

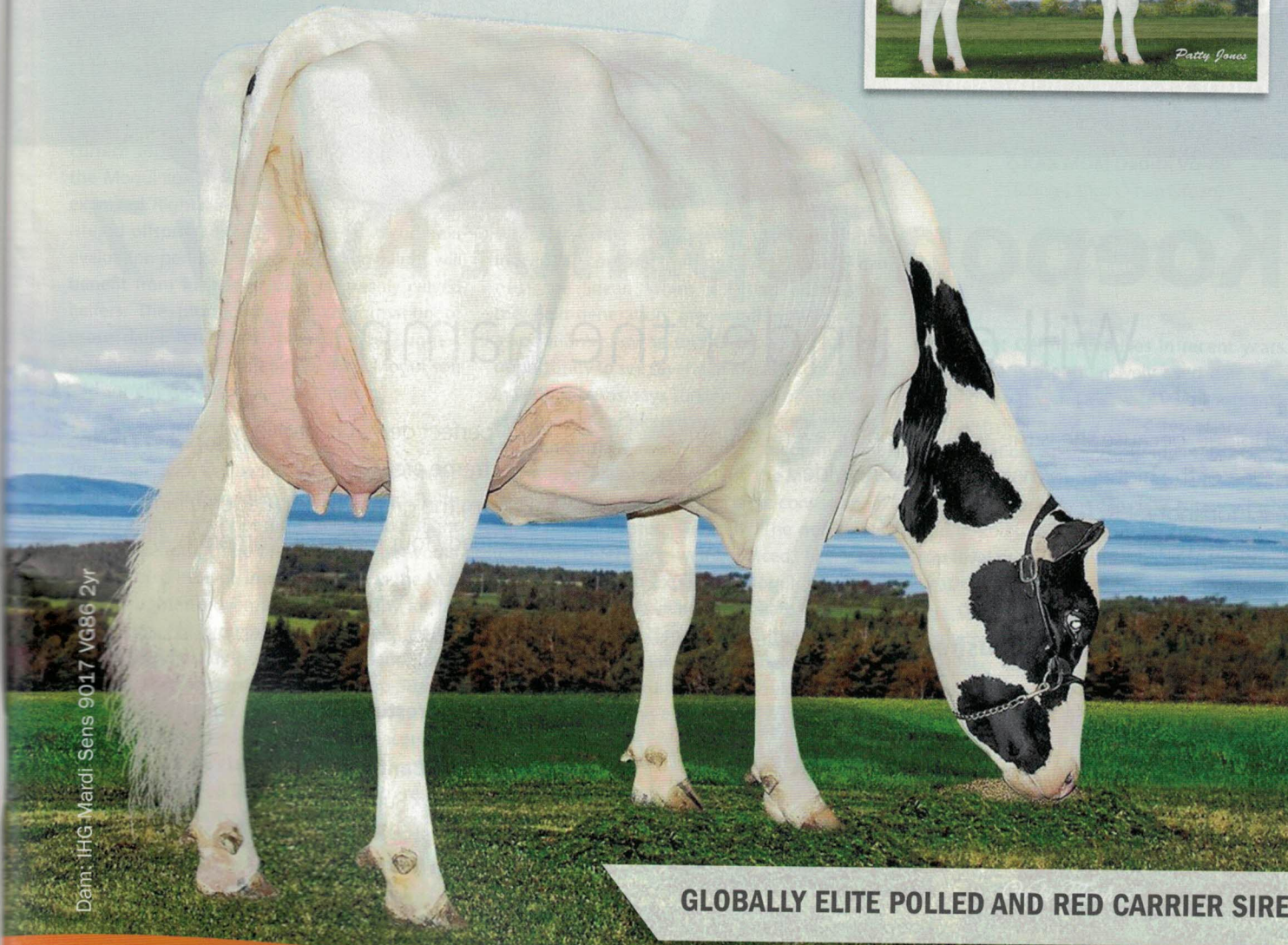
cogent™



SWISSBEC YODA-P

Jedi x Mardi Gras x Ladd P Red

GTPI	MILK	PTAT	DPR	PL	NM\$
+2662	+1626	+2.04	+3.2	+6.7	\$753



Dam: IFG Mardi Sens 9017 VG86 2yr

GLOBALLY ELITE POLLED AND RED CARRIER SIRE

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Intrigierende Stieren
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Taureaux Intrigants
Tori Interessanti
Toros Interessantes

Intriguing Sires

DNA

IZZY JONES

ABS ACHIEVER

Yoder x AltaEmbassy x Robust / 2831 gTPI, ABS, US

- ➕ ALL-ROUND FITNESS, MEDIUM SIZED, COMPONENTS
- ➖ STRENGTH (-0.40), SHORT TEATS (-0.41), STRAIGHT LEGS (-1.17)

'Achiever offers a wonderful combination of traits that are interesting today: medium stature (-0.24 stature), high components (952lb milk, +.30%F, +.06%P), great fitness (2.4 DPR, 2.77 SCS, 6.2 calving ease, 8.7 PL) and liveability (3.0). He also offers an alternative pedigree to the many Modesty and Jedi sons, without sacrificing genetic potential,' enthuses Ryan Starkenburg (ABS). Making Achiever even more outstanding is his Nr.15 gTPI and Nr.3 Net Merit (1013 NM\$) rankings and A2A2, BB KappaCasein status. ABS purchased Achiever's dam, Compass-Trt J925, as a heifer. Sired by Freddie-son Embassy they believed that – in combination with her cow family, the Shauna-line of the Rudy Missys – she would be a good foundation cow to build from. ABS went on to make a number of sons from J925, including Achiever's Bourbon-brother, Joplin (925 NM\$, 2771 TPI). Starkenburg continues: 'The mating of J925 to Yoder worked well. Not only did it produce Achiever, a rare bull with over 1000 NM\$ and semen available, but the mating also produced 2 outstanding full-sisters: Acapella (1018 NM\$, 2818 TPI) and Anna (2787 TPI).' Achiever tests well in various countries, particularly the UK where he is Nr.12 for gPLI (£743). Although Achiever was released worldwide in April 2017, some of his early progeny are already impacting the rankings, like Denovo Achiever 7925 (2897 gTPI), who was the Nr.6 gTPI female in September.



VINKSLAND ADDICTION ATOMAR-RED (CH)

Addiction x Aikman x Larson / 1560 gISET, Swissgenetics, CH

- ➕ FITNESS, BREED-LEADING INDEX, COMPONENTS
- ➖ STRAIGHT LEGS (92), BODY DEPTH (96), CHEST WIDTH (97)

Like polled genetics, historically Red-Holsteins were often viewed as inferior to Black and Whites. We say "historically" because every once in a while a bull comes along that revolutionises the industry and transforms perceptions forever. In the polled world, Powerball-P in North America and Mission-P in Germany were opinion changers... Now in Switzerland, Addiction-son Atomar-Red is leading the way for Red genetics. Why? Because on his official proof debut in August Atomar burst onto the Swiss gISET rankings and claimed the Nr.1 spot, 30 points clear of nearest rival Delio. 'I bought Atomar as an embryo in Canada, I knew Atomar's family very well,' explains Jürg Stoll (Swissgenetics), 'I think he has everything you need in a young genomic bull: Credible dams from a deep cow family, high numbers and a complete genomic result.' Atomar's dam, Maple Wood Serenity-RC VG-85-2yr, is an Aikman-Larson grand-daughter of the 2017 Red Impact Cow of the Year, Des-Y-Gen Planet Silk EX-90. Atomar scores well for all fitness traits, with extremes for fertility (129) and longevity (129). Suited to the Swiss market, he has pleasing type scores (130), high components (374kg milk, +.39%F, +.35%P) and also is BB for KappaCasein. Atomar is available in Switzerland, Italy, Germany, Austria, Finland, England, France, Australia and New Zealand.

SWISSBEC YODA-P-RC

Jedi x Mardi Gras x Ladd-P / 3353 gLPI, Cogent, CA

- ➕ SUPERB FITNESS, NR.1 POLLED RANKING, EXTREME MILK
- ➖ STRAIGHT LEGS (-12), BODY DEPTH (-2)

Leading the Canadian polled rankings is Jedi-son Yoda-P-RC. He is a very interesting bull for profit-driven breeders as, in addition to being polled, his daughters are expected to have remarkable fitness, tremendous milk (1835kg milk, +.08%F, +.10%P) and are not too extreme type-wise (2 Stature). Yoda's dam, IHG Sens-P is making a name for herself as a top brood cow, having various sons in top rankings. Yoda's full-brother Whisk-P ranks at Nr.4 gLPI polled, whilst his Modesty-brother Sharks-P is at Nr.10. Other brothers to mention are Jackpot-PP-Red by AltaCasual, the Nr.3 homozygous polled gLPI bull, and Modesty-sons Bobby-P and Sammy-P, the Nr.2 and 3 gTPI polled sires. From the Glen Drummond Shower family, Sens is out of the \$125,000 K-Manor Sensational-Red-PP, who is backed by 10 VG/EX dams. Naturally being the Nr.1 polled gLPI sire, Yoda is popular in his home country Canada, but also attractive in other countries too... In the UK he is Nr.3 for polled (£634 gPLI), in the US his 2662 gTPI also sees him sitting high in the rankings. And in Italy he tests 3867 gPFT. Richard Bostock (Cogent) adds: 'With high milk and fertility we expect Yoda to be most popular in liquid milk markets such as the US, but his balance in country proofs and high index has made him popular in European countries too.'



Production & Fitness: Top Traits of Polled Powerball-sons

Powerball-P's sky-high gTPI and balanced proof injected a powerful new wave of genetics into the polled world. Upon his release, he was one of the most exciting polled sires of sons around. Fast-forward 3 years: Here we provide an overview of his best sons globally.

IZZY JONES

When View-Home Powerball-P burst onto the scenes in 2014 he silenced the polled fraternity. He was the polled bull that reached the then unprecedented 2477 gTPI mark, just over 100 points higher than his nearest polled rival. Unlike many of the polled sires available at that time, Powerball offered lots of milk (with positive components), good fitness traits and a nice level of type. He was the bull that would change breeders' opinions of polled sires forever. Plus: Also of benefit – he carried the A2A2 protein gene. Unsurprisingly Powerball was one of the hottest polled sires

around... everyone wanted a piece of the Earnhardt-son, who offered a gTPI to compete with his horned counterparts.

PEDIGREE

To explain where Powerball's credentials come from, you just need to take a glance at his pedigree. On the top side we have the well-respected polled sire Earnhardt-P (MOM-Lawn Boy), whilst on the bottom side we have the mighty Rudy Missy family. Arguably the cow from this family having the most influence on Powerball is his 4-time Global Cow nominee

dam, Pine-Tree 2149Robst 4846. Carving a name for herself as an all-time great, a selection of her other sons include Monterey, Missouri, Madate and Cashflow.

'When Powerball first started making semen demand was incredible. As an extreme outlier with a high gTPI and top production figures, traits highly sought after in polled bloodlines, breeders were anxious to use him to make the next generation and expand the polled breeding population,' explains Roger Turner (Jetstream), 'We did not hold any semen back as soon as semen was produced and available (at 11 months of age) we started marketing it, with no semen being held back for international use. Everyone was on an even playing field and we could increase the price per unit. As a result breeders were willing to cooperate and pay for the higher value.'

MATING SIRE

Before we get to grips with his sons, let's look at how Powerball himself has been performing on the league tables today... With 176 daughters in his production proof, in August Powerball made his first daughter-proven debut – becoming the Nr.1 daughter-proven polled sire with a PTAT (1.75) and Nr.2 for TPI (2361). These traits are filtering through to his sons, with many of them heading polled tables around the world. For example in Italy Clash-P and Parallel-P stand at Nr.1 & 2 polled gPFT. The Danish-bred, A2A2 BB Kappa Casein sire Clash goes back to Tirsvald Luke Classic – the same family that brought Cogent Supershot. Whereas Parallel-P, originally from Germany, features Morningview Super Ellie EX-91 as his granddam (Ellie is full-sister to Kingboy's dam Super Megan). Behind Ellie is the Gold Medal Dam, Morningview Shottle Madilyn EX-94. Both bulls offer the traits that made Powerball famous: high index, milk, type and fitness. An interesting observation about the Powerball sons worldwide is that there is not a common maternal grandsire – Powerball seems to work



HAN HOPMAN

Like many Powerball-sons, ABS Danner-P is A2A2, offers good production and fitness. From the Sully Shottle May family, Danner's dam is a Jackman-Denim grand-daughter of Sully Planet Manitoba VG-85 (dam of Meridian).



View-Home Powerball-P has been sold to and used in over 20 markets worldwide. North America, Europe and Australia have been the regions where he has been most popular.

‘Many units of Powerball’s early semen sold for more than \$1,000/unit’

on a number of different sires. And more: He works on different cow families too. For instance in Canada we find 4 prominent Powerball-sons: Adagio-P (Powerball-McCutchen), Cold-P (Powerball-Beluga), Evolve-P (Powerball-Balisto) and Soccer Ball-P (Powerball-Aikman). The highest of the 4, Adagio-P (Nr.5 gLPI polled), goes back to the former Nr.1 CTPI cow, the \$630,000 Wabash-Way Emilyann VG-88-2yr. Cold-P, who ranks at Nr.7 gLPI and Nr.21 gTPI (2490 gTPI) for polled, is an A2A2 sire and is out of Michigan Polar 4957 VG-85 (Beluga-Bookem). Evolve-P is also A2A2 and comes from a very deep pedigree. Evolve’s granddam, Royal-Vista Epic Estelle EX-90, is a 9th generation EX and she is out of Mor-Yet Goldwyn 682 EX-94, dam of Shamrockson Royal-Vista Ethan. Evolve tests well in the UK too, he is Nr.1 for polled (£670 gPLI) and tests well for UK fertility (10.4). Rounding off the top Canadian Powerball-sons is the A2A2, BB Kappa-Casein Soccer Ball who is out of Des-Y-Gen Silk’s grand-daughter, Oconnors Aikman Scarlet. Scarlet’s other sons include the Nr.2 gTPI Red sire, Revival-Red, and the Nr.7 gLPI RC sire, Selfie-RC.

GERMAN SONS

Looking at the traits of these Canadian bulls in the table, they all offer high milk, super components (Cold-P: +.16%F, +.21%P; Evolve-P: +.37%F, +.40%P) and great fitness traits. These traits are also reflected in Powerman-P, who was born in Canada but now owned by the German AI, Masterrind. Powerman is out of the RC Supersire-daughter, Butlerview Pixie, from the Richmond-FD Pompey family. Read more about Pixie in HI 12/16. One of Powerman’s German contemporaries to mention is Polo-P-

RC, an extreme production sire who ranks at Nr.3 polled gRZG. His Snow-dam CCC Lianne VG-86 offers production, whilst his 2.dam MB Lilian VG-86 looks after the longevity and balance of this milky cow family.

Two Peak-bred sires lead the American Powerball-sons: AltaMighty at Nr.6 gTPI polled and AltaSpice at Nr.9. AltaMighty is out of the \$187,000 Pen-Col SS Milly from the Gold-N-Oaks Marbella family whose other sons include Alta-Mantra, AltaMayo and AltaSprite. AltaSpice’s dam is also a popular bull dam: Miss Co-Vista Tango Clove VG-86, who goes back to the Gold Medal Dam, Lake-Effect Marthn Camille VG-85.

In Switzerland 2 full-brothers feature high in the lists: homozygous polled Romanus-PP and the RC sire TGD Regulus-P who are out of TGD-Holstein Regina (Ladd-Toystory-Goldwyn-Mars/see CowCountry in this issue). Romanus scores particularly high for longevity and fertility with two 130 scores.

DAUGHTERS

With all this talk of sons, we must also mention how Powerball’s daughters are transmitting. Calbrett Powerball Marsha-P has 2 Bandaes-daughters in the top-15 gLPI RC/Red list and

also the top-15 polled list, whilst homozygous polled Powerball-daughter Seagull-Bay Kona-PP has a high-ranking RC Rubicon-daughter testing 2650 gTPI. Also of note is Silverridge Erna-P (Powerball-McCutchen-Snowman) from the Crockett-Acres Elita family who is dam of the Nr.3 and 4 gLPI polled females (3358 gLPI, 3326 gLPI). ‘Powerball daughters continue to impress – they have the strength, width and substance to maintain his high levels of production,’ continues Roger. ‘Their udders fit their frames – having wide rear udders with great width and excellent udder depth making them youthful and productive, whilst still showing signs to develop further in future lactations. Stature and rump angle are also his high qualities – breeders love to see their wide rumps and they’re big enough without being too tall. Correct rumps and loins make for super calving ease and great DPR numbers. Feet and legs can be variable, so I caution breeders to protect the matings with good foot angle and rear legs.’ When Powerball hit the market, his industry introduction was perfectly timed – the world was becoming more receptive to polled genetics and Powerball was the sky-high bull breeders had been waiting for. Now we can continue to enjoy his benefits through his top-class sons worldwide. ●

Table – Overview of available polled Powerball-sons in various countries worldwide. All figures with due reservations. HL = Longevity, SCS = Somatic Cell Score, FER = Fertility.

NAME	INDEX	M	F	P	MGS	TYPE	HL	SCS	FER	OWNER
ITALY										
Anderstrup Clash-P	3936	1672	71	75	Bookem	2.16	118	108	110	Intermizoo
Parallel-P	3508	1954	55	71	Supersire	1.22	115	112	113	Intermizoo
CANADA										
Stantons Adagio-P	3242	1743	78	76	McCutchen	10	105	2.78	107	Semex
Ernest-Anthony Cold-P	3223	1229	63	65	Beluga	11	108	2.87	110	Jetstream
Endco Evolve-P	3201	1119	81	83	Balisto	7	107	2.77	108	Cogent
Oconnors Soccer Ball-P	3132	1771	74	70	Aikman	4	110	2.68	110	Cogent
UK										
Endco Evolve-P	670	527	30	27	Balisto	2.18	0.4	-13	10.4	Cogent
GERMANY										
CCC Polo-P-RC	147	1943	57	62	Snow	122	116	92	110	Masterrind
Blondin Powerman-P	146	669	34	31	Supersire	123	133	126	127	Masterrind
Pompeii-P	145	1514	66	68	Meridian	116	103	94	109	BSG
Powerboy	144	1357	51	52	Shotglass	123	114	103	118	Masterrind
USA										
Peak AltaMighty-P	2626	1335	73	62	Supersire	2.37	5.5	2.91	0.8	Alta
Peak AltaSpice-P	2565	1145	54	49	Tango	2.34	4.1	2.93	2.5	Alta
Ri-Val-Re Power Tool-P	2534	1277	56	52	Supersire	1.69	6.3	2.96	2.3	Select
ABS Moonwind-P	2526	1054	70	55	Massey	2.26	2.7	3.03	1.3	ABS
Peak AltaLotto-P	2478	750	45	50	McCutchen	2.03	5.6	2.90	2.1	Alta
Mr Blondin Powerful-P	2460	779	45	42	Supersire	1.45	6.7	2.84	3.3	Cogent
Peak AltaVault-P	2459	935	73	49	Supersire	1.25	4.3	2.96	1.9	Alta
ABS Danner-P	2452	1084	50	53	AltaJackman	1.56	4.4	2.77	2.0	ABS
Welcome Millionaire-P	2435	1261	52	45	Dean	1.80	5.2	2.88	1.9	Select
SWITZERLAND										
TGD Romanus-PP	1489	1099	50	54	Ladd	123	130	105	130	Swissgenetics
TGD Regulus-P-RC	1408	947	39	44	Ladd	117	121	107	123	Select Star