

Milking 50, 500 or 5000 cows

SEMEX WORKS EVERYWHERE



MERCURY PASCALE AURORA
GP-83-2YR-CAN

Ferme Mercury Inc., Ange-Gardien, PQ, Canada
Photo: Frank Robinson

Fat	+63 kg
Fat %	0.38%
Conformation	+8
SCS	+2.68
Calving Ability	103

(GEBV 10*APR)

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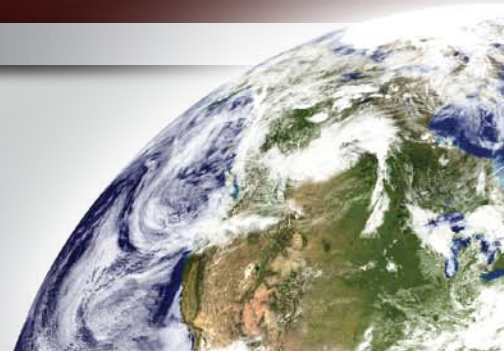
LADYS-MANOR **AURORA**

VG-CAN

Goldwyn x Champion x Aaron

**SEMEX**[®]

The Power of Balanced Breeding[®]



Discussion Point	Benefit To The Customer
First Proven Goldwyn Son	Breeders have been anxiously awaiting the arrival of the first sons of Goldwyn, one of the greatest sires in the Holstein breed. As the first Goldwyn son, Aurora will offer customers the first proven opportunity to benefit from Goldwyn's influence and will be extremely popular worldwide
Conformation	Many of Goldwyn's traits come through in Aurora siring a good conformation rating on his first proof. Aurora daughters have much of the same eye-catching traits being appealing at very first glance, making these daughters some of the best ones for type in their herds
Udder Texture	A soft udder quality allows for their udders to be healthier and milk out easily, decreasing the incidence of mastitis. A softer udder will decrease udder health issues and related expenses for the dairyman. A softer udder is also generally able to handle increased production more easily as the cow matures through each lactation
Width and Strength	These cows are stronger than expected, displaying excellent amounts of width and strength to them, keeping strong and aggressive throughout their lactation. This width is something that as they age and develop will be transmitted back through their frame and mammary system
Rear Udders	Rear udder strength is crucial for the longevity of the mammary system. Aurora's udders show the same great width that we see in the front ends of these cows. This width will give added strength to the attachment allowing the mammary system to last for many lactations of successful milk production
Fore Udder	Like his sire, Aurora transmits ideal fore udder strength. The fore udder is very long and well-attached, and is strongly attached to the body wall. The veination and quality add to the appearance and desirability of the fore udder, resulting in fore udders that will stand the test of time and last for many lactations
Flat Boned and Good Heel	Aurora's legs are refined and flat while his foot shows above average depth to them. These are two traits that will combine for a healthy producing animal that is able to live stress free lactation after lactation. A deep heel will keep the cow healthier in her feet, while the refined bone tells us they have the ability to produce
Positive Fat and Protein Deviations	Aurora's daughters are good producing individuals, but their greatest strength within their production will be their positive fat and protein deviations. He is a bull that is able to transmit good fat and protein levels and improve the percentage of milk solids. This is a valuable trait for many producers
Excellent Health Traits	Siring low SCS, good Calving Ability and positive Herd Life, Aurora is not just another good type sire, he is very complete. This health trait breakdown is essential in today's market to help improve herd efficiencies and profitability. Aurora will produce healthy cows that last a long time, with very few health associated costs

How To Handle Potential Objections

Low Reliability	Aurora will have just enough daughters for this first proof. But, for the breeder that is looking for Goldwyn bloodlines and does not want to use a high Genomic young sire, Aurora is the answer. Comments on this bull are very positive and we should be able to expect these numbers to hold steady as we move towards higher reliability in the future
Rear Leg Rear View	Aurora is not as correct for this trait as his GPA had predicted. With a slight tendency to produce cows that hock in, it is an area that is easily protected against. Maintaining a good foot care program and breeding correctively will help minimize the problems associated with this trait

Aurora will create a lot of excitement being the first proven Goldwyn son. His extreme balance and corrective ability for most traits will make him a very safe first Goldwyn son. Their great mammary systems will allow him to be used on many different cows, and their impressive first appearance will make them the favorites in many barns.

Mating criteria

Use on cows that show good stature and depth of body, needing udder and bone quality improvement