

Milk & Honey

- THE GENIMEX JOURNAL -



EDITION 3
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Ayrshire Ties

*Genimex continues expanding
business with Ayrshire Services*

Successful Dairy Farming

Farming during a period of lower milk prices

Al-Pe Doriana EX97

A showman's dream cow

Holstein Telers besoek Italië

Besoek aan Italiaanse Nasionale Hostein Skou

Highlighting Genimex Best Sellers

From French supplier Sersia France

Besoek aan Denemarke

Genimex se besoek 'n sukses



Italiaanse Holstein Skou
Al-Pe Doriana EX97



- Foreword -

One of the many definitions of the word SUCCESS is:

"Success is the sum of small efforts repeated day in and day out"

We are not quite sure as to who said this but it could quite easily have been a geneticist because this is so apt when talking about breeding. Take, for example, someone that breeds dairy cattle for 15 years which equates to 5 generations of breeding. It all sounds and is easy and simple should one continually use plus proven sires that breed what is needed. The problem arises when the dairy industry goes through times like we are experiencing now. Keeping at it with a clear breeding plan is what is needed.

Breeders that have been in the industry for a while will recall that the dairy industry goes through these cycles and unfortunately for us we seem to perceive this down cycle to be extremely low. We tend to forget the upturn we had not so long ago.

During the upturn, however brief it may have been, the purchase of semen was easy and a lot of other money was spent on capital goods. Now with the down turn the purchase of semen is perceived to be extremely difficult. This is the time when we should all take care not to make decisions that break down the good work done in the past to breed cattle that are suited to the situation under which you manage your cows to produce milk. Whether you are a stud breeder or a commercial breeder you are always building pedigrees and a break in the stacking of pedigrees takes you back to where you started.

We urge you all to continue to breed using the best semen possible (avoid those bulls that you think will save you money and that cheap semen will have to get cows in calf) so as not to breakdown the pedigrees you have built up so far. That semen that you are offered by your neighbour of his "top bull", just stop and ask a few questions. Is his pedigree really that good because he will certainly not be proven? Where was he collected? Maybe under the tree somewhere far, far away from a registered AI centre. If so what diseases was he tested for? AI was started in this country to prevent the spread of venereal diseases and considering BDV can be transmitted via semen do not expose your herd to these kinds of problems in order to save a few Rand.

With the dairy industry in the situation it finds itself in the times are challenging yet exciting for the secondary industries that are dependant on the dairy industry. We at Genimex will continue to supply the best product we can at affordable prices. We will also not stop looking into the future as best we can.

We will continue talking and visiting our suppliers so as to ensure the best product ends up in your flask and you get your cows, that you have worked hard to breed thus far, in calf to bulls that will continue to improve them. The breeding of efficient, productive and fertile cows is what it is all about. Do not break the chain!!

Allow us to ask you, our readers, in challenging times, like we find ourselves in, what kind of bull's daughters would you like to be milking now? The high milk bull who's daughters promise to fill the tank or that bull with medium production but with the ability to look after herself as well? An issue we could debate a length but hope to give you our opinion in the next issue of Milk and Honey.

Genimex is in the enviable position because we have such an enormous genetic base from which to draw product, that we can supply exactly what any of our existing clients or potentially new clients may need. Having this huge genetic base at our disposal creates it's own challenges.

In this Milk and Honey we highlight some of the overseas trips we undertook all with the aim of growing our business and ensure that our clients get what they want in order to grow their

businesses and make them more profitable dairy farmers. This year it was the turn of Italy, Denmark and the UK.

Who do we visit next year? Where do we take a group of breeders to next year? There are a number of possibilities, will it possibly be New Zealand and Denmark again? Difficult to decide right now.

There is unfortunately a some bad news and that is that Amanda Prinsloo who many of you would have spoken to over the years has resigned as she has decided that she would like to start her own business. Amanda has been with us since the start of Genimex 13 years ago and we also worked together prior to the start of Genimex. Amanda has been involved in running the accounts of Genimex, as well as semen clearing and distribution. We will certainly miss her for her quite efficient way of getting the job done. We thank Amanda for her inputs over the last 13 years and her assistance in helping Genimex to grow where it is now. We wish her and her family well in her new venture.

The year is now fast drawing to a close and we would like to thank all our clients and suppliers for their loyal support over the last year and wish you all a very Merry and Peaceful festive season and may 2009 bring you all good health and happiness.

Greetings and best wishes
Chris and Errol

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SA HOLSTEIN SE HOOFBESTUURDER BESOEK

Italië

Die omvang van die Holstein bedryf in Europa word deur baie telers in Suid Afrika nie beseft nie en met dit in gedagte het ANAFI (Die Italianse Holstein Genootskap) Semenzoo (Genimex se verskaffers in Italië'91) en Genimex saam besluit om vir Herman Duvenhage, die hoofbestuurder van SA Holstein, te nooi om Italië'91 te besoek.

Die besoek het die Nasionale Holstein skou te Cremona ingesluit sowel as 'n besoek aan die kantore van ANAFI 'n oggend waar hy saam met 'n klassifiseerder gewerk en 'n paar kuddes besoeke het.

'n Paar interessante feite oor die Italianse Holstein populasie.

Daar is tans 1 100 401 geregistreerde Holstein koeie op melkaantekening. Daar is 13 818 kuddes met 'n gemiddelde kudde grootte van 80 koeie.

267 403 Eerste laktasie diere is deur ANAFI se 28 klassifiseerders geklassifiseer in die periode Junie 2007 tot Junie 2008. Van die klassifiseerders klassifiseer tot 16 000 diere per jaar.

Geen eerste-kalf koei mag Eksellent gepunt word nie dus sal baie van die telers koeie in die tweede en meer laktasies laat herpunt. In dieselfde tydperk was daar 12 361 diere herpunt.

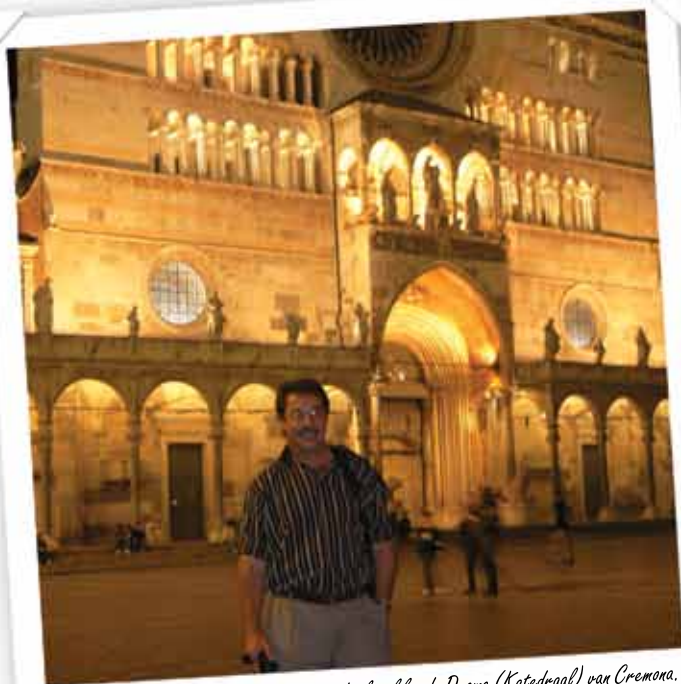
'n Koei mag eers in haar 5de laktasie meer as 97 gepunt word.

Van die 12 361 wat herpunt was het 515 eksellent of meer as 90 gepunt. Dit is 4.17%.

Uit die beeste wat hergepunte was, in die periode Junie 2007 tot Junie 2008, was daar gekyk na watter bulle het die grootste getalle dogters in die groep gehad het.

Bulle waarvan daar 10 of meer dogters eksellent gepunt het:

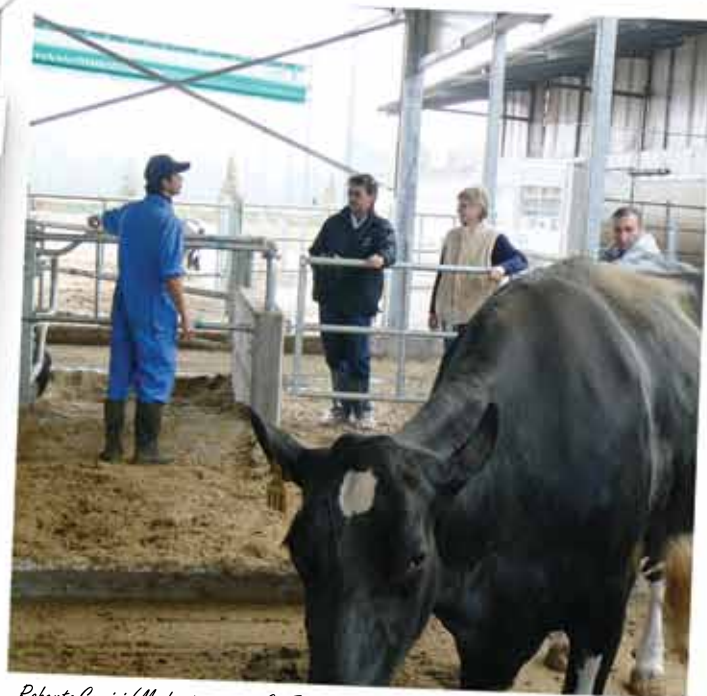
55 - MTOTO	24 - SKYWALKER	21 - CAPRI
20 - LEE	19 - IRON	15 - RUDOLF
14 - FORD	13 - STORM	



Herman op die plein in Cremona voor die indrukwekkende Duomo (Katedraal) van Cremona.



Herman gesels met Giorgio Burchiellaro die Algemene Bestuurder van ANAFI (Die Holstein genootskap van Italië) tydens die Nasionale skou in Cremona.



Roberto Gazzini (Mede eienaar van Go-Farm waar die nuwe bull SCOOBY DUU geteel was) gesels met Herman, Pia Zamboni (ANAFI Klassifiseerder) en Alessandro Ravanelli (Semenzoo)

Successful Dairy-Farming during a period of lower milk prices

by Ken Bartlett

A FarmWise consultant in New Zealand on extensive Grassland Dairying. Consultancy work has also been delivered in Ireland, England, USA, Australia and South Africa.

Grassland dairy-farmers during periods of lower milk prices need to farm for profit (and not Litres!)

In times of financial hardship farmers have to take charge of the controllable factors and ignore the factors which they cannot control. Controllable factors would include the following:

- Feed • Fertilizer • Labour • Development
- Repairs (Maintenance) • Stocking Rate

(Uncontrollable factors would include: Milk-price, Electricity, Dairy detergents, fuel, etc.)

It is important to have a Yearly Budget and compare monthly financial reports (with actual figures) to the budgeted figures. In these times CASH IS KING.

Budgeting:

A typical farm budget would be structured as follows:

Farm Income less Farm costs = Surplus.

Surplus is for:

Personal drawings, Taxation, Profit, Development, and Debt-repayment.

In tough financial times the figures which are most often cut are:

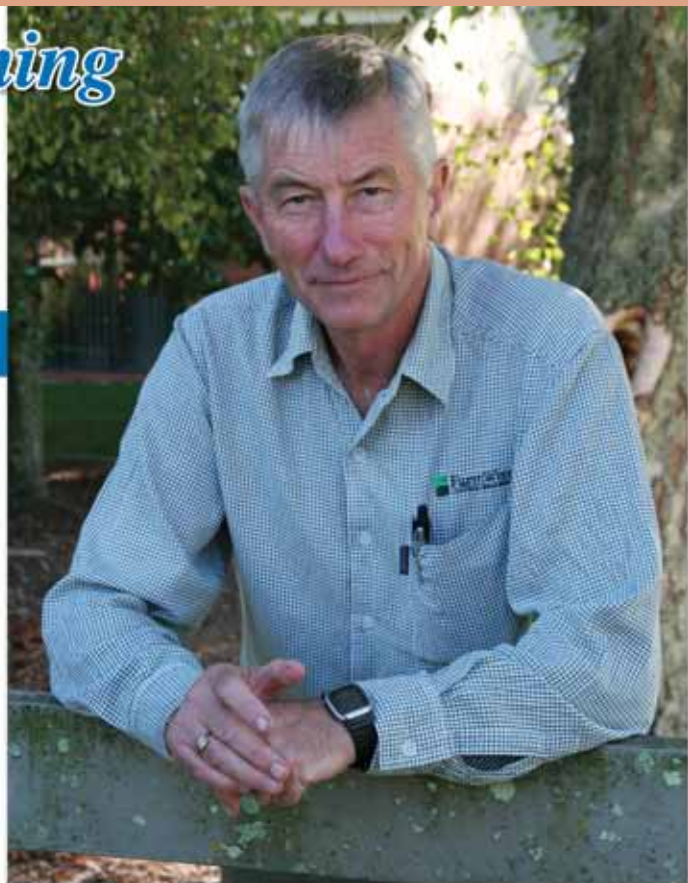
- (a) Profit
- (b) Personal drawings, and
- (c) Debt may be increased.

The above-mentioned system makes grassland, dairy-farmers concentrate on making a profit and means that they examine the two big controllable costs on a South African grassland dairy farm i.e. cost of bought feed and fertilizer costs.

Supplementary feeding is profitable when pasture is in short supply and/or when rotation-length needs to be increased. At these times there is very little substituting pastures for concentrates and the response is usually 1 kg dairy-meal concentrate for one litre of milk.

When pasture is adequate for cow nutrition (i.e. residuals are 1400-1500 kg dry-matter per hectare) substitution occurs and for every 1kg dairy-meal concentrate you may only get 0,5 litre to 0,7 litre of milk and at a lower milk-price and a high concentrate price the economics are just not there. The aim is to make a profit from concentrate feeding and **not** to produce more litres but lose money in the process.

Set yourself some targets: if you feed one or two tonnes of concentrates per cow attempt to feed only 750kg/cow. At R2-50/kg concentrate this would mean a saving of R1125 per cow. Grassland dairy-cows can produce 23 to 24 litres/cow on high quality pasture as grown in South Africa. If grazing covers are at 2800-2900kg dry-matter/hectare and residuals of 1400 to 1500kg dry-matter/hectare are left then the 23 to 24 litres are achievable.



Since you should be doing weekly or 10-day pasture covers, use this information to determine the supply and demand function. The calculation is as follows:

Milking cows (say) 480

Grazing area available (say) 100 hectare

The stocking rate (S.R.) = 4,8

Feeding level:

4,8 cows X 16 kg dry-matter/cow = 76,8kg

of dry-matter (DM) needs to be grown per hectare each day

With present growth/rates at 80 to 90kg DM/day there is a surplus for silage.

Use this simple calculation each time you "pasture walk" and in doing so you will determine

- (a) Are supplements or concentrates required?, and
- (b) Can the nitrogen application be reduced?

Continually, remind yourself that you are farming for profit and question if all the decisions you make are profitable.

Set some targets for yourself and the farm, i.e.

- (a) Reduce concentrates to X kg/cow
- (b) Reduce nitrogen use to X kg/hectare
- (c) Reduce overdraft by X Rand
- (d) Have a holiday with the money you have saved

In the autumn if the milk price has not improved the following actions may be considered:

- (a) Once-A-Day milking
- (b) Milking 3X in 24 hrs.
- (c) Dry thinner cows off earlier
- (d) Drying the herd off earlier to save feed costs.

Genimex se jaarlikse besoek aan Denemarke weereens 'n sukses

Vir die bestuur van Genimex is dit uiters belangrik dat die keuse van Jersey bulle uit Denemarke nie alleen die beste moet wees nie maar ook dat die bulle moet verteenwoordig wat geskik is vir die omstandighede in SA. Denemarke toets tans meer as 65 Jersey bulle jaarliks en dit word bereik met die hulp van 61 000 Jersey koeie op Melkaantening.

Tans is die gemiddelde produksies van die 61 000 Jersey koeie in Denemarke
6 549 kg Melk 386 kg Vet 5.9% Vet 266 kg Prot. 4.1% Prot

Verder is Denemarke die toonaangewende land wat betref die toets en ontledings vir sekondere eienskappe soos Mastitis weerstand, melkspoed, dogter vrugbaarheid, ander vrugbaarheids eienskappe, langselewendheid ens. Die data-basis is ongelooflik, geen bees mag deur die teller behandeling word nie. Die veearts moet dit doen en dan die inligting op die data basis plaas. Dit maak dit dan moontlik om betroubare syfers te kry vir sekondere eienskappe.

Gedurende Oktober is die samewerking tussen Swede, Denemarke en Finland nog versterk met die bekendstelling van 'n nuwe Algehele Indeks die "NTM" Nordic Total Merit Index. Die syfers binne die drie lande is dus vergelykbaar en sal lei tot geweldige seleksie druk en groot genetiese vordering.

Gedurende ons besoek aan Denemarke in Oktober vanjaar was dit weereens vir ons duidelik waarom die betroubaarheid van die Deense bulontledings so hoog aangeskryf word. Die stelsel is 'n toonbeeld van eerlikheid. Die stelsel is ontwerp vir hulle eie suiwelboere sodat hulle kan oorleef in 'n kompeteerende internasionale mark. Bulle word getoets vir hulle eie mark en nie hoofsaaklik vir die uitvoer mark nie.

Opmerklik tans in Denemarke is die vinnige oorskakeling na "robot" melkmasjiens stelsels en daar is tans talle nuwe tenvolte toegeruste behuisingstelsels wat opgerig word. Daar word voorspel dat meer as 80% van alle melkerye in Denemarke sal oor 10 jaar op robotstelsels funksioneer.

Met die omskakeling na die "robot" melkmasjiene word daar meer en meer gekyk na agterspeen plasing. Bulle wat wye agterspeen plasing teel kry nou al voorkeur want tans is die spene te naby aan mekaar vir die "robot" om hulle te melk.



'n Nuwe behuisingstelsel met 'n outomatiese voerder (geel bak aan die voor kant) en dan 'n "robot" aan dus kant



Die binnekant van die "robot" melk stal

Die bulle wat ons veral beïndruk het was weereens Q Impuls, Q Zik, DJ May en Q Lirsk. Nuwe bulle soos Prima en Latte is ook geïdentifiseer en ons is oortuig dat hulle uiters goed gaan doen in SA.



Die DJ May dogter groep tydens die Deense Nasionale skou in 2007

HOLSTEIN TELERS VAN DIE KOEBERG AREA BESOEK ITALIË

Die behoeftes van ons kliente om te toer in die lande waarvan ons semen invoer, en aan hulle verskaf, raak al hoe meer belangrik. Hulle ondervind sukses met die produk en wil gaan kyk hoe ons verkaffers dit reg kry om sulke goeie genetiese produkte te verskaf.

Dink net aan die sukses van Boss Iron tydens die 2008 Philadelphia kudde kompetisie.

Die jaar was dit Italië se geleentheid om 'n groep telers te ontvang.

Net voor, tydens en na die Italianse Nasionale Holstein skou op Cremona het 'n klein groep vooraanstande telers van die Wes Kaap Italia besoek.

Tydens die besoek het die groep 'n aantal kuddes besoek, die Nasionale Holstein Skou in Cremona bygewoon en ook getoer net soos wat 'n groep Suid Afrikaners dit kan doen.

Wat enige besoeker wat Holsteins gaan kyk in Italië sal beïndruk sal, onder andere wees:

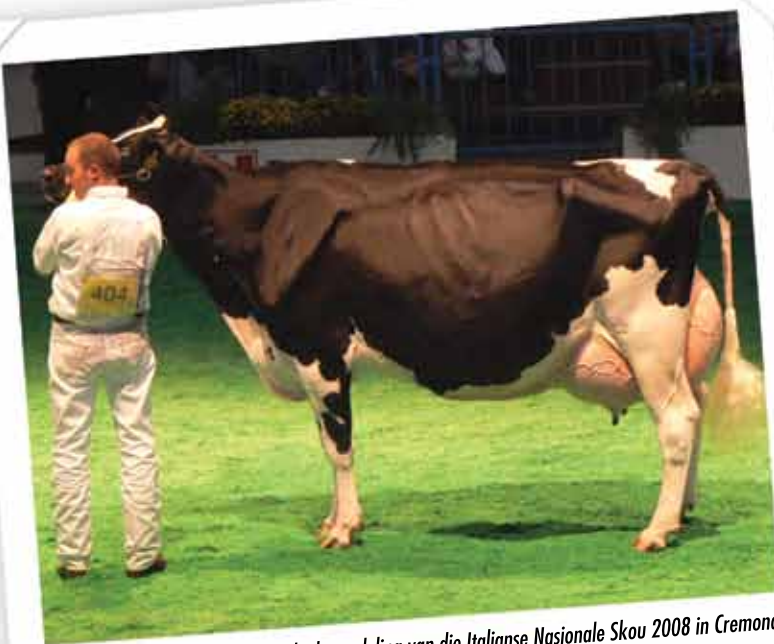
- Die grote van die populasie: 1 100 000 koeie op melkaantekening
- Getal klassifikasie van eerst kalf diere: 267 403
- Dieselfde getal klassifikasies word deur een klassifiseerder in Italië jaarliks gedoen as wat daar in totaal jaarliks in Suid Afrika gedoen word.
- Die hoeveelheid bulle wat getoets word per jaar: 400
- Die gemiddelde produksie (2 keer per dag gemelk): 9052 kg melk 3,68% vet en 3.34% prot.
- Die uitstekende bouvorm van die koeie: Sterkte, kapasiteit en breedte van bors beïndruk.
- Op plase word daar groot klem gelê op koeifamilies veral by die bul telers. Die koeifamilie van Scooby Duu is 'n uitstekende voorbeeld.
- Die trots van die Italiaanse telers in hulle beeste en suiwelbedryf.
- Die omvang van die Nasionale Holstein Shou.
- En dan natuurlik die pasta en Parmesan kaas.

Tydens die nasionale skou was dit 'n voorreg om die mede eienaar van die kampioen koei te ken. Die kampioen koei Al-Pe Doriana EX97 behoort aan die Beltramino familie. Giuseppe Beltramino is die Semenzoo verteenwoordiger vir Suid Afrika.

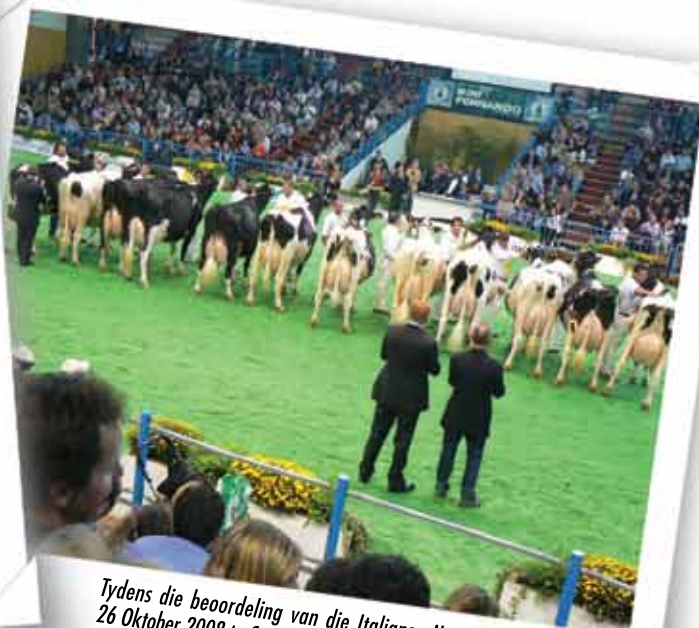


Die groep Suid Afrikaners by Semenzoo (Genimex se verskaffers) se uitstalling.

Van links na regs. Brady Dapner (Vrymansfontein), Werner van Zyl (Kaap-Agri), Philip Blankenberg (Klipheuwel Plase), Roche Cronje (Genimex verteenwoordiger in die Wes Kaap), Martin Voigt (Drie susters), Dickie Hewett (Boesmanfontein), Alwyn Hanekom (Renosterbosburg), Johan Muller (Genimex), Chris Cloete (Genimex) en Herman Duvenhage (Algemene bestuurder van SA Holstein)



Die groot kampioen koei tydens die beoordeling van die Italianse Nasionale Skou 2008 in Cremona. Gelei deur Mauro Beltramino.



Tydens die beoordeling van die Italianse Nasionale Holstein Skou 26 Oktober 2008 te Cremona.



Na die skou is daar lekker gekuier saam met Giuseppe en sy familie sommer daar by die Groot kampioen koei. Van links na regs Voor: Herman Duvenhage (Algemene bestuurder van SA Holstein), Philip Blankenberg (Klipheuwel Plase) en Alwyn Hanekom (Renosterbosburg) Middel: Martin Voigt (Drie susters), Brady Dapner (Vrymansfontein), Dickie Hewett (Boesmanfontein), Werner van Zyl (Kaap-Agri) en Mauro Beltramino (Mede eienaar) met sy dogter Emma. Agter: Giuseppe Beltramino (Mede eienaar en Semenzoo verteenwoordiger vir SA), Roche Cronje (Genimex verteenwoordiger in die Wes Kaap) en Pietie van der Merwe (Meadow verteenwoordiger in die George streek)

Ties with Cattle Services Ayrshire Getting Stronger and Stronger

Genimex visited the UK for the third time to continue expanding its business with Ayrshire Services (AYR) Ltd.

The first visit was to the Royal Show in 2005 on the invitation of the International Agriculture & Technology Centre (IATC) and UK Sire Services.

During the first visit we visited a large number of Ayrshire herds, which included Rosehill, Hunnington, Hilltown and others.

This first visit was a real eye opener! The type of Ayrshires we saw really impressed with traits like body depth, capacity and strength being really important to the breeders. While they were all looking for longevity. It was during this first visit that we identified and imported semen of the now wellknown bulls Rosehill Blackthorn and Hunnington Admiral. The first heifers are now calving down in SA and are looking great.

Our second visit in 2006 to the Dairy Event was with a group of South African breeders and there is no doubt that they were impressed as the sales of semen continued to climb.

As with any breeding program and the requirements of semen agents continuity is important and there is nothing better than talking directly to the people involved and cementing relationships. Our latest visit was again to the Dairy event which has grown considerably and there were more than 450 exhibitors. Our mission of finding a new bull to market was again successful.

We will be importing semen of the bull Changue Tryst together with some other young sires.

Ayrshire breeders in the UK are allowed to use foreign blood, mostly red Holstein, on their cows and the progeny remain registered but the genotype of each animal is clearly indicated on its pedigree.



From left to right Johan Muller and Chris Cloete of Genimex with Edward Evans, Director of Cattle Services in charge of Marketing and Promotion and Duncan Hunter an Ayrshire breeder. The photo was taken at the Dairy Event at Stonleigh Park. The cow on the left being a daughter of Hunnington Admiral and the one on the right a daughter of Ravenhill Enigma bred and shown by Duncan Hunter and was placed first in her class.

This has opened up their genetic base, but over time the use of foreign blood is getting less and less with pure Ayrshires still dominating the herd book. 90% of semen used in the UK is from the bulls that are proven in the UK indicating the confidence the breeders have in the system and the fact that the progeny testing run by the society is successful. Currently there are 35 000 registered mature Ayrshires in the UK and these supplemented by are classifying approximately 700 young cows annually. Cattle Services test between 12 and 15 Ayrshire bulls annually.

As the UK Ayrshire breeders have confidence in their product so the product is gaining in popularity here in South Africa.

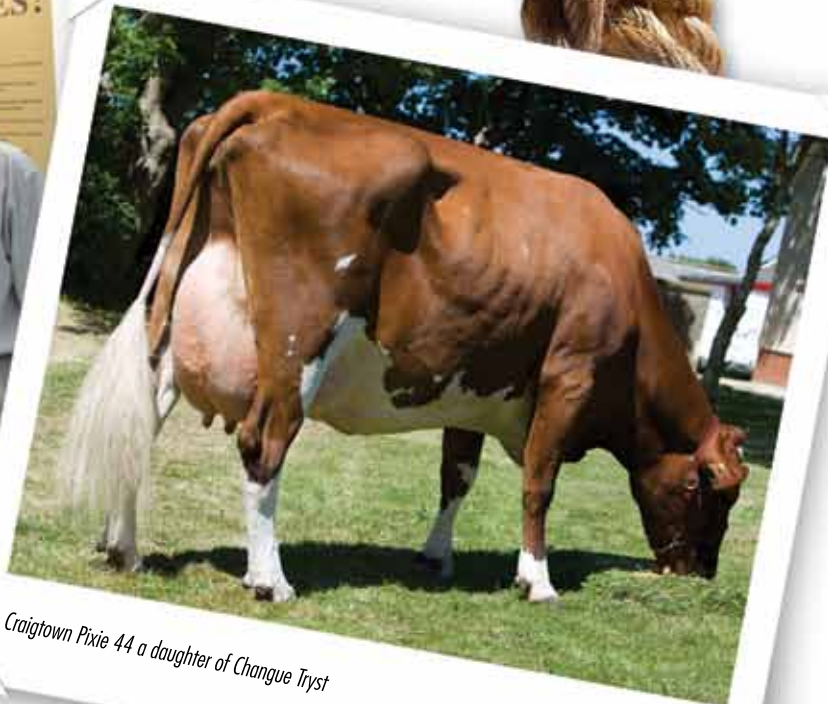
A very large "thank you" goes to Sandra Warne the Trade and Investment Advisor of UK Trade & Investment for arranging the trip and assisting us to grow our business.



After having visited many herd in the South of England in the past we decided to get up into Scotland and see Ayrshires on their home turf. We were privileged to Visit the Knockenrig Herd of David Dickie in the near the village of Sanquhar, Dumfrireshire. David milks 195 Ayrshire and averages 7925 kgs milk at 4.20 Fat and 3.88 Protein.



Edward and Margaret Evans with Johan Muller and Chris Cloete at the Ayrshire display during the 2008 Dairy Event at Stoneleigh Park Coventry.



Craigtown Pixie 44 a daughter of Changue Tryst

A SHOWMAN'S

Dream Cow

Al-Pe Doriana EX97



Doriana was born 14 January 2000 and was pictured here at 8 years and 10 months.

She is currently in her 6th lactation and in her 5th lactation she produced 15 158 kg milk 4.20 Fat and 3.03 Protein

For those breeders that are interested in showing to own a cow like Doriana must be dream.

Below the show performance of this great cow.

- Doriana is an Al-Pe Rex Quartz daughter out of Al-Pe Astre Vectra EX 91, her grandma was the great Al-Pe Dynamo Luna EX 96.
- Doriana was born in January 2000 and she is in 6th lactation, this year she wins her class at the National show for the 7th time straight ! This is impressive show curriculum:
- 2002 Cremona National show 1st senior 2yr old BU in class
- 2003 Cremona National show 2nd 3 yr old BU in class
- 2004 Bruxelles European Contest 1st senior 3yr old and Reserve Intermediate
- 2004 Verona European Dairy 1st 4 yr old BU of the show and Reserve Grand Champion
- 2004 Cremona National show 1st 4 yr old BU of the show, intermediate Champion & Reserve Grand Champion
- 2005 Cremona National show 1st 5 yr old BU in Show Grand Champion
- 2006 Verona European Dairyshow 1st mature cow , BU & Grand Champion
- 2006 Cremona National Show 1st mature cow BU in Show & Grand Champion
- 2007 Montichiari European Dairyshow 1st mature cow BU in class & Grand Champion
- 2007 Cremona National Show 1st mature cow BU in class & Reserve Grand Champion
- 2008 Cremona National show 1st mature cow BU in class & Grand Champion

Congratulations to the Beltramino family!

HIGHLIGHTING THE GENIMEX BEST SELLERS

From our French supplier **SERSIA FRANCE**

Sersia is by far the largest exporter of semen and embryos from France representing approximately 90% of the French AI Studs.
Testing in total 380 Holstein bulls

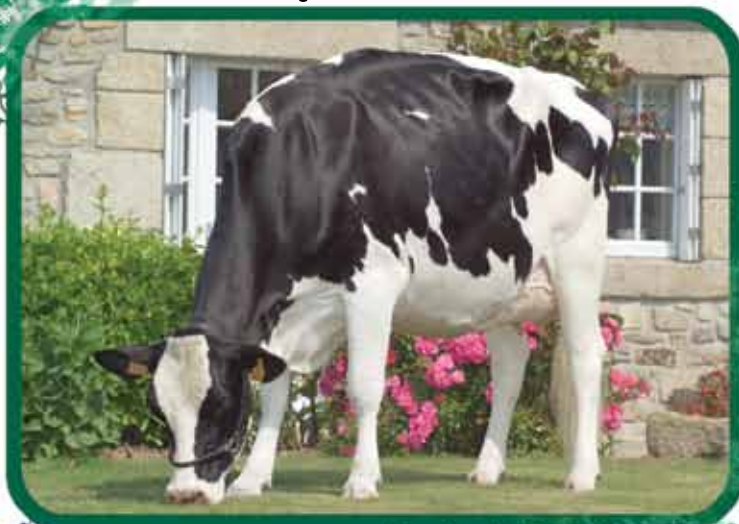
RADICAL

This Jocko son was first imported by Genimex in 2006 and has remained a top seller for the following reasons:

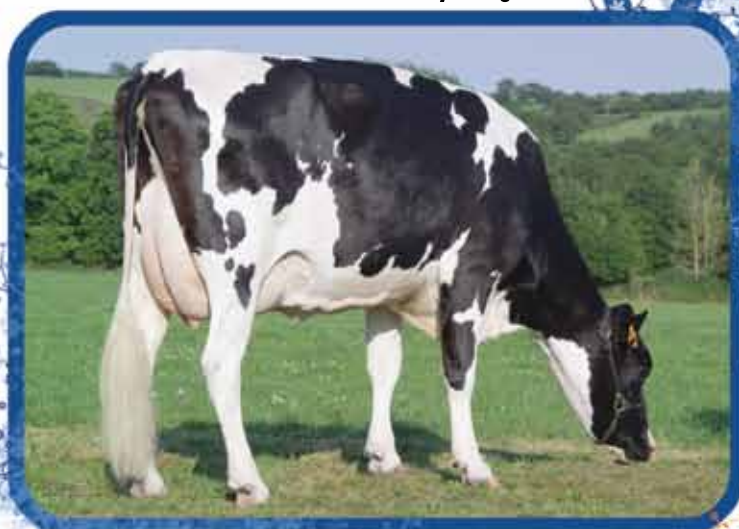
- Calving ease
- Average stature with great capacity and strength
- Positive percentages and sufficient milk

The first Radical daughters should be calving down soon and we expect them to create a renewed interest in the bull.

Radical Daughter



Ronly Daughter



RONLY

Ronly is a stable mate and a half brother of Radical. Both being Sons of the great Jocko Besn.

Ronly enjoyed great favour by the South African breeders for the following reasons:

- Exceptional udders
- Great feet and legs
- Outstanding functional traits

As with Radical the Ronly daughters are calving down soon and we wait in great anticipation.

TURCAT FD

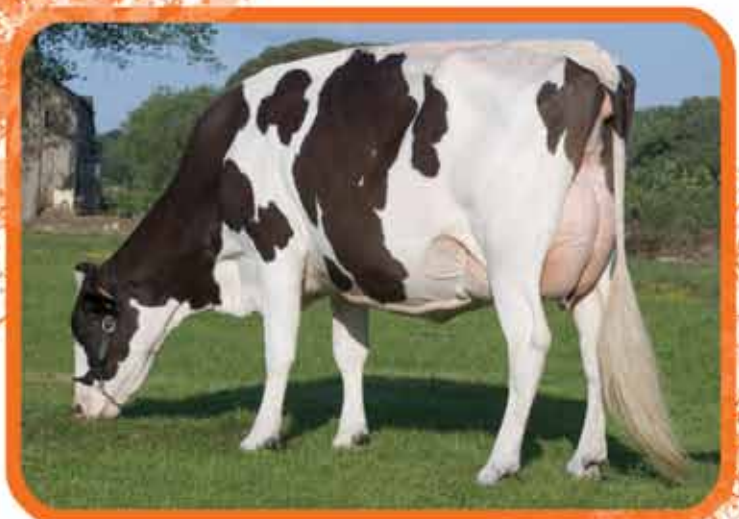
Turcat is a son of the great Italian bull FORD who due to limited semen availability was not used very much in SA. Turcat is a new bull in the Genimex stable but is proving to be very popular. It is not often that one finds a calving ease bull that breeds exceptional body capacity and chest width.

This all-round bull can be used widely if one looks at the highlights of his linear:

- Exceptional functional traits
- Exceptional udders
- Outstanding body depth and capacity combined with average stature.

We await the first calving in due course but use this bull widely and we assure you, you will not be disappointed.

Turcat Daughter



Contact us for more information on these bulls.

DJ Lirsk 302098

FYN Lemvig x ODA Heino x FYN Tanic



DJ Lirsk daughter from I-S Drechsler, Denmark



DJ Lirsk daughter from Jan Mogensen, Denmark

● Net Merit and feet & legs

One of the world's best Lemvig sons, combining Danish (67%) US (31%) and NZ (2%) genetics. Out of the same cow family ("Stensby") as Brumle BI, JAS Dixi and FYN Stens.

DJ Lirsk is an improver of percentages, feet & legs, udder health and udders - especially fore udder attachment, udder depth and teat size.

DJ Lirsk is an excellent choice for Q Impuls, JAS Artist, Q Zik and most pedigrees with no Danish genes.

- Net Merit
- Feet & Legs
- High tests
- Mammary
- Longevity

DJ Lirsk



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