

THE JERSEY ADVANTAGE

WHERE MODERN STRATEGY MEETS JERSEY TRADITION



PROVEN POWER ♦ BUILT ON PARTNERSHIPS ♦ DRIVING JERSEY PROGRESS

PROVEN POWER

DRIVE GENETIC PROGRESS WITH ECONOMICALLY IMPORTANT TRAITS

Jersey herds demand more than production alone – they need consistency, efficiency and fertility. Select Sires' Jersey genetics are proven to create daughters that are built to perform in today's most progressive herds. Whether you are committed to milking purebred Jerseys or strategically selecting sires to create the next generation of F1 offspring, Select Sires' Jersey sire lineup delivers reliable, consistent and athletic cows that drive profitability.

DELIVERING JPI™ LEADERS

9 SIRES

AT OR ABOVE +130 JPI

BOOSTING TOTAL SOLIDS

8 SIRES

AT OR ABOVE +45 CFP

LEVERAGING CALF HEALTH

5 SIRES

ABOVE +100 CW\$™

PROVEN
LINEUP
AVERAGES*:

+126

JPI

+345

HHP\$°

+418

MILK

+42

CFP

+0.7

DPR

2.92

SCS

105

Z MAST

+0.5

TYPE

+16.1

JUI™

96%

Y REL.

QUALITY UDDERS

10 SIRES

ABOVE +17.0 JUI

PROFITABLE HEALTH

6 SIRES

AT OR ABOVE +430 HHP\$

PRESTIGIOUS PEDIGREES

7 SIRES

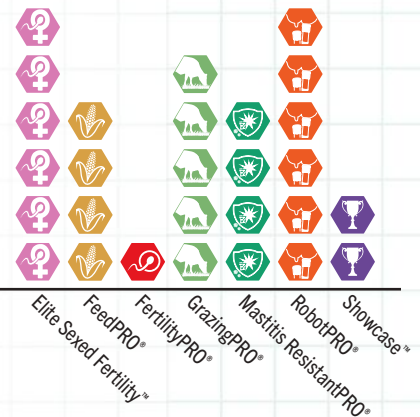
JX-FREE, PJA 100

Our proven lineup is sired by 12 unique sires and 12 unique maternal grandsires!

16

AVAILABLE
PROVEN SIRES

GENETICS TO MATCH
EVERY GOAL



*Proven lineup averages excludes Showcase™ sires

BUILT ON PARTNERSHIP: HERDS HELPING SHAPE TOMORROW'S JERSEY GENETICS

Select Sires leverages strategic partnerships with progressive Jersey herds to advance elite genetics from high-performing maternal lines, validate young sire fertility, and generate daughter-proven performance insights that strengthen the accuracy and reliability of genetic predictions.

CLOVER FARMS

Built on a foundation of functional type and solid production, Clover Farms is a multigenerational farm owned and operated by the Graves Family of Olney, Illinois. The farm has a production average of more than 20,000 pounds of milk, 1,100 pounds of fat and 800 pounds of protein.

"Where we are located, we need pounds of milk and components," says Walter Graves. "In an ideal world, I'd love to have a herd of cows that averages 30,000 pounds of milk and has national showing-winning type, but that's not a realistic goal for most commercial herds. We strive for a cow that moves freely, has a well-attached udder, is trouble-free, breeds back easily, milks well, and remains in the herd for multiple lactations. Longevity really is key for us. It just makes sense. If we can get more milk out of cows that last longer and stay healthy, we're ahead of the game."

Clover Farms utilizes whole-herd genomic testing to identify genetically superior animals. Capturing this data enables Graves to easily select animals to include in their IVF and embryo transfer program, as well as determining which animals are mated to sexed semen and which will receive beef semen.

Graves works closely with Premier Select Sires Regional Marketing Manager Brad Barham to make mating decisions. "We try to limit their young sire usage to no more than 100 units per sire," notes Barham. "Refraining from going too in depth on one specific sire not only ensures a broad sampling of sires, but it also often means we are creating the first significant group of milking daughters by several of our young bulls, generating those first data sets."

"While we do focus on a lot of new genetics in our breeding program, we will come back and reuse a proven sire that has worked well in the herd," notes Graves. "There's something to be said for a tried-and-true sire, especially when we know exactly what to expect with those matings. 7JE1758 JX THRASHER {6} and 7JE5004 CHROME are prime examples of the kind of sire we have continued to utilize after they gained a proof."

Graves has also made investments in outcross genetics from other herds to add diversity to their breeding program. "We purchased Ahlem Alcan Cora 64209 (VG-84%) out of the Decades of Dupat Sale. Sired by 7JE1913 ALCAN out of a Very Good (84%) 7JE1699 JX PINE {6} daughter, I liked the outcross and JX THRASHER {6} and 7JE1789 JX CHATHAM-free pedigree." Cora 64209 has two sons currently in the active lineup at Select Sires – 7JE2347 DIZZYDEAN and 14JE2345 MCGWIRE.

Another investment by the Graves Family, Yosemite Princeton Vnfoken 38827 (VG-85%), has left a lasting impact at Clover Farms. A 7JE1544 PRINCETON daughter, Vnfoken 38827 has two notable grandsons at Select Sires - 507JE2351 OZZIE-P, the No. 1 JPI™ Polled PJA 100 sire, and 14JE2346 JX ROLEN {5}.

"They may be milking over 1,000 head, but the Graves Family really does treat their herd like a 100-cow herd," says Barham. "Walter and Tony are behind the cows daily and make the investments to improve their genetics. They may not have started with a significant number of high-ranking cows, but they have done the work to improve the herd and truly have a passion for breeding good cows."

THE GRAVES FAMILY



Tony, Walter and Robert Graves with 7JE2022 OVERALLS daughters

CORA 64209



Ahlem Alcan Cora 64209 (VG-84%), dam of DIZZYDEAN and MCGWIRE

VNFOKEN 38827



Yosemite Princeton Vnfoken 38827 (VG-85%), grandam of OZZIE-P and JX ROLEN {5}

VICTORY FARMS, LLC

In terms of registered Jersey genetics, Victory Farms could be considered a bit of a newcomer, however the impact their genetics have had on the breed is immense. Located in Revillo, South Dakota, Victory Farms milks over 5,900 cows with a production average of 68 pounds of milk with 5.2% fat and 4.0% protein. The herd has a classification average of Very Good (80%).

Utilizing an intensive IVF program, approximately 25% of Victory Farms' calves are the result of embryo transfer. "We strive for increased milk production, solid functional type and healthy cows," says Kevin Souza. "High genomics and high type can live in harmony. There's no reason an animal with impressive numbers can't look good as well."

As with any producer, the goal at Victory is to improve the overall herd generation after generation. "Kevin truly grasps the value of utilizing genomic data to make better decisions about which sires work best for which cows rather than using a blanket approach to mating," says Barham. "By focusing on health and fertility traits, production and components, and really utilizing a balanced breeding approach, Kevin has been able to make impressive genetic strides in a relatively short amount of time."

Victory Farms utilizes an equal distribution of genomic and proven sires. "We try to limit any young bull to no more than 200 units of semen. Doing so allows us to increase the number of young sires we can sample. If we find one of those young bulls really excelled, we'll come back and utilize him as a proven sire," says Barham. "JX CHATHAM and JX THRASHER {6} worked quite well, but they also came back to 14JE1921 JX CRISPIN {5} and OVERALLS."

Any proven sires brought back into the breeding program are primarily utilized on mature cows. "Using proven sires on the cow herd gives us a solid genetic base to work from, while focusing young sires on the virgin heifer population helps Kevin advance his genetic returns quickly."

JX Victory Pogba Suzann 51583 {5} (VG-81%), a 7JE1505 JX POGBA {4} daughter, has been a standout foundation cow for Souza. She is the dam of 7JE1933 JX ELS {6}, one of the first sires from Victory Farms to graduate into the Select Sires proven lineup. JX Victory 51583 Thrasher 58551 {6}-ET (VG-81%), a full sister to JX ELS {6}, is also leaving her mark at Victory. "She's proven herself to be an excellent bull mother and will have more than 200 offspring in the herd at Victory," says Barham.



Kevin Souza with Herby Lutz, Jersey Development Manager, Select Sires Inc.

"Those two cows are ideal examples of the kind of cow Kevin strives to develop. They freshen, get bred, get vet checked and then get dried off. Rinse and repeat kind of cows. And, they milk above herdmates."

Another influential cow at Victory Farms LLC is JX Victory Listowel 60495 {5}-P-ET (E-91%). Her grandson, 614JE2353 JX WYNDHAM {5} is the top Cheese Merit \$ (CM\$) and Net Merit \$ (NM\$) GForce™ sire offered by Select Sires, as well as the No. 2 GJPI and Productive Life (PL) sire, and No. 3 Herd Health Profit Dollars® (HHP\$®) sire. Her son 7JE2181 JX UPCYCLE {6}-P, by 7JE1985 GEPETTO {6}, is in the top five of the Select Sires GForce lineup for Dairy Wellness Profit Index® (DWP\$®) and top 10 for NM\$ and CM\$.

Developing solid commercial cow families into top genetic pedigrees has been a priority. "A lot of Victory's great cow families didn't come from what we think of as traditional genetic giants. They have been bred from good commercial cows that stand the test of time," says Barham.

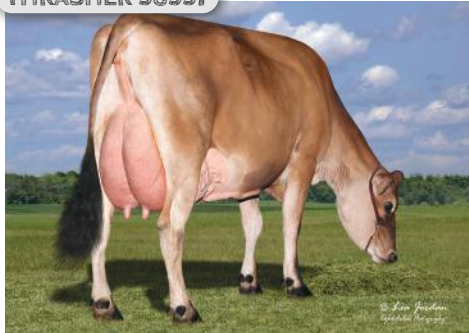
"We're proud of what we have been able to accomplish with our breeding program," says Souza. "It's fun to see the investments pay off."

SUZANN



JX Victory Pogba Suzann 51583 {5} (VG-81%),
dam of JX ELS {6}

THRASHER 58551



JX Victory 51583 Thrasher 58551 {6}-ET (VG-81%),
full sister to JX ELS {6}

LISTOWEL 60495



JX Victory Listowel 60495 {5}-P-ET (E-91%),
dam of JX UPCYCLE {6}-P and granddam of JX WYNDHAM {5}



Frank Robinson

FEARLESS 15549



Frank Robinson

Dupat Fearless 15549-ET (E-93%), dam of FIRSTCUT and FORREAL, and grandam of JX KASKADE (5)

WICKSTROM JERSEY FARMS INC.

As one of the founding herds of Jerseyland Sires, Wickstrom Jersey Farms Inc. has a longstanding history with the Jersey breed. Located in Hilmar, California, the herd averages 72 pounds of milk with 4.9% fat and 3.8% protein on 2,600 cows. Eighty percent of their matings are to sires offered through Select Sires.

“We try to limit our young sire usage to six or seven genomic sires at a time, so as not to put all our eggs in one basket,” says Brent Wickstrom. “We strive for production and components from sound cows. Our goal is to have 95-100 pounds of energy corrected milk (ECM). CM\$, Fat, Protein and pounds of Milk are all key players in our sire selection process, along with fertility traits.”

The Fearless cow family has had an immense impact both at Wickstrom Jersey Farms Inc. and the Select Sires genetic lineup. Dupat Fearless 15549-ET (E-93%) is a 100 Percent Jersey Ancestry (PJA) cow that easily set herself apart from her herdmates. “What initially drew us to her was her exemplary type,” says Barham. “She’s more than just a pretty face though. She’s an efficient, healthy cow that outperforms her herdmates. The family has immense longevity. Prior to making 15549 a permanent donor, there were four generations of the cow family in lactation at Wickstrom Jersey Farm, including 15549 and multiple daughters.”

“She has 60 daughters on the farm currently, with more pregnancies coming,” says Wickstrom. “This family is the whole package. Their depth of pedigree and ability to milk well and score well, coupled with their efficiency and trouble-free nature makes the family a no-brainer to breed from.”

Fearless 15549 currently has two sons and a grandson available from Select Sires: 7JE2102 FIRSTCUT, 7JE2258 FORREAL, and 7JE2196 JX KASKADE (5). Of her 54 classified daughters, 39 are scored Very Good or Excellent.

“I really enjoy seeing the Wickstrom Family reach their goals,” says Barham. “When they find a female they truly believe in, they aren’t afraid to utilize and build from those genetics. They are making the investments and put their money where their mouth is. Even if a mating is intended to create a sire, it’s a mating they have to believe in, because they have to milk the heifers that result from that flush.”

Pedigree-proven is the hallmark of Select Sires’ Jersey program. By partnering with these progressive herds it creates an opportunity to strengthen and broaden the impactful genetics available to Jersey producers nationwide.

FARMER TO FARMER:

SIRE COMMITTEE DRIVING JERSEY PROGRESS

In today's evolving dairy landscape, the Jersey cow continues to prove her value as a high-performing asset. Supported by the hands-on expertise of progressive breeders on the Jersey Sire Committee, Select Sires remains at the forefront of Jersey genetics development. We conneted with committee members to explore the strategies dricing elite Jersey genetics.

THE MODERN JERSEY COW

For decades, the Jersey cow has been recognized for her efficiency and ability to deliver valuable components; however, she represents far more than these traditional attributes. The modern Jersey cow is trouble-free, moderately-sized with an excellent set of feet and legs, high-producing with high components, lasts longer in the herd and is incredibly efficient.

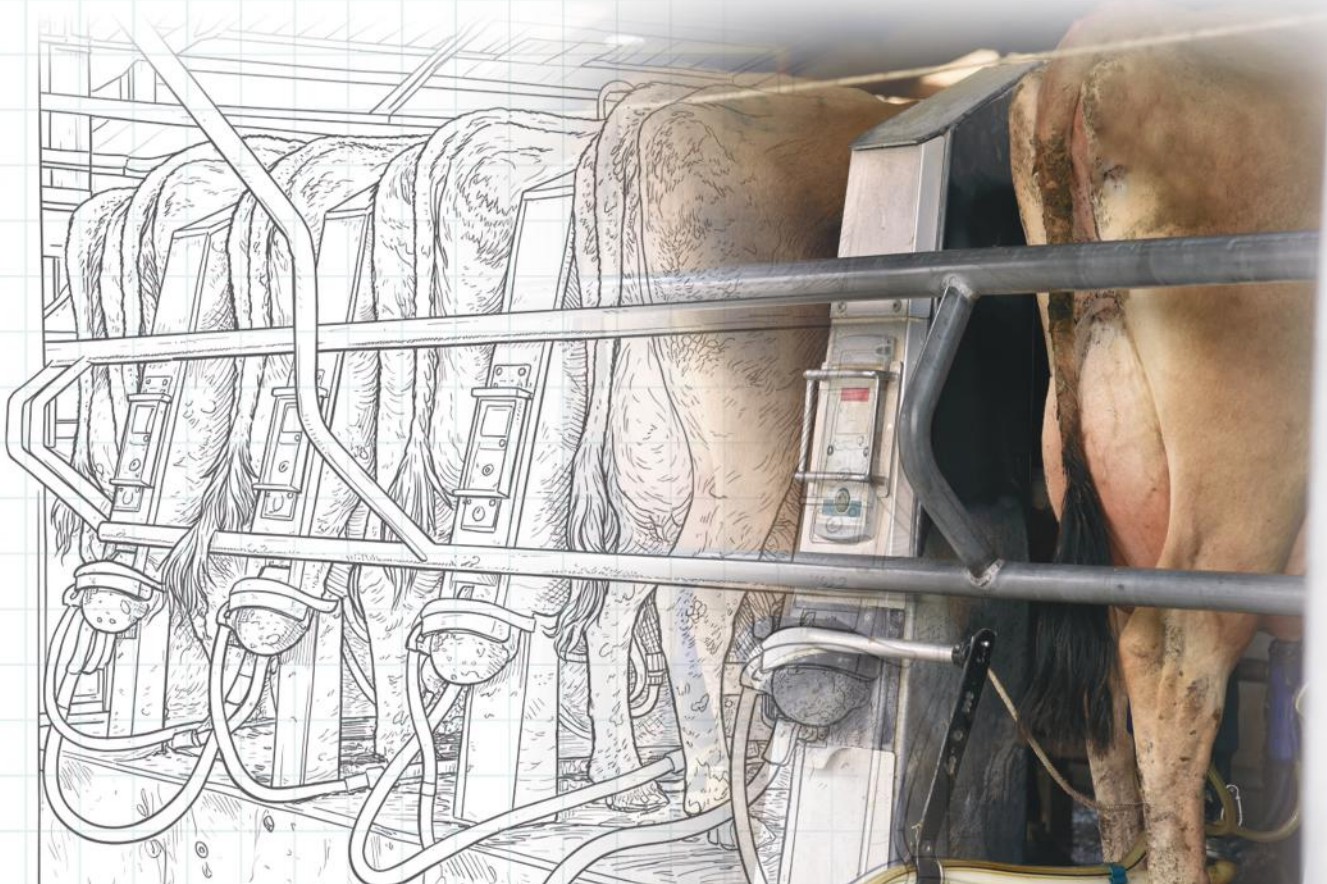
"The Jersey cow can just do more with less," notes Brent Wickstrom, owner of Wickstrom Jersey Farms Inc. and Chairman of the Jersey Sire Committee. "Other breeds still have a hill to climb when comparing efficiency. Jerseys can make more milk and produce more components with fewer inputs, giving them a competitive advantage. It's important for us to maximize the Jersey cow's ability to be efficient, healthy and long-lasting as we look to create the next generation."

"We have made incredible production gains over the last several years, and while we need to keep our foot on the gas, we need to preserve the fertility advantage producers have come to expect with

Jerseys," says Wickstrom. Travis Lehnertz, owner of TLJ Jerseys, agrees. "Health and fertility traits are some of the hardest drivers for our herd right now. Herd Health Profit Dollars® (HHP\$), Jersey Performance Index™ (JPI™), Daughter Pregnancy Rate (DPR) and Cow Conception Rate (CCR) play a significant role in our breeding decisions."

As the dairy industry evolves and the value of beef-on-dairy calves increases, so does the importance of high-quality replacement females. "Along with fertility, we need to be emphasizing longevity and livability," says Wickstrom. "With increased usage of beef semen, we're making fewer females and need cows to last longer. But we don't just want old cows for the sake of having old cows. Profitable, trouble-free cows that aren't popping up with health events are the ones we want making additional lactations."

Longevity is key for Kevin Souza, Victory Farms, LLC, as well. "If the goal is to reach 95-pounds of energy corrected milk, you have to have cows that last. A herd made up of 40-50% first lactation cows isn't going to get you to where you want to be."



THE NEXT GENERATION OF SIRES

The American Jersey Cattle Association recommends that Jersey breeders should make 50% of the dairy matings in their herd to proven sires and 50% to young genomic sires. “Producers get very excited about high genomic young sires and sometimes hyper-focus on one or two sires within their breeding programs,” notes Herby Lutz, Jersey Development Manager, Select Sires Inc. “Losing track of the diversity of sires utilized within a breeding program limits growth and variation within the population.”

“Our goal is to have balance within our breeding program,” notes Wickstrom. “We don’t intend to be extreme with any one sire.”

“Elite genomic young sires will always be appealing,” says Lehnertz. **“A breeder has to use young sires to capture the latest available superior genetics, it only makes sense if you want to advance your herd as quickly and efficiently as possible. However, by diversifying the sires utilized, it gives a breeder options. If one of those sires doesn’t turn out as well as I’d hoped, I haven’t used him exclusively and set my herd back. If a young sire really hits and comes through with a phenomenal proof, I can go back and continue to utilize his genetics within our herd as a proven sire.”**

Fostering diversity and creating the next generation of elite sires are pillars of Select Sires’ Jersey sire program. Partner herds play a key role in creating, developing, and early testing Select Sires’ upcoming Jersey sires. “The partner herds have really been a success story,” says Lehnertz. “They provide an opportunity to create sires and genetic lines that otherwise wouldn’t be an option. Jersey genetics made by Jersey breeders means a lot.”

“Jersey partner herds really do create an opportunity for more diverse genetics and a chance to develop sires faster,” notes Souza. “By having early access to sires and utilizing an intense IVF program, we can develop and get a better sampling of daughters more rapidly. We can see the data in real-time.”

“7JE1789 JX CHATHAM {4} is a prime example of being ‘discovered’ in a partner herd,” says Brad Barham, Regional Marketing Manager for Premier Select Sires. “We saw those first daughters at Clover Farms and knew we had something special.”



Herby Lutz, Jersey Development Manager

“The board of directors relies on this committee to provide direction and input on the sires we are going to develop. It’s a blending of the sciences, combined with what the breeders are seeing and what the data tells us to create.”

JX CHATHAM {6} DAUGHTERS



JX CHATHAM {4} daughters, Clover Farms, Olney, IL

2026 JERSEY SIRE COMMITTEE



Sire committee members l-r: **Larry Voigts**, Amazing Grace Dairy, Wilton, WI; **Kevin Castillo**, Forest Glen Jerseys, Dayton, OR; **Kevin Souza**, Victory Farms, LLC, Revillo, SD; **Matt Lippert**, Grass Ridge Farm, Pittsville, WI; **Brent Wickstrom**, Wickstrom Jersey Farm Inc., Hilmar, CA; **Sheila Sherwood**, Cedar Ridge Farms, Nephi, UT; **Walter Graves**, Clover Farms, Olney, IL; and **Travis Lehnertz**, TLJ Jerseys, Plainview, MN

SIRE SELECTION GUIDELINES

Each year, the sire committee meets to review the below selection criteria.

PARENT CRITERIA

- Rank high for industry indexes, including GJPI, HHP\$ and CM\$
- Free from undesirable recessives
- Dam should be scored Very Good or higher

BULLS (important functional traits to select for)

- DPR and CCR
- Udder traits and JUI™
- Feet and legs
- Mastitis resistance and milk quality traits
- Milking Speed



YOUR SUCCESS *Our Passion.*

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OUR MISSION

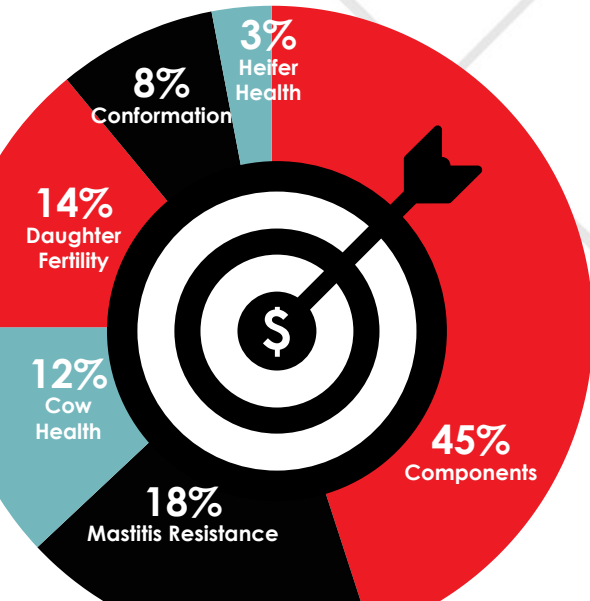
With the highest integrity, maximize the productivity, profitability, and sustainability of livestock producers who feed the world.

For more information, visit www.selectsires.com or call (614) 873-4683.
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HHP\$

FORMULATED TO
SUPPORT YOUR HERD'S
ECONOMIC GOALS



Genetic progress equates to greater economic sustainability.

Select Sires' Herd Health Profit Dollars® (HHP\$®) is customized for the Jersey breed. The index is designed to create healthier, longer-living cows to support your herd's inventory strategy without sacrificing genetic gains.

Contact your Select Sires representative to learn more!



12%

TROUBLE-FREE AND LONGER-LIVING

Reduce death loss and involuntary culling to align with replacement inventory strategies and spend less time and money treating sick cows.



45%

BOOST COMPONENTS

More pounds of fat and protein from fewer cows equates to more lifetime profit per cow.



8%

CONFORMATION THAT COUNTS

Leverage the conformation traits that create easy-to-milk, easy-to-manage, balanced cows.



3%

IMPROVE COMPLETION RATES

Healthy heifers are a valuable asset and a significant indicator of future profitability. Heifer wellness traits can help secure the bottom line.



14%

BREED BACK QUICKLY

By improving pregnancy rate from 19% to 25%, herds can increase profit by \$49 per cow per year.



18%

STRENGTHEN MASTITIS RESISTANCE

Incorporate genetic solutions to safeguard against mastitis while improving milk quality.