

SelectCROSS[®]

APRIL
2024



YOUR SUCCESS *Our Passion.*

Phone: (614) 873-4683 ♦ www.selectsires.com

SELECTED JERSEY SIRES FOR **SelectCROSS**

Proven Sires	GJPI™	NM\$	CM\$	DWPS*	HHP\$*	MILK	CFP	PTAF	F%	PTAP	P%	PL	DPR	LIV	SCS	MAST	Z MAST	PTAT	JUI™	STA
7JE1758 JX THRASHER {6}	216	817	828	1,053	916	1,737	145	75	-0.04	70	0.03	5.9	1.9	3.3	2.96	-3.4	100	0.5	7.3	1.9
7JE1789 JX CHATHAM {4}	212	885	882	967	862	2,151	134	80	-0.10	54	-0.11	6.9	-0.1	1.6	2.87	-2.5	105	1.3	18.1	0.3
7JE1879 JX RHODES {5}	196	743	765	1,080	884	1,120	147	81	0.12	66	0.11	4.1	-1.6	0.1	2.80	0.6	106	0.2	6.4	1.1
14JE1830 JX HOOPTIE {4}-P	171	754	773	1,147	760	1,014	147	86	0.17	61	0.11	4.0	-3.1	1.8	2.90	0.9	104	0.9	14.6	0.4
14JE769 JX STONEY {3}	155	636	649	697	702	-85	86	67	0.34	19	0.10	6.1	-0.3	3.3	2.93	0.6	103	1.4	19.2	-0.4
7JE1880 STEARNS	154	543	551	716	702	1,232	94	46	-0.06	48	0.01	3.0	0.4	1.0	2.91	0.2	104	1.3	16.3	1.6
7JE1699 JX PINE {6}	146	503	516	847	651	486	82	40	0.08	42	0.11	3.9	1.1	1.8	3.13	-1.6	108	0.9	18.1	3.3
7JE1726 STARLORD	146	591	596	717	646	430	66	48	0.13	18	0.01	6.1	1.0	3.6	2.90	0.0	106	1.2	19.8	0.9
7JE1786 JX CARDIFF {4}	143	517	520	705	635	1,033	44	12	-0.17	32	-0.03	6.3	2.4	2.6	2.89	-2.0	107	1.2	18.8	0.8
14JE1876 JX COLGATE {6}	134	487	494	564	521	1,213	102	57	-0.01	45	0.00	1.9	-0.1	-1.1	2.91	-3.2	101	2.0	18.4	2.3
7JE1882 CARBINE	125	446	457	597	527	27	37	26	0.12	11	0.05	4.7	1.9	0.4	2.73	-0.4	109	1.5	21.2	0.2
7JE1899 JX GOALS {5}-P	112	444	447	554	482	552	24	9	-0.08	15	-0.02	6.9	2.2	4.0	2.82	-1.1	105	1.1	12.5	-0.4
14JE1762 CASTRO	102	562	564	672	462	1,131	86	46	-0.04	40	-0.01	4.2	-3.0	2.8	3.02	-0.3	107	1.6	16.7	-0.3
7JE5004 CHROME	71	280	283	293	253	534	47	30	0.02	17	-0.01	1.5	-0.7	-2.8	2.89	-1.5	102	1.9	17.9	0.7

Young Sires	GJPI™	NM\$	CM\$	DWPS*	HHP\$*	MILK	CFP	PTAF	F%	PTAP	P%	PL	DPR	LIV	SCS	MAST	Z MAST	PTAT	UDC	STA
614JE2151 JX STROUD {6}	213	814	827	1,082	908	1,084	135	82	0.13	53	0.06	5.7	1.1	1.5	2.91	-0.9	106	0.6	14.2	0.9
7JE1956 JX CALLAN {5}	201	741	748	1,001	897	1,305	85	39	-0.11	46	-0.01	7.8	2.5	3.4	2.82	-1.4	105	1.2	18.4	1.2
614JE2169 JX DYNASTAR {4}	192	789	802	944	819	643	118	76	0.20	42	0.08	7.1	0.0	3.5	2.95	-0.8	105	0.9	16.7	0.2
614JE2182 JX CHANCES {6}	188	767	780	1,039	813	1,061	122	73	0.10	49	0.05	5.9	0.2	2.9	2.83	-1.5	105	1.0	14.1	1.7
507JE2229 MATEO	188	675	688	970	823	966	107	57	0.05	50	0.07	6.0	0.0	2.6	2.91	-0.4	106	1.3	18.3	2.5
7JE5078 MIDWAY	187	737	753	1,047	779	959	125	73	0.12	52	0.08	5.6	-0.3	0.6	2.83	-1.3	107	0.7	12.6	0.6
614JE2107 JX CABAL {5}	185	726	734	999	773	804	69	38	0.00	31	0.01	9.0	1.7	3.0	2.81	-0.8	109	1.7	22.1	-0.2
507JE2207 BIRKDALE {5}	182	683	693	1,064	794	1,090	115	70	0.08	45	0.02	4.9	-0.8	0.7	2.85	0.0	110	1.3	20.3	1.8
7JE2137 JX CLEMENTE {6}	180	693	702	946	734	864	95	56	0.06	39	0.03	5.9	2.3	1.0	2.90	-1.5	107	0.3	14.2	0.2
614JE2240 HOVLAND	180	720	734	958	782	1,033	117	67	0.08	50	0.05	5.1	-0.5	1.4	2.86	-0.5	106	0.9	14.9	-0.5
14JE2159 JX MULLIGAN {6}	178	670	679	1,072	793	1,070	109	66	0.06	43	0.02	5.7	0.4	2.7	2.87	-0.3	109	1.3	14.6	1.7
507JE2217 BALLESTEROS	177	722	739	1,024	764	919	124	73	0.13	51	0.08	4.7	-0.5	0.3	2.81	-1.3	108	0.5	11.3	0.5
614JE2235 JX MAYPOP {5}-P	177	669	686	978	762	682	112	68	0.16	44	0.09	5.6	-0.3	1.9	2.83	-0.5	105	1.3	16.5	1.0
507JE2223 VINTAGE-P	177	751	750	914	786	1,859	109	54	-0.16	55	-0.06	6.8	-0.3	2.4	3.02	0.5	103	0.7	13.5	-0.1
507JE2197 MIST	173	688	708	939	734	427	97	55	0.16	42	0.12	5.4	-0.6	0.8	2.83	-1.0	107	1.6	22.0	0.1
507JE2163 CLEVER	172	694	705	1,028	739	610	101	68	0.18	33	0.05	4.4	1.2	2.2	2.86	-1.3	108	0.7	16.8	0.1
14JE2083 SEISMIC-PP	165	702	715	1,024	731	376	91	64	0.21	27	0.06	6.4	-1.0	0.7	2.82	0.3	111	1.6	21.2	-0.1
507JE2200 AIDEN	162	646	658	870	684	1,011	96	48	0.00	48	0.05	5.1	0.3	-0.9	2.87	-0.9	104	0.8	13.0	0.0
7JE1965 BLIZZARD	161	611	622	957	704	954	109	60	0.06	49	0.06	4.7	-0.9	1.9	3.03	-1.2	106	1.1	18.2	2.4
7JE2147 WILL	161	697	712	894	671	821	67	32	-0.04	35	0.02	7.7	0.1	2.6	2.58	0.1	108	0.2	10.7	-1.1
7JE1930 DABO-P	159	640	654	903	700	786	87	48	0.05	39	0.05	6.0	0.1	3.4	2.74	0.6	107	0.3	9.5	0.2
7JE2144 JX ODYSSEY {6}	158	624	640	1,011	688	851	101	53	0.05	48	0.08	4.4	-0.1	3.0	2.84	-0.5	110	0.6	13.2	0.7
7JE2023 UNCOMMON	158	562	572	789	692	708	94	58	0.11	36	0.05	3.3	0.8	2.0	2.88	-0.1	105	0.5	16.1	0.7
14JE2123 JX YARDAGE {6}	158	715	728	1,059	695	548	105	68	0.19	37	0.08	4.5	-0.2	1.6	2.90	0.0	110	0.4	13.4	-0.9
7JE2071 JX DINER {6}-P	156	589	599	940	678	832	87	49	0.04	38	0.03	5.8	-0.4	2.4	2.85	-0.7	111	1.2	18.6	1.6
7JE1980 KAMAKAZI	143	485	490	657	642	1,102	84	49	-0.02	35	-0.02	4.4	-0.3	2.2	2.78	-0.7	100	1.6	18.5	2.2
614JE2078 JX HAPPY {6}-P	141	604	616	927	614	440	93	59	0.17	34	0.08	5.3	-0.2	2.9	2.97	-0.5	106	1.1	11.5	0.0
7JE2115 SCHWYZ	125	479	488	735	548	394	71	43	0.11	28	0.06	4.4	-0.6	-0.5	3.02	-0.9	105	2.5	20.9	1.5

Why Jersey on Holstein?

- Reduction in Mature Size
- Improved Components
- Improved Reproduction
- Improved Calving Ability
- Improved Feed Efficiency
- Improved Productive Life
- A Large Genetic Base

In a study conducted by Select Sires comparing the published PTA values for the top-20 Select Sires Jersey bulls to the top-20 Viking Red bulls, the Jersey bulls averaged \$149 higher Cheese Merit Dollars (CM\$) than the Viking Red bulls. In addition, Jerseys have \$109 higher value in the production traits coming from their advantage in fat production and producing milk with higher component percents. The Viking Red bulls are higher for Daughter Pregnancy Rate (DPR), Livability and have an advantage in Somatic Cell Score (SCS). Though, these points are outweighed by Jerseys being much higher for overall Productive Life (PL). The study clearly shows that Jersey bulls are a profitable option in a three-breed rotational crossbreeding system.

(Figures prior to 2020 base change.)

04/24 CDCB/AJCA and Zoetis Genomic Data. % Yield, Type and NM\$ Reliabilities: JX THRASHER (6) 99, 99, 99, JX CHATHAM (4) 98, 94, 94, JX RHODES (5) 94, 90, 89, JX HOOPTIE (4)-P 94, 86, 88, JX STONEY (3) 99, 99, 99, STEARNS 92, 83, 87, JX PINE (6) 99, 99, 99, STARLORD 99, 99, 97, JX CARDIFF (4) 96, 92, 91, JX COLGATE (6) 98, 94, 93, CARBINE 94, 90, JX GOALS (5)-P 97, 91, 91, CASTRO 99, 97, 95, CHROME 99, 99, 99, JX STROUD (6) 75, 78, 72, JX CALLAN (5) 79, 81, 77, JX DYNASTAR (4) 77, 80, 75, JX CHANCES (6) 76, 78, 73, MATEO 75, 78, 73, MIDWAY 79, 81, 77, JX CABAL (5) 78, 79, 75, BIRKDALE (5) 75, 78, 73, JX CLEMENTE (6) 76, 78, 72, JX HOVLAND (4) 78, 72, JX MULLIGAN (6) 76, 78, 73, BALLESTEROS 74, 77, 71, JX MAYPOP (5)-P 75, 76, 73, VINTAGE 78, 80, 75, MIST 74, 78, 72, CLEVER 78, 79, 75, SEISMIC-PP 78, 80, 75, AIDEN 73, 77, 71, BLIZZARD 78, 81, 76, WILL 74, 78, 72, DABO-P 79, 82, 77, JX ODYSSEY (6) 75, 78, 73, UNCOMMON 78, 80, 75, JX YARDAGE (6) 77, 78, 74, JX DINER (6)-P 78, 79, 75, KAMAKAZI 79, 81, 77, JX HAPPY (6)-P 78, 79, 75, SCHWYZ 78, 80, 75. All sires listed are BBR 100, JHI and JNSF except CHROME, JX RHODES (5), CARBINE, DABO-P, WILL and SEISMIC-PP are JNSC, DIMITRI-P and SEISMIC-PP are JHIc. All sires qualify for semen export to Canada except JX CALLAN (5). All *gender* SELECTED semen is processed using Ultraplus™ technology. *JPI and JUI are trademarks of the American Jersey Cattle Association, GForce, HHP\$ and *gender* SELECTED are trademarks of Select Sires Inc., Ultraplus is a trademark of STGen LLC. *DWPS is a registered trademark of Zoetis Inc., its affiliates and/or licensors. †7 and 507 = Select Sires; 14 and 614 = Accelerated Genetics. Limitations and Conditions of Sale: *gender* SELECTED semen shall be used only for the single insemination of one female bovine during natural ovulation with the intent to produce a single offspring unless specifically approved on an individual customer basis by Select Technologies in writing. AS A CONDITION OF PURCHASING *gender* SELECTED semen, THE PURCHASER AGREES THAT *gender* SELECTED SEMEN WILL NOT BE REVERSE SORTED OR RE-SORTED UNLESS SPECIFICALLY PERMITTED IN ADVANCE, ON A CASE-BY-CASE BASIS BY SELECT SIRES IN WRITING. Select Sires intends to monitor the use of the *gender* SELECTED semen and vigorously enforce these restrictions on use. Please see <http://www.selectsires.com/designations/gendersselected.html> for additional details.

Why Montbeliarde sires on the Holstein x Jersey crossbreds?

- Maintain Moderate Mature Stature
- Improved Reproduction
- Improved Body Condition
- Improved Feet and Legs
- Improved Mastitis Resistance
- Improved Productive Life
- Increased Pounds of Fat and Protein
- Increased Value of Beef-on-Dairy Calves
- A Large Genetic Base



217M01031 MANZAT JB

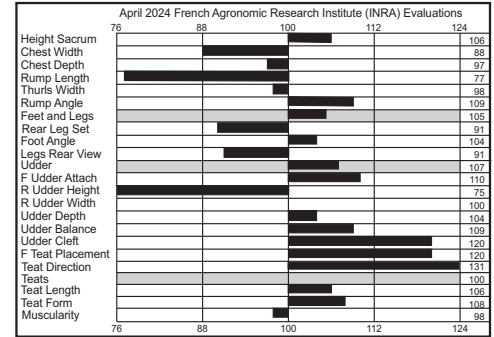


aAa: N/A Kappa-Casein AB Beta-Casein A1A2

ISU 120 111 daughters 93% Rel.
 +1,709M -0.11% +55F -0.04% +48P
 +0.9PL -0.4SCS +0.1MAS

0.2 Daughter Fertility
 95 Calving Index
 105 Legs
 107 Udders
 107 Milking Speed
 94 Temperament

\$26



217M01032 LINAO JB

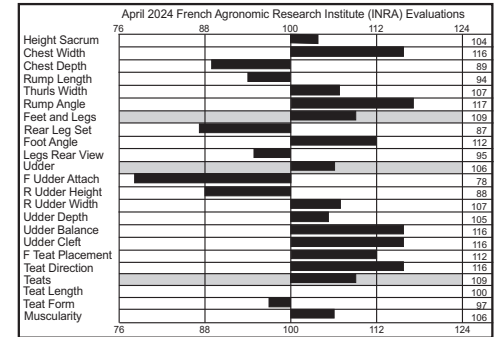


aAa: 426351 Kappa-Casein BB Beta-Casein A2A2

ISU 113 1,147 daughters 95% Rel.
 +297M -0.30% -35F +0.21% +44P
 -0.7PL +1.5SCS -0.5MAS

-1.1 Daughter Fertility
 85 Calving Index
 109 Legs
 106 Udders
 99 Milking Speed
 112 Temperament

\$26



217M01033 MAGIC JB

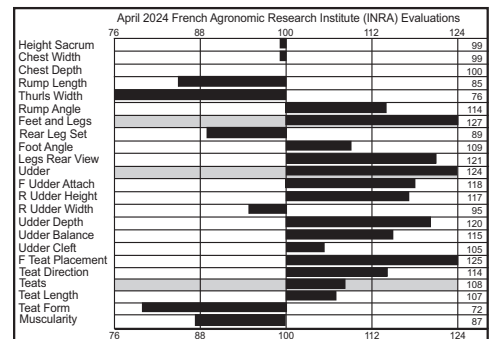


aAa: N/A Kappa-Casein N/A Beta-Casein N/A

ISU 129 615 daughters 95% Rel.
 -95M +0.04% +4F +0.01% +11P
 +1.2PL +1.8SCS +1.5MAS

+0.9 Daughter Fertility
 95 Calving Index
 127 Legs
 124 Udders
 97 Milking Speed
 98 Temperament

\$26



217M01046 OSGOR JB

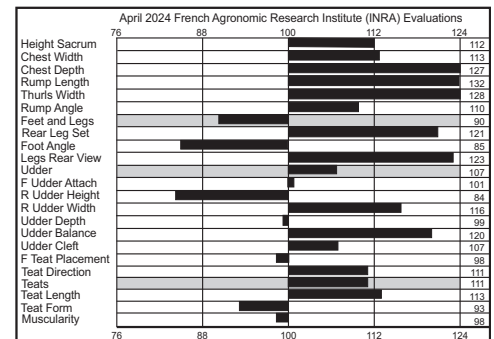


aAa: 156342 Kappa-Casein BB Beta-Casein A2A2

ISU 138 247 daughters 95% Rel.
 +2,466M -0.07% +90F +0.00% +81P
 +0.4PL -0.1SCS -0.2MAS

-0.3 Daughter Fertility
 93 Calving Index
 90 Legs
 107 Udders
 114 Milking Speed
 102 Temperament

\$26



217M01055 **PALMAS JB**

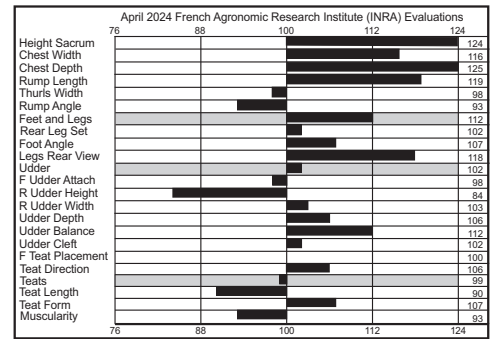


aAa: 516432 Kappa-Casein BB Beta-Casein A2A2

ISU 160 9 daughters 78% Rel.
 +3,188M +0.07% +136F -0.03% +99P
 +0.8PL +2.3SCS +0.9MAS

-0.4 Daughter Fertility
 95 Calving Index
 112 Legs
 102 Udders
 95 Milking Speed
 105 Temperament

\$30



217M01058 **PUZZLE JB**

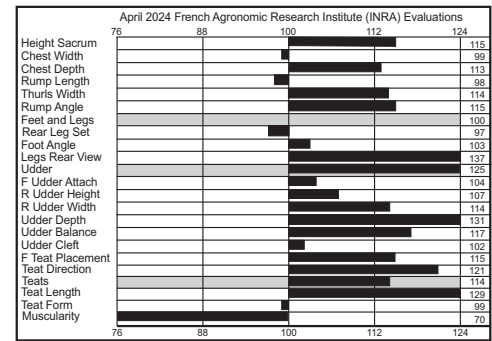


aAa: N/A Kappa-Casein BB Beta-Casein A2A2

ISU 125 0 daughters 76% Rel.
 +636M +0.13% +51F +0.22% +55P
 +0.7PL +0.0SCS +0.2MAS

0.2 Daughter Fertility
 73 Calving Index
 100 Legs
 125 Udders
 112 Milking Speed
 105 Temperament

\$26



217M01066 **RIMINI JB**

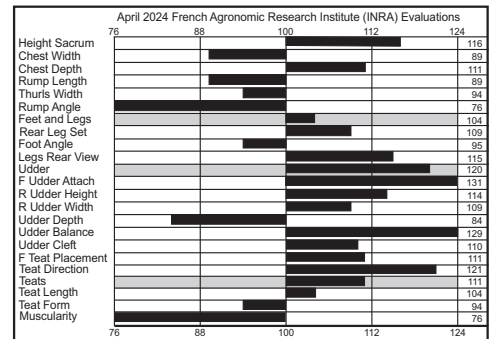


aAa: 651423 Kappa-Casein AB Beta-Casein A1A1

ISU 159 0 daughters 76% Rel.
 +2,301M +0.37% +150F +0.24% +110P
 +0.5PL +0.8SCS -0.3MAS

0.0 Daughter Fertility
 95 Calving Index
 104 Legs
 120 Udders
 108 Milking Speed
 122 Temperament

\$30



217M01068 **PERUSIC JB**

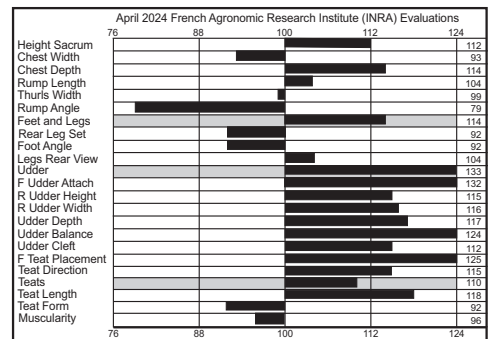


aAa: 516342 Kappa-Casein BB Beta-Casein A2A2

ISU 150 0 daughters 77% Rel.
 +1,399M +0.21% +86F +0.03% +48P
 +1.4PL +0.9SCS -0.2MAS

1.2 Daughter Fertility
 95 Calving Index
 114 Legs
 133 Udders
 107 Milking Speed
 105 Temperament

\$28



217M01069 **PISAK JB**

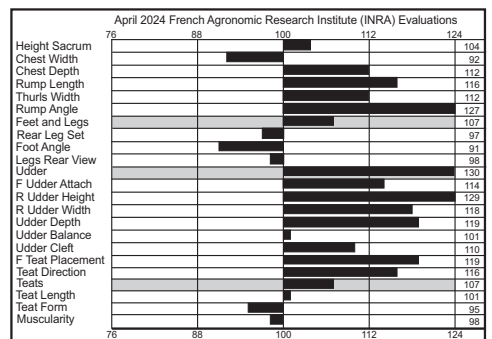


aAa: N/A Kappa-Casein BB Beta-Casein A2A2

ISU 153 0 daughters 76% Rel.
 +902M +0.05% +42F +0.22% +62P
 +0.7PL +1.4SCS +0.4MAS

1.4 Daughter Fertility
 95 Calving Index
 107 Legs
 130 Udders
 111 Milking Speed
 110 Temperament

\$30



217M01078 **SNIPER JB**



aAa: 342516 Kappa-Casein AA Beta-Casein A1A1
 ISU 163 0 daughters 76% Rel.
 +1,417M +0.05% +64F +0.09% +57P
 +3.0PL -0.4SCS +1.1MAS
 0.1 Daughter Fertility
 95 Calving Index
 135 Legs
 143 Udders
 136 Milking Speed
 113 Temperament



April 2024 French Agronomic Research Institute (INRA) Evaluations					
	76	88	100	112	124
Height Sacrum					126
Chest Width					119
Chest Depth					142
Rump Length					116
Thurls Width					111
Rump Angle					109
Feet and Legs					135
Rear Leg Set					85
Foot Angle					110
Legs Rear View					113
Udder					143
F Udder Attach					144
R Udder Height					101
R Udder Width					125
Udder Depth					133
Udder Balance					162
Udder Cleft					108
F Teat Placement					137
Teat Direction					125
Teats					115
Teat Length					129
Teat Form					102
Muscularity					104

217M01079 **SOLIN JB**



aAa: 546312 Kappa-Casein BB Beta-Casein A2A2
 ISU 163 0 daughters 71% Rel.
 +1,786M +0.06% +81F +0.24% +90P
 -0.1PL +2.4SCS +0.7MAS
 1.1 Daughter Fertility
 95 Calving Index
 89 Legs
 122 Udders
 95 Milking Speed
 92 Temperament



April 2024 French Agronomic Research Institute (INRA) Evaluations					
	76	88	100	112	124
Height Sacrum					122
Chest Width					118
Chest Depth					133
Rump Length					109
Thurls Width					129
Rump Angle					119
Feet and Legs					89
Rear Leg Set					108
Foot Angle					97
Legs Rear View					93
Udder					122
F Udder Attach					111
R Udder Height					97
R Udder Width					111
Udder Depth					123
Udder Balance					104
Udder Cleft					128
F Teat Placement					128
Teat Direction					111
Teats					99
Teat Length					96
Teat Form					105
Muscularity					105

EXPLANATION OF MONTBELIARDE TRAITS

Montbeliarde genetic evaluations are April 2024 French evaluations processed by GenEval. All type trait information is on an in-country basis, with summarization equal to their production dates.

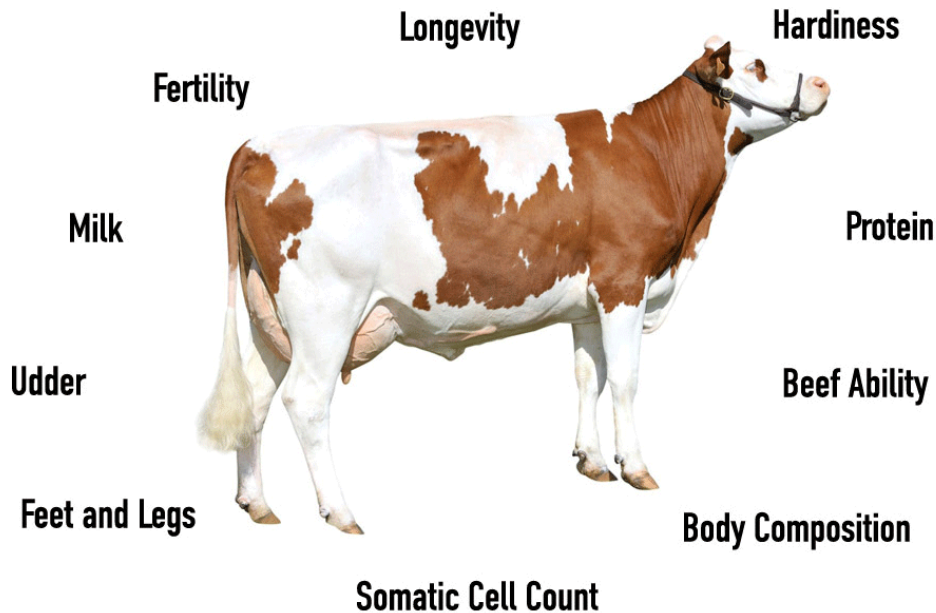
ISU = SYNTHESIS INDEX presents a composite look at all criteria based on the following breakdown: 20% Udder Health, 11% Longevity, 9.9% Muscularity, 31% Milk, 11% Reproduction, 2% Temperament.

DAUGHTER FERTILITY data is expressed around a mean of 0 with a +/- 1 standard deviation. Higher values are favorable.

UDDER AND FEET AND LEG INDEXES, LINEAR TYPE TRAITS are expressed around a mean of 100 and a +/- 12 standard deviation.

The CALVING EASE (INDEX) is based on the percentage of easy calvings on first parity cows. Higher values are most favorable. Sires greater than 89% are easy calving, less than 86% is not recommended for use on heifers.

THE MONTBELIARDE BREED ASSETS





SelectCROSS[®]

A MODERNIZED APPROACH TO CROSSBREEDING

BACKGROUND

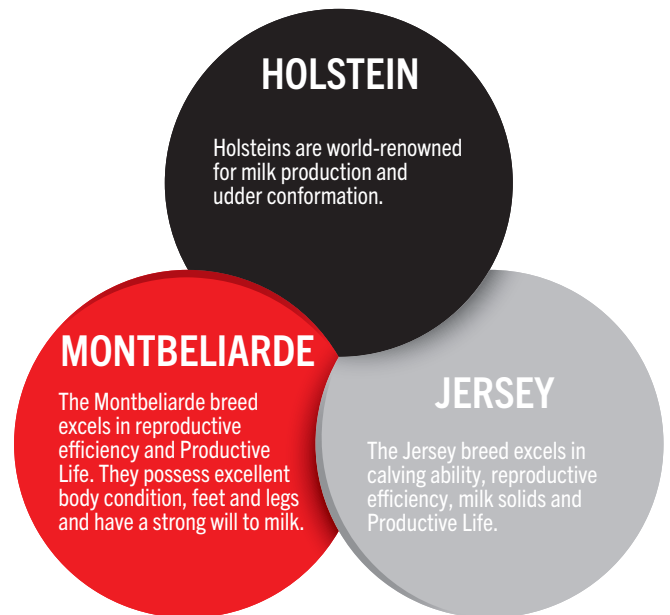
For several decades, dairy owners in the U.S. have crossbred their Holstein cows hoping to harness the positive affects of heterosis to improve reproductive efficiency, calving ability, fitness and longevity, while also reducing the mature size of the cow to lower maintenance costs.

The goal of any managed dairy crossbreeding program should be to:

- maximize heterosis by using a three-breed rotation.
- utilize breeds that have sufficient genetic options and development to offer a broad selection of elite sires.
- build on the strengths of each breed in the rotation and properly select to overcome breed weaknesses.
- produce cows that calve easily, transition into production with no issues, breed back quickly and stay productive in the herd for many years, while maintaining a profitable level of milk production and milk solids.
- create consistent cows that fit into the operation's housing and milking systems.

Select Sires supported a 10-year crossbreeding study with the University of Minnesota comparing the performance of three-breed rotational cross cows to purebred Holsteins (ProCROSS). The published study shows crossbreeding to be a viable breeding strategy. Profit per day for the Montbeliarde-sired three-way cross cows was \$0.51 higher than pure Holsteins or a difference of +13%. The Viking Red three-way cross cows had \$0.17 higher profit/day than pure Holsteins, which was +4%. Averaging these results shows that the three-way cross cows generated 9% greater profit/day. The higher profit/day was a result of heterosis and a combination of better fertility, health and longevity in the crossbred cows.

Armed with this data, the well-documented profitable performance of Jerseys, and years of experience, Select Sires recommends a modernized approach to crossbreeding—SelectCROSS.

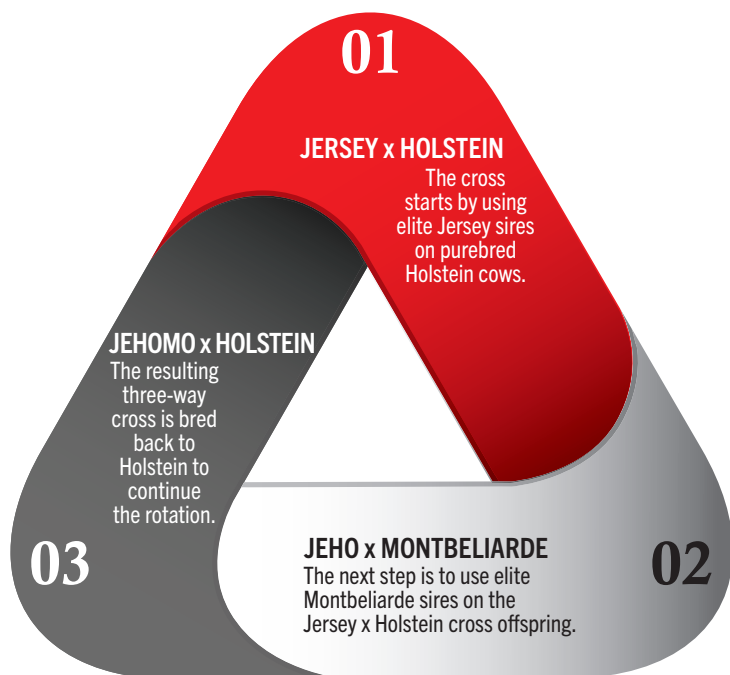


GETTING STARTED

The SelectCROSS approach focuses on a structured three-breed rotation with elite genetics from major breeds to maximize heterosis. Holstein, Jersey and Montbeliarde are three of the largest breeds in the world for genetic development.

- Use elite sires with pure descent from each parent breed for more predictable outcomes and consistency. This is currently a challenge for some active Jerseys and many Viking Red sires.
- Protect for the weaknesses and build on the strengths of each breed in the rotation.
- Start the rotation with high genetic merit Jersey sires with greater than +8.0 Jersey Udder Index™ (JUI™) to build the proper udder for a high-producing Holstein x Jersey cross cow.
- Breed this cross to Montbeliarde sires with a Calving Ease score greater than 89 and an Udder score greater than 110.

Your Select Sires representative is available to help you develop a crossbreeding program that meets the goals as outlined above. Greater profits through crossbreeding are just a phone call away.



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