms

Feature Sire: Sandy-Valley Bueno

Upcoming Events...

Beef Youth ForumApril 17, 2010

Dairy Cattle Evaluation ClinicMay 15, 2010
West-Central/Western Ontario

Dairy Cattle Evaluation ClinicMay 22, 2010
East-Central Ontario

Gencor Dairy Challenge Entry DeadlineJune 4, 2010

Thinking Reproduction

By: Mark Carson, Gencor Reproductive Analyst

Higher Pregnancy Rates Equals More Milk

Herds with higher pregnancy rates make more milk. Carl Barclay from Westgen looked at 208 herds' reproductive performance and compared it to herd average milk yield. His research showed that herds with a pregnancy rate of 14% and lower produced on average 31 kg of milk, while herds with a pregnancy rate of 15% and greater had average daily milk yields of 33 kg. That's a 2 kg difference!

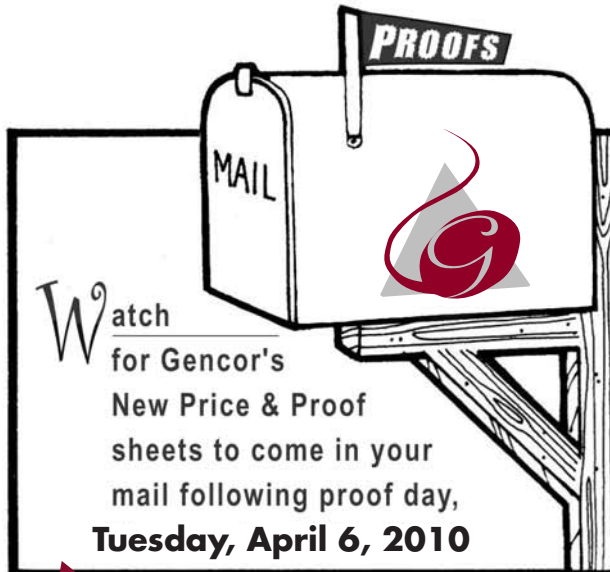
The trend of increasing pregnancy rate causing increasing herd level milk production has also been shown in a larger study at the University of Guelph. This study used DHI records from 6326 herds in 2005 and showed that as pregnancy rates increased, so did herd average mature equivalent milk yield.

Now, this does not mean that the moment your herd hits a pregnancy rate of 15%, your cows will instantly produce an additional 2 kg/cow/day. But, the longer your herd holds that higher pregnancy rate, the longer your cows stays in peak milk production and the more profitable your herd becomes.

Another interesting point from Westgen's data showed that, on average, herds with pregnancy rates at or above 15% used six less cows to produce 100 kg of fat/day. This shows that higher pregnancy rates equals higher efficiency from your cows.

These improvements in milk production highlight the need to focus on pregnancy rates. Ask your Gencor representative about how your herd's pregnancy rate is impacting your herd's milk production.

Gencor Update



MAGNETS

\$4.50 Each

Reg. Price
\$5.50 each



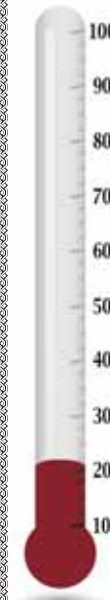
*Special Available
Until April 30, 2010*

Volume discounts not offered with this special.

Attention: Delivery Schedule

If you are requesting delivery of semen or embryos to your district, please provide Gencor with 3 weeks notice to prepare your order. Thank-you.

Gencor Update



Gencor Donations and Sponsorship

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

Watch each month as Gencor measures it's contributions.

So far this year, Gencor has donated:

\$21,863.00

Check Out Gencor's Sire Videos

Mainstream Manifold Regancrest Mr Samuelo



R-E-W Buckeye

Stanbro More

www.gencor.ca/videos

2010 Gencor Board Representatives

Zone A - Middlesex, Elgin, Lambton, Kent & Essex: Norm McNaughton

Zone B - Oxford, Brant & Norfolk: Gerrit Wensink

Zone C - Niagara North & South, Haldimand & Wentworth: Lloyd Roseboom

Zone D - Huron: Peter Schuttel

Zone E - Perth: Brian Anderson

Zone F - Waterloo & Wellington: Dennis Wagler

Zone G - York, Peel & Halton: Bart Johnson

Zone H - Bruce: Mike Zaelzle

Zone J - Grey & Dufferin: Brian Betts

Zone K - Simcoe: Robert Wright

Zone L - Victoria, Durham & Peterborough: David Larmer

Zone M - North: John Vanthof

Gencor Dairy Challenge 2010 Information Package and Registration Forms

~ Available On the Gencor Website ~

www.gencor.ca/programs

DUE: FRIDAY, JUNE 4, 2010