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SECOND CROP SUCCESS
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*Master
Series*





AS THOUSANDS OF SIRES
ENTER STUD
WORLDWIDE EACH
YEAR, VERY FEW WILL
BE RETURNED TO
SERVICE, ADDED TO
A PROOF SHEET AND
MADE AVAILABLE TO
DAIRYMEN
WORLDWIDE.
FAR FEWER WILL THEN
REMAIN POPULAR
WHEN THEIR SECOND
DAUGHTER CROP
ARRIVES, BUT THOSE
THAT DO ARE WIDELY
CONSIDERED TO BE
THE BREED'S ELITE.

All Canadian genetic figures have been adjusted to a 2009 genetic base.
All USA genetic figures have the 1995 base change applied.



2009
2nd Crop
99% Reliability

41%
Increase in LPI

2005
1st Proof
85% Reliability

67%
GP & Better with
Second Crop

TREMENDOUS SECOND
CROP DEVELOPMENT WITH
CONSISTENCY & UNIFORMITY

LONG-LASTING INDIVIDUALS WITH
YEARS OF PROFITABILITY

SIRING DAUGHTERS WITH
BALANCE & STRENGTH

Durham x Emory x Prelude

REGANCREST-MR SAMUELO



0200HO04608 EX-CAN ST *BLF * CVF aAa: 342516 DMS: 345,234

SOLD TO 40 COUNTRIES



*Master
Series*

Pictured from L to R: Shylane Samuele Honour GP-84-2YR-CAN • John McCallum, Stratford, ON, Canada • Photo: Patty Jones
Lareleve Samuele Chrissy N/C • Gregg Hardy, Tipton, MI, USA and Rob & Julie Eby, Ayr, ON, Canada • Photo: Cybil Fisher
Rubis Samuele Louange VG-87-2YR-CAN • Rioux & Fils Inc., St. Tharcisius, PQ, Canada • Photo: Vicki Fletcher
Samuele Photo: PAB

WORLDWIDE
BREEDER SATISFACTION

COWS WITH WELL-ATTACHED,
QUALITY UDDERS AND FEET & LEGS
DESIGNED FOR ANY ENVIRONMENT

A CALVING EASE SPECIALIST THAT
ALL DAIRYMEN WILL APPRECIATE



2009
2nd Crop
99% Reliability

15% Increase in PTAT

19% Increase in Udder Composite

30% Increase in Foot & Leg Composite

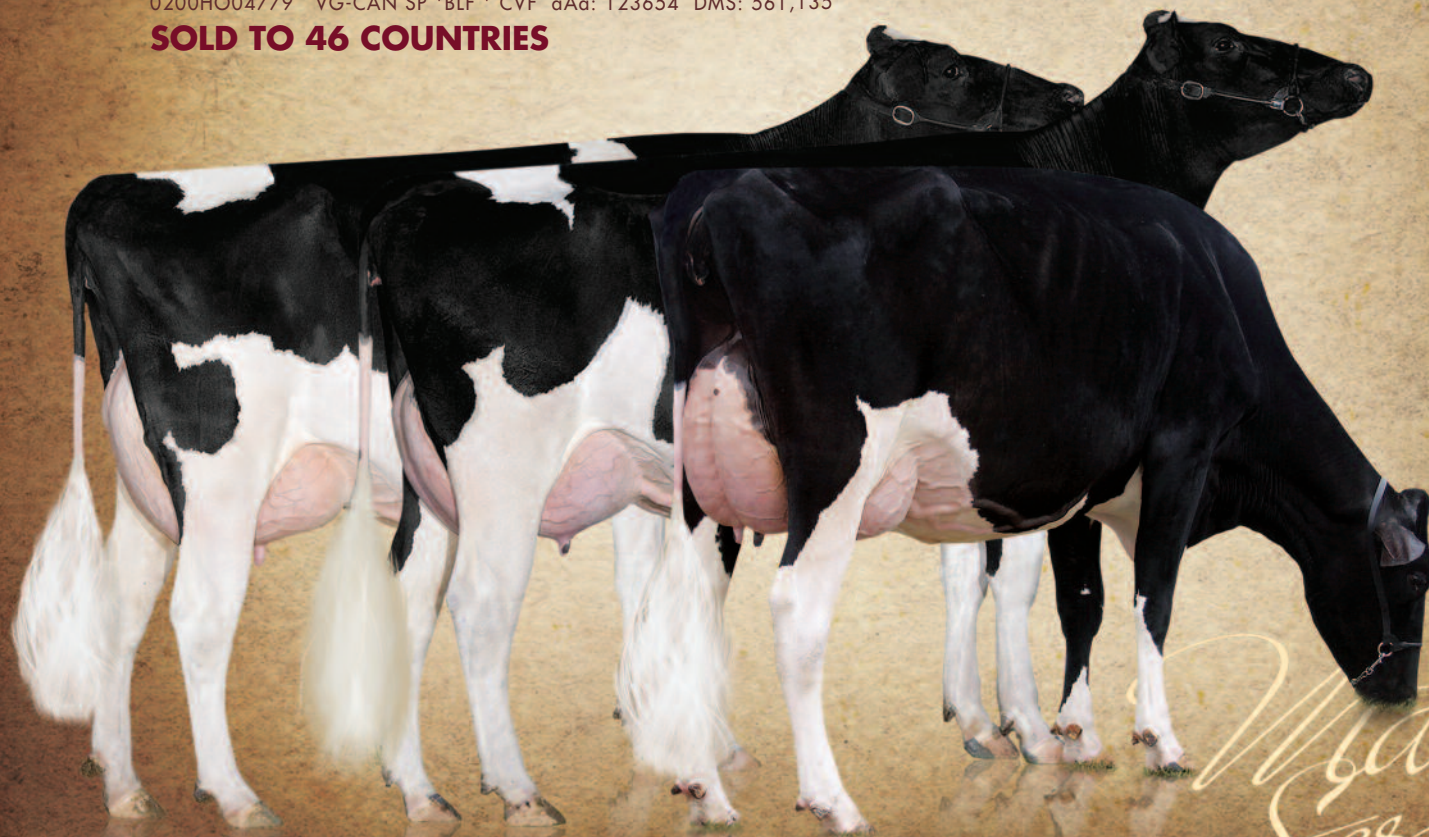
2005
1st Proof
84% Reliability

9% Increase in Milk

DN Marshall x Rudolph x Luke
R-E-W BUCKEYE

0200HO04779 VG-CAN SP *BLF * CVF aAa: 123654 DMS: 561,135

SOLD TO 46 COUNTRIES



*Master
Series*

Pictured from L to R: Gillette Buckeye Zoe GP-84-2YR-CAN • Ferme Gillette Inc., Embrun, ON, Canada • Photo: Patty Jones
Shoremor Buckeye Diamonds VG-85-2YR-CAN • Mapel Wood Farms, Jerseyville, ON, Canada and Hardy Shore Jr., St. Thomas, ON, Canada • Photo: Patty Jones
Bur-Wall Buckeye Gigi VG-88-2YR-USA • Wallace & Bob Behnke, Brooklyn, WI, USA • Photo: Nick Sarbacker
Buckeye Photo: PAB



2009
2nd Crop
99% Reliability

12%
Increase in TPI

38%
Increase in
Productive Life

2003
1st Proof
82% Reliability

36%
Increase in PTAT

ACCEPTED AS A TYPE
SPECIALIST WORLDWIDE

EXHIBITING STYLE & QUALITY

SILKY MAMMARY SYSTEMS
THAT WILL LAST FOR MANY
LACTATIONS

Lee x Mason x Aerostar
**CEDARWAL
SPIRTE**

0200HO00113 EX-93 CAN ST *BLF *CVF aAa: 123465 DMS: 234,123

SOLD TO 35 COUNTRIES



*Master
Series*

Pictured from L to R: Travesia Spirte Marisel VG-87-ESP • Granja La Ponderosa, Spain • Photo: Giorgio Soldi

Fontenoise Spirte Picotie VG-86-2YR-CAN • Browndale Farm, Paris, ON, Canada • Photo: Vicki Fletcher

Quality-Ridge Spirte Anita EX-91-3YR-USA • Carson Kasbergen, Stone Ridge Dairy, Mansfield, IL, USA • Photo: Lea McCullough, Cybil Fisher Photography

Spirte Photo: Patty Jones

BREEDER SATISFACTION WORLDWIDE
PRODUCING QUALITY, HARD
WORKING COWS

EXCELLING IN TODAY'S MOST
ECONOMICAL TRAITS: SCS, CALVING
EASE & DAUGHTER FERTILITY

A SECOND GENERATION
MASTER SERIES SIRE

Form x Mandel x Leadman

BRIGEEN GIVENCHY

0200HO04624 EX-CAN SP *BLF *CVF aAa:156324 DMS:135

SOLD TO 49 COUNTRIES



2009
2nd Crop
99% Reliability

7% Increase in TPI

76% Increase in PTAT

300% Increase in Udder Composite

19% Increase in Milk

2004
1st Proof
80% Reliability



Master Series

Pictured from L to R: Laclar Givenchy Ivanessa VG-86-2YR-USA • Danny E. Koester, Dakota, IL, USA • Photo: Cybil Fisher
Brigeeen G M Rhonda VG-89-2YR-USA • Comestar Holstein, Victoriaville, PQ, Canada • Photo: Cybil Fisher
Givenchy Photo: PAB



2009
2nd Crop
99% Reliability

23% Increase in PTAT

2002
1st Proof
80% Reliability

54% Increase in Udder Composite

A SIRE OF SHOW CHAMPIONS
WORLDWIDE

ONE OF THE MOST IMPRESSIVE
INDIVIDUALS IN SEMEX HISTORY

A MILLIONAIRE SIRE BREEDING
TYPE & STRENGTH
LEADING TO LONGEVITY

Mason x Blackstar x Reik
COMESTAR LHEROS

0200H001758 EX-97-CAN EXTRA *BLF *CVF *RDF aAa: 234165 DMS: 234

SOLD TO 51 COUNTRIES



*Master
Series*

Pictured from L to R: Prudence Lheros Ostil EX-94-CAN • Pierre Boulet, Montmagny, PQ, Canada • Photo: Patty Jones
Lacoulee Annabelle Lheros EX-95-CAN • Pierre Boulet, Montmagny, PQ, Canada • Photo: Vicki Fletcher
Valleyville Lheros Jenn VG-89-4YR-CAN • Ferme Jacobs Inc., and Ty-D Holsteins, Cap Sante, PQ, Canada • Photo: Cybil Fisher
Lheros Photo: Patty Jones

A CALVING EASE SPECIALIST,
BREEDING PROFITABILITY RIGHT
FROM DAY ONE

EXCELLING IN UNIFORM FEET & LEGS AND
CONSISTENT MAMMARY SYSTEMS

IDEAL FOR ALL ENVIRONMENTS

Durham x Mandel x Leadman

EMERALD-ACR- SA T-DEREK

0200HO01406 VG-CAN ST *BLF *CVF aAa: 234165 DMS: 234,345

SOLD TO 36 COUNTRIES



2009
2nd Crop
99% Reliability

67%
Increase in
Mammary Systems

2004
1st Proof
86% Reliability

3%
Increase in LPI

66%
Increase in
Productive Life



*Master
Series*

Pictured from L to R: T & E Derek Hena VG-86-2YR-LUX • Thein & Elsen, Goebblange, Luxembourg • Photo: KeLeKi
Bielefeld Derek Watte GP-84-2YR-DEU • Thomas Kaiser, Offenbach, Germany • Photo: Rolf Klöcker
Derbovens Derek Raphaela VG-87-2YR-DEU • Rinderzuchtbetriebs Derboven, Bunkmühle, Germany • Photo: Wolfhard Schulze
Derek Photo: Patty Jones

A RESPECTED SPECIALIST Siring PRODUCTIVE,
PROFITABLE COWS WORLDWIDE

WITH THOUSANDS OF DAUGHTERS
WORLDWIDE HE HAS A PREDICTABLE
& APPRECIATED BREEDING PATTERN

AN INTERNATIONAL SIRE OF SONS, HIS LEGACY
CONTINUES TO INFLUENCE THE BREED



2009
2nd Crop
99% Reliability

5%
Increase in PTAT

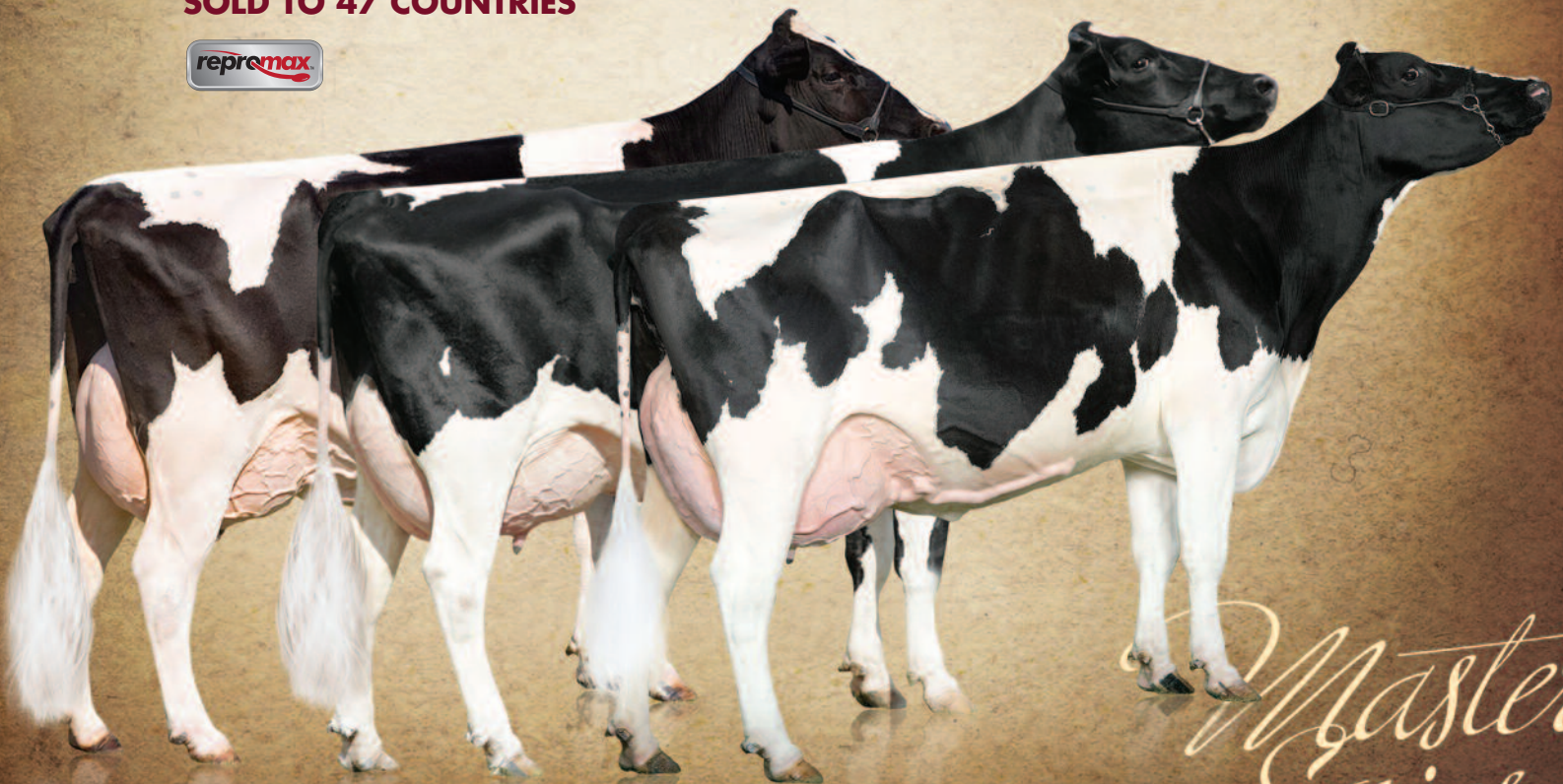
2004
1st Proof
79% Reliability

5%
Increase in Foot & Leg
Composite

Formation x Aerostar x Blackstar
STOUDER MORTY

0200HO00044 EX-CAN *BLF *CVF aAa:561423 DMS:246,126

SOLD TO 47 COUNTRIES



*Master
Series*

Pictured from L to R: Ledonna Morty Jackpot EX-91-3E-USA • Matthew R. Hopkins, Oconomowoc, WI, USA • Photo: Kathy DeBruin
Emerald-Acr-Sa T-Mum VG-87-2YR-USA • Emerald Acres & Scott Armbrust, De Pere, WI, USA • Photo: Cybil Fisher
Castleholm Morty Candy VG-87-4YR-USA • Bryan Milnes, Morrison, IL, USA • Photo: Cybil Fisher
Morty Photo: Patty Jones

NO SIRE IN THE BREED HAS THE
ABILITY TO CREATE A POSITIVE FIRST
IMPRESSION LIKE SEPTEMBER STORM

STYLE & DAIRY QUALITY LIKE NO OTHER

INFLUENCING THE RED & WHITE
HOLSTEIN FOR GENERATIONS TO COME

Form x Style x Enhancer
**PURSUIT
SEPTEMBER
STORM *RC**

0200HO03067 EX-CAN ST *BLF *CVF *RDC aAa: 156342 DMS: 126,246



2009
2nd Crop
99% Reliability

32%
Increase in PTAT

30%
Increase in Udder Composite

2002
1st Proof
87% Reliability

64%
Increase in Foot & Leg
Composite

SOLD TO 33 COUNTRIES



*Master
Series*

Pictured from L to R: Planillo September Sara EX-92-ESP • Triple A Holstein, Carlos Prat, Planillo Holstein, Spain • Photo: Giorgio Soldi
Miss Macland Sept Juliet EX-91-3YR-USA • Nathan & Adam Goldenberg, McGregor, TX, USA • Photo: Cybil Fisher
Sunnylodge SS Tara Red VG-89-4YR-CAN • John Beerwort Jr., Joyceville ON, Canada; Lookout Holsteins, Canton de Hatley, PQ, Canada and Les Davis, Riverdale, CA, USA • Photo: Cybil Fisher
September Storm Photo: Patty Jones



2009
2nd Crop
99% Reliability

4%

Increase in Herd Life

55%

Increase in Mammary Systems

76%

GP & Better with
Second Crop

2003
1st Proof
85% Reliability

USED WORLDWIDE, HIS INTERNATIONAL
INFLUENCE CONTINUES
THROUGHOUT THE HOLSTEIN BREED

A CONSISTENT & RELIABLE UDDER IMPROVER

A FERTILITY LEADER ELIMINATING
REPRODUCTIVE ISSUES

Storm x Kinglea Leader x Blackstar

**LADINO PARK
TALENT*RC**



0200HO07030 EX-AUS ST *BLF *CVF *RDC aAa:156243 DMS:345

SOLD TO 33 COUNTRIES



*Master
Series*

Pictured from L to R: Richters Talent Maxima EX-90-DEU • Dream In Red Syndicate, Herbergen, Germany • Photo: Wolfard Schulze

Gen-I-Beg Talent Splach VG-87-3YR-CAN • Ardross Holsteins, Caledonia, ON, Canada • Photo: Patty Jones

Rainyridge Talent Barbara VG-89-3YR-CAN • Ronald Boerchers, Laurier, MB, Canada; Ravenbrook Holsteins, Grunthal, MB, Canada and Hylite Holsteins, Blumenort, MB, Canada • Photo: Cybil Fisher
Talent Photo: Stu Mackie



SECOND CROP SUCCESS

At Semex our Master Series sires have a lot to live up to. They are following in the footsteps of industry greats such as Starbuck, Aerostar, Rudolph, Storm and Goldwyn. These household Semex names are synonymous with success, reliability and longevity.

These greats and the sires between these pages represent the very best our breed has to offer. They've stood the test of time, exceeded breeders' expectations and now are poised to make an impact on dairies seeking bulls with durability, reliability, efficiency and profitability assured in their proof... the Semex Masters Series.

Milking 50, 500 or 5,000 cows

SEMEX
WORKS
EVERYWHERE