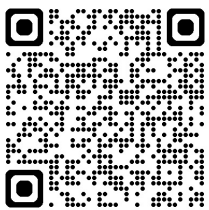




*'COMMITTED TO
IMPROVING
YOUR HERD*

*LOCALLY, AND
ACROSS THE NATION'*



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WEBSITE**





FINALLY. THE GENOMIC TEST YOU'VE BEEN WAITING FOR.

One-and-done genomics doesn't work. Unlike others, Semex's Elevate[®] automatically updates your herd's data each and every proof round. Why? Because outdated data costs you money.

Elevate[®] GIVES YOU



IMMUNITY

INCLUDES EXCLUSIVE IMMUNITY FEMALE GENETICS



THE ONLY APP MANAGING GENOMICS FROM START TO FINISH



RESULTS ARE AUTO DELIVERED TO YOUR PHONE/DEVICE



INCLUDES A2A2 & KAPPA CASEIN RESULTS



INDUSTRY'S ONLY METHANE INDEX AVAILABLE ON ALL HOLSTEIN TESTED FEMALES



POLLED GENE



TRUE RED GENE



BVD ELISA TEST



GENETIC EXPERTS RESOLVE DATA ISSUES BEFORE THEY BECOME PROBLEMS



MANAGE INBREEDING HAPLOTYPES AND GENETIC RECESSIVES



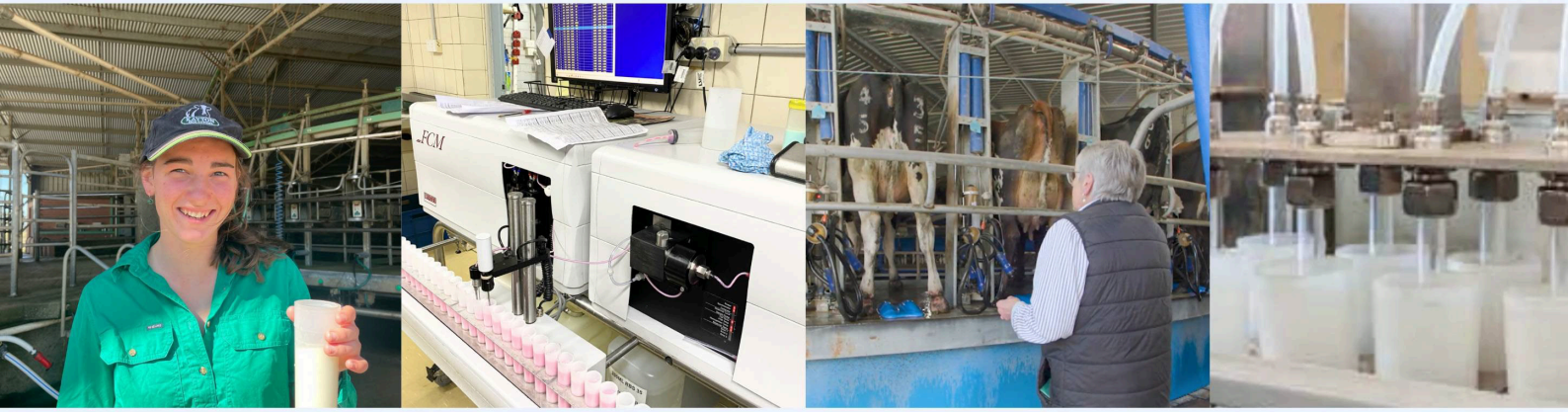
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A simple Herd Test could save you thousands \$\$ in empty cows.



FIND OUT MORE FROM THE MILK

Are your cows ready to be joined?

Find out more about your Herds Fertility, before you join.

MUN Testing:

Find out the MILK UREA NITROGEN Values of your herd before you join.

Poor Conception rates, light cattle, and irregular milk production may be the physical signs, but it can all be detected early in your Herd Test. The information is available at your fingertips, and it all stems from the cow's diet.

Call today to organise your pre-joining Herd Test and discover the Health Status of your herd before starting another expensive joining season.

MIR Test:

Get a clear picture of each cows' **Fertility & Health** status with our simple Tick & Cross spreadsheet generated from Herd Test data.

MIR Conception Probability	Days Since Calving	Insemination Probability	Age
✓	✓	✓	✓
✓	✓	✓	✓
✓	✗	✓	✓
✓	✗	✗	✓
✗	✓	✓	✓
✓	✗	✗	✓

Preg Testing in the Milk:

Pregnancy Testing in the milk is the least invasive way of finding out your herds pregnancy status. It's as easy as identifying the cows for Preg Test on your Herd Test Sheet and testing the milk sample from your post-joining herd test.



A2A2

BB

From an Incredible Australian Cow Family.
Quality Australian Breeding, Proven over Generations of Success.

RRP \$35

NHD Special \$28 + GST

*NEW RELEASE -
 Limited Semen Available.*

AUS Genomic Data 04/26 BPI 686 HWI 583 ASI 261 SI 790

Milk	538		Calving Ease	100	Cell Count	151	Milk Speed	101
Protein kg	17	0.05%	Survival	107	Mast. Res.	106	Temp.	102
Fat kg	30	0.1%	Daught. Fert.	108	Heat Tol.	98	Likeability	105

AUS Genomics 04/26 OT: 111 MS: 107 DS: 103 FLC: 101

Stature	107	Rear Leg Rear View	100
Angularity	98	Bone Quality	97
Muzzle Width	101	Udder Texture	103
Chest Width	102	Udder Depth	107
Body Depth	101	Fore Attachment	104
Pin Set	105	Rear Attach Height	106
Pin Width	104	Rear Attach Width	104
Loin Strength	106	Centre Ligament	106
Heel Depth	102	Fore Teat Place	102
Foot Angle	102	Rear Teat Place	106
Rear Set	101	Teat Length	101

- Open Muzzle & Width of Chest and Pins.
- Quality Udder Attachments and Texture.
- Great Cell Count, Survival & Fertility.
- Huge Production, litres and components!



AUS Proof



Sire: Winstar Cirrus P ET
Dam: Carenda River Verle
3rd DAM: Carenda Colt45 Verene EX-92-3E (Pictured)
 Backed by 10 generations VG/EX

LOLLYMAN

Wilara Lollyman

Genetecs
AUSTRALIASire: Peak Candyman ET
Dam: Wilara Varley Love ET

RRP Conventional \$26 +GST

RRP Sexed \$52 +GST



AUS Proof

AUS Genomic Data 04/26			BPI 721	HWI 564	ASI 434	SI 880		
Milk	-23		Calving Ease	100	Cell Count	134	Milk Speed	102
Protein kg	27	0.52%	Survival	104	Mast. Res.	102	Temp.	101
Fat kg	38	0.56%	Daught. Fert.	106	Heat Tol.	88	Likeability	103

A1A2	AUS Genomics 04/26	OT: 108	MS: 112	DS: 105	FLC: 103
	Stature	103	Rear Leg Rear View		107
	Angularity	103	Bone Quality		100
	Muzzle Width	105	Udder Texture		102
	Chest Width	103	Udder Depth		103
	Body Depth	100	Fore Attachment		101
	Pin Set	98	Rear Attach Height		109
	Pin Width	102	Rear Attach Width		108
	Loin Strength	102	Centre Ligament		108
	Heel Depth	101	Fore Teat Place		113
	Foot Angle	99	Rear Teat Place		108
	Rear Set	98	Teat Length		99

Genetecs
AUSTRALIA
Breeding better Australian herds

UPGRADE YOUR AI KIT

BONUS Thaw Flask with
Semen Order of +150 units

- ✓ Improves conception rates, with consistent temperature and timing reducing sperm damage.
- ✓ Saves time and labour with quick set up and automated timing.

Participating Sires

LOLLYMAN

BRANXTON

PADINGTON

RRP
\$520

Terms & Conditions: Offer valid on selected sires only: LOLLYMAN, BRANXTON, and PADINGTON. Minimum order of 150 units applies (any combination of eligible sires). Available while stocks last. Promotion ends 30 June 2026



SIRE: Kings-Ransom Micky G
DAM: Bundalong Conway Echo 4073

- **Fantastic BPI 814!**
- **Amazing Pin Width**
- **Outstanding udder Attachments**
- **Quality Feet & Legs**
- **Great Survival & Fertility.**
- **Huge Production Kgs.**

AUS Proof



RRP \$28

NHD Special \$25 + GST

A2A2

AUS Genomic Data 04/26 BPI 814 HWI 594 ASI 465 SI 1001

Milk	159		Calving Ease	101	Cell Count	134	Milk Speed	102
Protein kg	17	0.25%	Survival	109	Mast. Res.	104	Temp.	101
Fat kg	60	0.77%	Daught. Fert.	103	Heat Tol.	98	Likeability	104

Sexed RRP \$ 58

NHD Sexed \$56+ GST

AUS Genomics 04/26 OT: 111 MS: 112 DS: 102 FLC: 104

Stature	109	Rear Leg Rear View	109
Angularity	102	Bone Quality	109
Muzzle Width	99	Udder Texture	106
Chest Width	96	Udder Depth	108
Body Depth	99	Fore Attachment	106
Pin Set	97	Rear Attach Height	107
Pin Width	106	Rear Attach Width	107
Loin Strength	101	Centre Ligament	108
Heel Depth	105	Fore Teat Place	110
Foot Angle	98	Rear Teat Place	104
Rear Set	103	Teat Length	95

TRANS 
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BUILD THE TOMORROW YOU WANT.**

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PARTNERSHIP WITH TOTAL LIVESTOCK GENETICS

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Red River

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EcoFeed® scores for sustainable and profitable Feed Conversion Efficiency

Polled, Red, Muscle Weakness (MW) results among the standard markers

Along with **all genomic values reported** by CDN, Lactanet & CDCB and more...

Vision+™ empowers genomic results through Chromosomal Mating® and SStrategy™, with precision in genetic decisions, while controlling inbreeding, optimizing genetic gain and managing future herd inventory with an easy call to action.

Vision+™ is a strategic investment with testing options available to achieve the different needs of each herd and goals of every farmer:

20 Vision+™

Mating decisions for **replacement heifers** and sale/purchase decisions for your females

ABV

Make your decisions on **replacement heifers** and breeding strategies with **Australian** genomic data

75 Vision+™

Get maximum data of **high impact** AI sires, donor dams and key bloodlines

ALTAIMPERIAL IMPERIAL P

Kaarmona Broadway Imperial P

Broadway P x Aldrin

A2A2

Alta
Create Value • Build Trust • Deliver Results



Sire: Broadlin Broadway PO
Dam: Kaarmona Aldrin Impish 3 EX90

RRP \$28

NHD Special \$26 + GST

A2A2

AUS Genomic Data 04/26 BPI 185 HWI 14 ASI 146 SI 250

Milk	39		Gest. Length	-3	Cell Count	82	Milk Speed	104
Protein kg	10	0.2%	Survival	102	Mast. Res.	98	Temp.	105
Fat kg	12	0.18%	Daught. Fert.	94	Heat Tol.	94	Likeability	107

Sexed RRP \$ 58 + GST

AUS Genomics 04/26 OT: 110 MS: 110

Stature	101	Rear Leg Rear View	103
Angularity	109	Bone Quality	103
Muzzle Width	102	Udder Texture	111
Chest Width	107	Udder Depth	105
Body Depth	106	Fore Attachment	107
Body Length	101	Rear Attach Height	112
Pin Set	105	Rear Attach Width	109
Pin Width	103	Centre Ligament	110
Rump Length	100	Fore Teat Place	102
Loin Strength	101	Rear Teat Place	107
Foot Angle	102	Teat Length	94
Rear Set	100		

AUS Proof



GT
GT

Beulah GT

Starlord x Douglas



A2A2

Genetics
AUSTRALIA



Sire: Primus Craze Starlord
Dam: Dougg T2 Fairy

RRP \$24 + GST

A2A2

AUS Genomic Data 04/26 BPI 510 HWI 422 ASI 248 SI 648

Milk	197		Gest. Length	-1	Cell Count	106	Milk Speed	103
Protein kg	14	0.15%	Survival	105	Mast. Res.	101	Temp.	103
Fat kg	28	0.32%	Daught. Fert.	104	Heat Tol.	93	Likeability	106

AUS Genomics 04/26

OT: 111 MS: 109

Stature	98	Rear Leg Rear View	102
Angularity	105	Bone Quality	102
Muzzle Width	102	Udder Texture	109
Chest Width	104	Udder Depth	99
Body Depth	100	Fore Attachment	104
Body Length	101	Rear Attach Height	107
Pin Set	99	Rear Attach Width	107
Pin Width	107	Centre Ligament	107
Rump Length	106	Fore Teat Place	104
Loin Strength	106	Rear Teat Place	102
Foot Angle	107	Teat Length	105
Rear Set	102		

AUS Proof



Get Real-Time Information on:



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A2A2

AUS GENOMIC 04/26		BPI 551	HWI 373	SI 693	ASI 390
Milk -447	Gest. 1		Cell Count 108	Milk Speed 101	
Protein 8	0.38% Survival 105		Mastitis Res. 102	Temper. 100	
Fat 50	1.00% Daughter Fert 101			Likability 100	

OVERALL TYPE 104 MAMMARY SYSTEM 105

Stature	107	Rear Leg Rear View	102
Angularity	101	Udder Depth	103
Chest Width	102	For Udder	104
Body Depth	101	Rear Udder Height	105
Pin Set	101	Centre Ligament	102
Pin Width	103	Teat Place (Front)	102
Foot Angle	103	Teat Place (Rear)	100
Rear Set	98	Teat Length	101

RRP Conventional \$24
RRP Sexed \$55 +GST

VIKRVINCIP
VR VINCI P

VR VESTY x VR Freeze Frigg



A2A2



A2A2

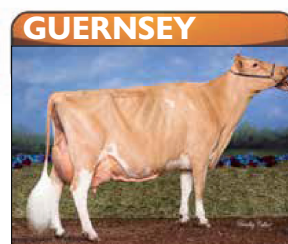
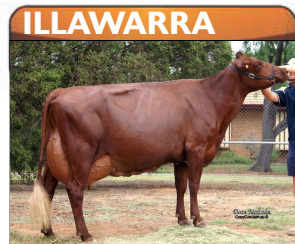
AUS GENOMIC 04/26		BPI 566	HWI 398	SI 773	ASI 449
Milk -60	Gest. 0		Cell Count 128	Milk Speed 101	
Protein 17	0.34% Survival 102		Mastitis Res. 102	Temper. 100	
Fat 55	0.83% Daughter Fert 101				

OVERALL TYPE 102 MAMMARY SYSTEM 101

Stature	103	Rear Leg Rear View	100
Angularity	103	Udder Depth	104
Chest Width	100	For Udder	102
Body Depth	99	Rear Udder Height	101
Pin Set	100	Centre Ligament	100
Pin Width	99	Teat Place (Front)	101
Foot Angle	99	Teat Place (Rear)	101
Rear Set	100	Teat Length	101

RRP Conventional \$25 +GST
RRP Sexed \$55 +GST

ALL OTHER BREEDS AVAILABLE



QUALITY BEEF SIRES

RENNYLEA T17^{PV}

\$18 +gst



- Excellent EMA and Carcase Weight
- High Growth pattern 400 - 600 day
- Very Short Gestation & Calving Ease
- Greenham approved sire

	CED	CEM	GL	BW	200D	400D	600D	MCW	MILK	DTC	DOC	NFI-F	CWT	EMA	RIB	RUMP	RBY	IMF
EBV	+6.9	+10.3	-8.6	+3.9	+58	+108	+138	+109	+21	-3.9	+25	+0.44	+86	+15.2	-1.3	-0.8	+1.2	+3.6
% Rank	16	1	6	52	22	16	18	40	23	74	34	72	12	2	78	60	10	26

ALLENDALE TRUE BLUE T325^{PV}

\$18 +gst



- Reliable Low birth weight
- Top 15% of breed for 200 - 600 day growth
- Short gestation length
- High IMF and Eye Muscle,
- Greenham approved sire

	CED	CEM	GL	BW	200D	400D	600D	MCW	MILK	DTC	DOC	NFI-F	CWT	EMA	RIB	RUMP	RBY	IMF
EBV	+1.1	+4.9	-6.4	+3.4	+62	+108	+145	+114	18	-7	+24	-0.51	+85	+8.3	-1.8	-0.2	0	+4.6
% Rank	67	36	24	41	12	15	10	32	47	13	37	2	12	33	86	50	69	12

PINE VIEW VEZINA J166

PV

\$25 +gst



- High Quality Beef Sire, In the Top 10% for multiple traits!
- Top 10% of breed for 200 - 600 day growth
- Short gestation length
- High Carcase Weight & Eye Muscle Area.

	CED	CEM	GL	BW	200D	400D	600D	MCW	MILK	DTC	DOC	NFI-F	CWT	EMA	RIB	RUMP	RBY	IMF
EBV	+8.3	+3.3	-6.4	+2.9	+65	+116	+151	+113	24	-3.1	+36	+0.26	+87	+12.5	+1.8	+1.9	+0.4	+2.4
% Rank	8	54	24	30	7	6	6	33	11	87	8	52	10	6	16	18	46	53

