

Milking 50, 500 or 5000 cows

SEMEX WORKS EVERYWHERE



BERKHILL STEADY ROSALYN
GP-84-2YR-USA

East River Farms, Charlottetown, PEI, Canada
Photo: Vicki Fletcher

Conformation	+14
Mammary System	+10
Feet & Legs	+11
Fat	+69 kg
Calving Ability	103

(GEBV 10*APR)

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STANTONS STEADY

EX-CAN

Mr Sam x Convincer x Rudolph

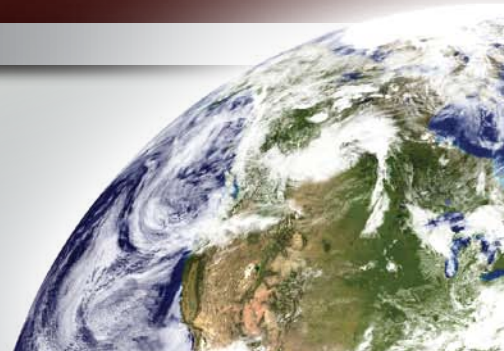
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The Power of Balanced Breeding[®]



Discussion Point	Benefit To The Customer
Shallow Mammary Systems	The benefit of having a shallow udder is that they're kept well above the ground, reducing the possibility of injury or contamination. Steady udders are shallow but still have the capacity for milk production through their width and length.
Easy Calving	Calving ease is one of the most important traits to all breeders today. It is a critical component in getting a calf off to a healthy start, as well as minimizing the cow's stress levels during calving. With an easy calving sire like Steady, a calf is off to a quicker start and the cow is ready to join the milking herd sooner
Herd Life	Herd Life (similar to the US's Productive Life) predicts the ability of a bull's daughters to out live their herdmates. Steadys have the necessary traits to get high numbers in this category, telling us that his daughters are able to live longer, generating more profits through a longer lifespan
High Fat	Fat weights and deviations are a large component of how many markets pay for their milk. If the market dictates a higher pay for fat levels, Steady's daughters deliver. While still having good milk production levels, his daughters have a high fat percentage that will make his daughters more profitable in many markets
Good Chest Width	Strong and capacious, these cows have the necessary substance to be survivors under the harshest conditions. Steady daughters are strong and healthy, and we see that this added strength gives them a more aggressive nature, allowing them to get to the bunk and take on lots of feed to convert to milk
Wide Rear Udders	Rear udder width is a trait we see in many top producing cows. Steady's rear udder width gives his progeny a healthy amount of udder capacity, allowing them to easily produce more milk with each passing lactation. A wide rear udder doesn't just look good, it is an important type trait that can positively affect milk production and udder longevity
Good Loin Structure and Rump Angle	While the rump is not a high ranking trait on a classification scorecard, it impacts longevity by reducing stress on the other body parts. Steady's strong loins and correct rump structures allow his daughters to stand and move more correctly on their rear legs which is an major component of the scorecard
Outcross Sire	Because of his pedigree, this sire can be considered somewhat of an outcross sire to many bloodlines. Being sired by Mr Sam and from a Convincer dam allows him to be used on most pedigrees without increasing inbreeding levels, a proven profitability deceiver
Balanced	Steady is a sire that has a bit of everything in his breakdown. With no major weaknesses, this sire is able to correctively mate many types of cows. He is the ideal sire for the breeder that likes to take large volumes of one bull and use it across a portion of the herd, and is still good for the breeder looking to individually mate his herd

How To Handle Potential Objections

Feet & Legs	While Steadys have a good enough bone quality to them, they could be straighter on their legs both from the side and from behind. This is a trait that we do usually see on the maternal side of this pedigree. But, with this bull having so many other attributes, it makes him an easy sire to use in correctively matings while protecting accordingly
Daughter Fertility	Steady is related below average for daughter fertility, a trait that has become important to many of our customers. Remember, however, that many health traits can be overcome through improved management, particularly in their heat detection programs for daughter fertility. If the customer has good reproductive management this trait is not a huge issue

Steady is a very interesting new sire that is very balanced and has many of the correct traits to produce long-lasting, productive cows. They are strong and wide-uddered, with correct rump structures. His outcross pedigree helps him work on many bloodlines and makes him an easy to use, trouble free type of bull that can help improve many traits in the next generation

Mating criteria

Use on cows that are sharp and angular, looking for additional fat and width of rear udder and chest floor