

# **Holstein Breeding: Innovative & Visionary Goals**

**David Eastman**  
February 24, 2024





# My Start in Genetics...

- ET with OLD "Proven" Cow & OLD "Proven" Bull



- Today: IVF with YOUNG Heifers & YOUNG Bulls



# Real Life Genetics

Stature is MOST  
Heritable trait

# 90's New Era – Holstein Globalization

- **Experienced 1st hand - started in 1993 with Cormdale Genetics**
- **Progeny test program with OGER**
  - France to co-sample bulls (No MACE yet)
- **Travelled frequently in Europe**
  - Learned from many different AI companies- people & perspectives
- **1<sup>st</sup> company to import semen from Europe to North America**
  - Holland, France, Germany, Italy
- **Many early bulls are found in pedigrees of top animals today**
  - Sunny Boy 1<sup>st</sup> #1 LPI from Europe / Celsius (1<sup>st</sup> #1 TPI) / Mtoto / Manat

# Founded AI Company in 1999 – Sold in 2014



Dave - **CHAMPION** - Albert



# Impact Females

**Realized early need to own females to develop sons**  
**Key females owned & develop "bull dams" with partners**



**Lylehaven Lila Z (EX-94 25\*)**

12 EX 30 VG daughters  
2X All-Canadian  
Nom All-World Cow 2011  
5<sup>th</sup> Dam Global Icon " DELTA LAMBDA"



**Comestar Goldwyn Lilac (VG-89 45\*)**

12 EX 30 VG daughters  
#8 All Time Brood Cow Holstein Canada  
Nom All-Canadian Sr 2yr 2008  
Nom All-World Cow 2012



**Oconnors Planet Lucia (VG-86 2yr 23 \*)**

3 EX 17 VG daughters  
3 X #1 GLPI Cow in Canada

# #1 LPI & TPI Genomic bulls created

*On Top Of The*  
**WORLD**

**LEXOR**  
#1 GPA-LPI Bull in the World  
+3331 GPA-LPI

**EPIC**  
#1 GTPI Bull in the World  
+2496 GTPI

These two bulls exemplify our passion for genetic improvement.  
Share in our passion!

**Smaller. Faster. Better.**  
It's not about the number of bulls sampled, it's about the quality.

Generations **LEXOR**  
2530001010 CANM11096659  
New-D-Men x Camarero Goldenay Lior (VG-8F) x Lybbaevan Lic 2 (G5-94 9")  
From 3 Generations of Show Cows either Honored, Reserve or All-Cdn  
Lic 2 is Honored All-World Cow 2011



PO Box 568 Campbellville, Ontario Canada L0P 1B0  
Phone: 905.873.8700 info@generations.com  
www.generations.com

August 2011

*Genetics Without Compromise*

**A2P2-PP**  
#1 GPA-LPI & #2 GTPI "PP"  
Bull in the World

**NIPIT-PP**  
#1 GTPI & #2 GPA-LPI & "PP"  
Bull in the World

Value added, consumer friendly genetics from time-tested families, without horns.  
You CAN have it all!

Vogue **A2P2-PP**  
724H02004 CANM13446574 **A2A2** / AB  
3476 GPA LPI +961 M +108 kg +0.65% F +11 Conf  
Luster P x Silverridge Duke Elsa P (VG-85 2yr)  
then another 15 generations VG or EX cows



1925, Cty Rd. 26, Brighton ON K0K 1H0, Canada • 905-866-7800 • info@voguecattle.com

August 2020

Vogue **NIPIT-PP \*RC**  
724H02005 CANM40001169 **A2A2** / BB  
3453 GPA LPI +1107 M +103 kg +0.53% F +9 Conf  
Hotspot P x Vogue Splendid Samara PP\*RC (VG-86 2yr)  
then another 12 generations of VG or EX cows



# Founded 2 new companies 2014



with partners Maple Wood & O'Connors

*Finished 2021*



Provided North American Genomic testing for from  
Canadian and Global breeders / AI companies

*Switched focus to marketing semen 2021*



# Global Trends & Challenges in Cattle Breeding

- **Increased use of...**
  - Gender Selected Semen
  - Genomic Testing at Birth
    - Will enhance accuracy of Genetic Evaluations (percentage)
  - Beef on Dairy (Increases profitability at farm)
  - Restrictions / Stud Control on Elite sires (some sexed only)
    - Limits genetic progress
- **Who controls the vast amounts of Data produced?**
- **Environmental & Welfare concerns**
  - GHG & Methane from Livestock      Need for more Polled

# Start Genetic Selection with the End Goal in Mind

What are properties of the “best “ product YOU can produce for consumers.....



**For me that means...**

\*Ideal Caseins: A2A2 & BB

\*Eliminate any public concerns

\*Milk produced from POLLED Cattle

Primary selection goals & then incorporate the type of bulls you want to use to reach your individual objectives

# Approach to Genetic Selection Today & Future

- **Every country has unique Index Formula**
  - Re-ranking globally (frequently)
- **When you make your own “criteria” - you have created a NEW index**
- **Traits that are the same (fixed) worldwide: POLLED A2A2 BB**
- **Genomics has accelerated adaption & progress on these traits**
- **Proprietary Stud Indexes & Pharma Rankings**
  - Will they replace “Country Indexes” ?

# Increased Focus on Polled Breeding

## Same selection focus / criteria that developed previous great bulls / cows

- **Start with great cow families**
  - Years of development & success
- **Lack of Polled sire options early on and many didn't prove out**
  - Many disappointments and \$\$\$ wasted
- **Slow Progress - early on only POC bulls to use**
  - Results - 1/2 Horned 1/2 Polled & not the highest 1
- **Only way to determine "PP" is by genomic testing**
- **Recent success of progeny proven Polled bulls HAS accelerated growth Globally**
- **In Europe more government regulation in place (or starting)**
- **In next 10 years... Only be a few elite "horned bulls" being marketed or used**

# Polled Influencers

## Calbrett Kingboy Miranda-P\*RC (EX-94 13\*)



8 EX 13 VG daughters

Global Cow Year 2021  
Polled Impact Cow of the Year 2022

Dam of Mirand PP\*RC , Redeye - P  
& Impact-P \*RC

## Vector Zipper Zoe- P \*VRED ( VG-88)



Dam of 2 sons in Top 25 sires with  
most registrations at Holstein  
Canada 2024  
(Zircon P\*Vred & Zippy)

1 of only 2 cows with 2 sons in Top 25  
dam of #1 LPI "POC" hfr >+16 Type

## Vogue Loyola Macy –PP – Red ( EX-95)



Nominated All-World Red Cow 2024

Daughter of Miranda-P

Dam of Maxum-P Red

## Silvercap Luster Stillness-PP \*RC (VG - 86)



15th generation VG or EX with 130\*

dam of #1 LPI "PP" hfr >+15 Type  
dam of #1 POC Red hfr >+15 Type

several "PP" B&W and R&W sons &  
grandsons in stud

# Historic Genetic Evaluation Dec'24

- **#1 LPI Proven Sire** "PP"
- **#1 Type Bull in Top 100** "PP"
- **#1 Proven Type Bull** "POC"
- **#1 Genomic Bull** "POC"
- **#1 LPI Cow** "POC"
- **#1 Type Cow** "POC"



# Proven Polled Bulls Dec'24


**Time To "RESET" Your Breeding Program For The New Year.**



Vogue RESET-PP (EX)  
724HO02012 A2A2 / AB  
Limelight P x Bight P x Duke (Dam of A2P2-PP)

Newly Proven  
#4 LPI Proven PP Sire  
100% Polled  
+10 Conformation  
+9 Mammary  
High Components  
+0.39% F +0.13% P  
Ideal for Robots

Reset daughters at Bloomfield Farms - Hadley & Naomi info below  
As of Nov. 30 Reset had 53 daughters scored from 46 different MGS - confirming he works everywhere!



Sunnybloom Reset Hadley (VG-85 2yr)  
1-11 RX 13,065 -577 4.4% F-452 3.5%P  
Bloomfield Farms Ltd, ON


Sunnybloom Reset Naomi (GP-83 2yr)  
1-10 RX 12,742 - 474 3.7% F-425 3.3% P  
Bloomfield Farms Ltd, ON

Kawartha Reset Paisley MGS Unix  
Reserve All Ontario Winter Yrig 2024  
Kawartha Holsteins & Carl Phoenix & Family, ON

**Validity**  
GENETIC TESTING  
Home of Vector Genetics

Contact for International Semen Marketing  
dave@validitytesting.com  
905-866-7800

**The New Gold Standard!**  
Elite Type & High Fat at 99% Reliability




**Take your pick!**

Illustrator P	A2P2 PP
Conformation 13	Conformation 15
Mammary 8	Mammary 11
Feet & Legs 8	Feet & Legs 7
Dairy Strength 13	Dairy Strength 9
Rump 8	Rump 13
kg Fat 52	kg Fat 117
% Fat 0.37	% Fat 0.86

2 of only 3 proven bulls in breed with +13 Conf or higher with at least 50kg Fat & they are both Polled and A2A2.  
Both bulls are a great mating on daughters of the 3rd bull - Lambda.


**#1 Conformation Red or RC Proven Sire (Tied)**  
VOGUE ILLUSTRATOR-P \*RC (EX-93)  
724HO02008 CANIM40001172  
LUSTER-P x 93 LOYOLA x 93 KINGBOY  
A2A2 / AB aAa 324156

**#1 Conformation Sire in Top 100 LPI**  
VOGUE A2P2-PP (EX-95)  
724HO02004 CANM113446574  
LUSTER-P x 87 5" DUKE x 86 2" POWERBALL  
A2A2 / AB aAa 315246



CDN Dec. '24

Sauder Holme Illustrator Molly (VG-87 2yr)  
1st Spring 2yr & Res Int Chmp NAILE '24  
Owned by Van Exel & Airosa, CA

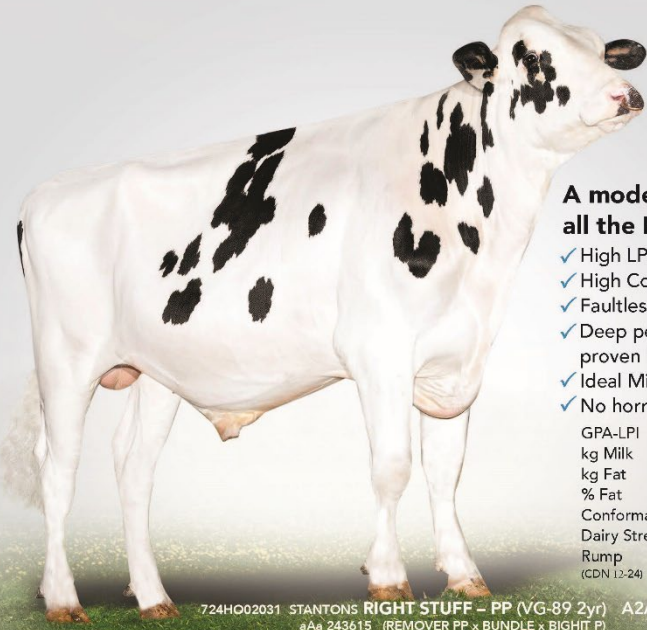


Stantons A2P2 Butterfly Fly P (VG-85 2yr)  
Owned by Stantons Farms, ON  
Dam of 724HO02041 Stantons MONARCH-PP

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# Example of Complete Bulls we strive for

## Taking It To The Next Level



### A modern sire with all the RIGHT STUFF

- ✓ High LPI & Pro\$
- ✓ High Components
- ✓ Faultless Conformation
- ✓ Deep pedigree from proven high-ranking cows
- ✓ Ideal Milk caseins
- ✓ No horns ever

GPA-LPI	+3773
kg Milk	+1639
kg Fat	+106
% Fat	+0.33
Conformation	+13
Dairy Strength	+11
Rump	+9
(CDN 12-24)	

724HO02031 STANTONS RIGHT STUFF - PP (VG-89 2yr) A2A2 / BB  
aAa 243615 (REMOVER PP x BUNDLE x BIGHIT P)

Right Stuff's dam lactation value is extreme - \$17,532 making her the 2nd highest cow in the large herd and she does it living and competing with them daily!

Congratulations to his breeders Stanton's for their foresight to develop a bull so easy to use that has all the "RIGHT STUFF".



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Dam: Stantons What It Takes P (VG-89)  
04-03 P178 18,003 853 4.7% 631 3.5% kg  
#4 GLPI Cow Apr '23



NEW!

## #1 GPA-LPI SIRE

The **ONLY** holstein in the breed over 4000 GLPI Points.

### STANTONS OVERHAUL-P

724HO02037 **A2A2 / BB**  
REVAMP-P x LAMBDA x BIGHIT-P

+4001 GPA-LPI  
+11 CONF

CDN PROOF

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Dam: Stantons Lambda Margaret (VG-2yr)





# GLOBAL SUPERSTAR!



**#1 Sold** Imported Bull in Denmark Last 2 Years  
(3x More Than #2 Bull)

**#1 Most Used** Sire Switzerland 2021 & 2022



**#1 Sold** Bull by Select Sires Canada 2024  
3x In Top **10 Most** Registered Daughters Holstein Canada



VOGUE **A2P2**-PP (EX-95) A2A2 / AB  
724HO02004 Luster P x Duke

**#1 Conformation Bull in Top 100 LPI Dec '24**



**Thank You!**

