SHOWCASE TO NS





Reflection is a word that can mean many things. Mirror images, looking back at the past, or contemplating the future. For Showcase, it is all of the above.

"Like begets like" is the concept of a mirror image. Our Holstein offering is built from deep, one-name cow families like Paris, Hanan 33317, Have Not 8784, Habitan and Lena, while the high-component lineup is rooted in impressive brood cows like Veronica, Wishful Thinking and Delilah. These proven maternal lines breed true and give us confidence that the image and performance of these cow families will be reflected in your herd through their thoughtfully crafted sons.

Reflecting on the past, 250H012961 DOC has been a foundation within the Showcase offering for nearly a decade and a source for the program's continued growth and success. We honor him as the Holstein breed's newest millionaire sire and recognize that his influence will be felt for years to come. Few bulls in recent history have been as stable and predictable as DOC. Almost ten years after his initial debut into the lineup and 58,000 daughters later, his evaluation mirrors his original prediction as an elite source of milk and type. Reflecting on his influence through both his daughters and sons, it is truly humbling, and we thank the Cruikshanks at Woodcrest for breeding this remarkable sire.

As we look to the future, we continue to pursue our objective of offering balanced sires that create the kind of cow that can thrive in any environment. Future success lies in cows that perform, remain in the herd for multiple lactations and look good while doing it. Creating eye-catching heifers is a bonus in this mission, but the target remains focused on developing exceptional brood cows that will create a solid foundation for our customers' herds.

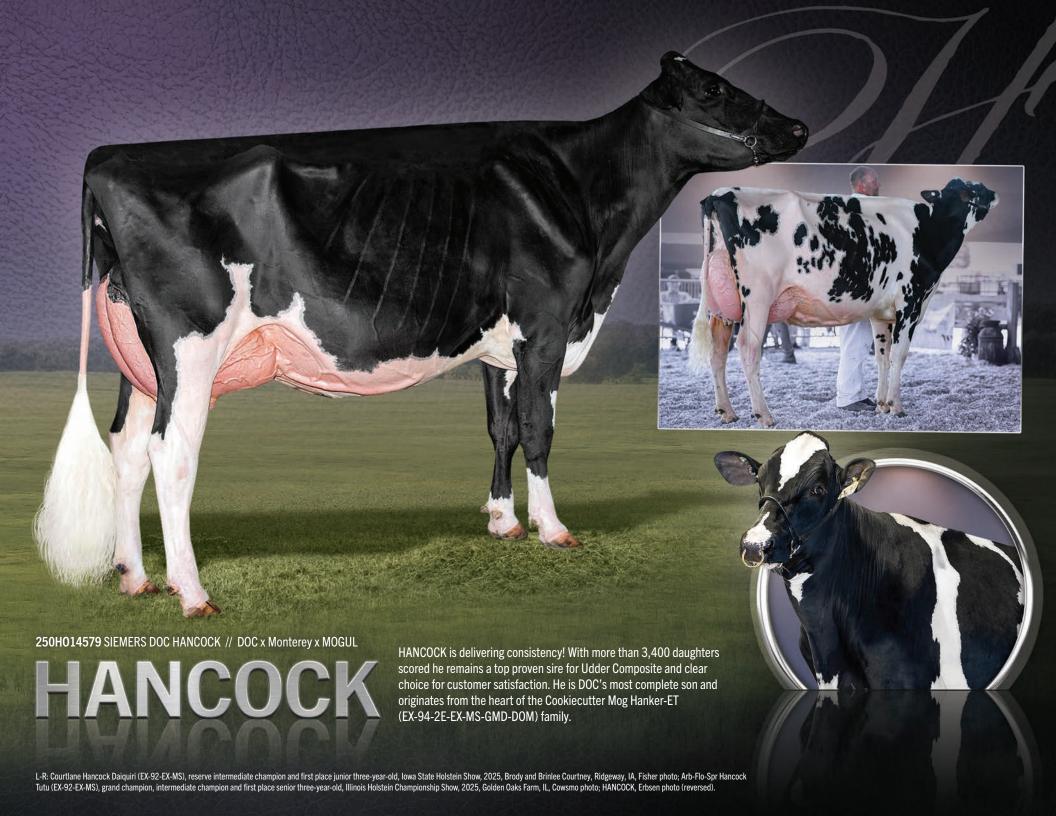
Thank you to all who continue to support the Showcase program. We appreciate the breeders who provide us with exceptional sires for our program and those who leverage the sires in their herds. As we reflect on where we are today and where our journey began, it has been an amazing ride. We look forward to an even brighter future and continuing to support you in achieving your goals.

With sincere appreciation,

Kevin Jorgenzen

Kevin Jorgensen Senior Holstein Sire Analyst and Showcase Program Coordinator







LOMBARDI, Thomas photo; Wabash-Way Lombardi Jazz, second place spring calf, Mid-East Summer National Junior Holstein Show, 2025, Kennley, Grace, Mya and Kane Siegrist, Coldwater, OH, Thomas photo; Right side images, top and middle: Our-Favorite Endzone-ET, reserve junior champion and first place fall calf, Wisconsin Summer Championship Holstein Show, 2025, Butlerview Farm, Chebanse, IL, Cowsmo photos; Fairmont Lombardi Ava-ET, first place winter calf, New England Holstein Summer Show, 2025, and junior champion, New England Summer Holstein Junior Show, 2025, Madalyn Perry, East Montpelier, VT, Cowsmo photo.



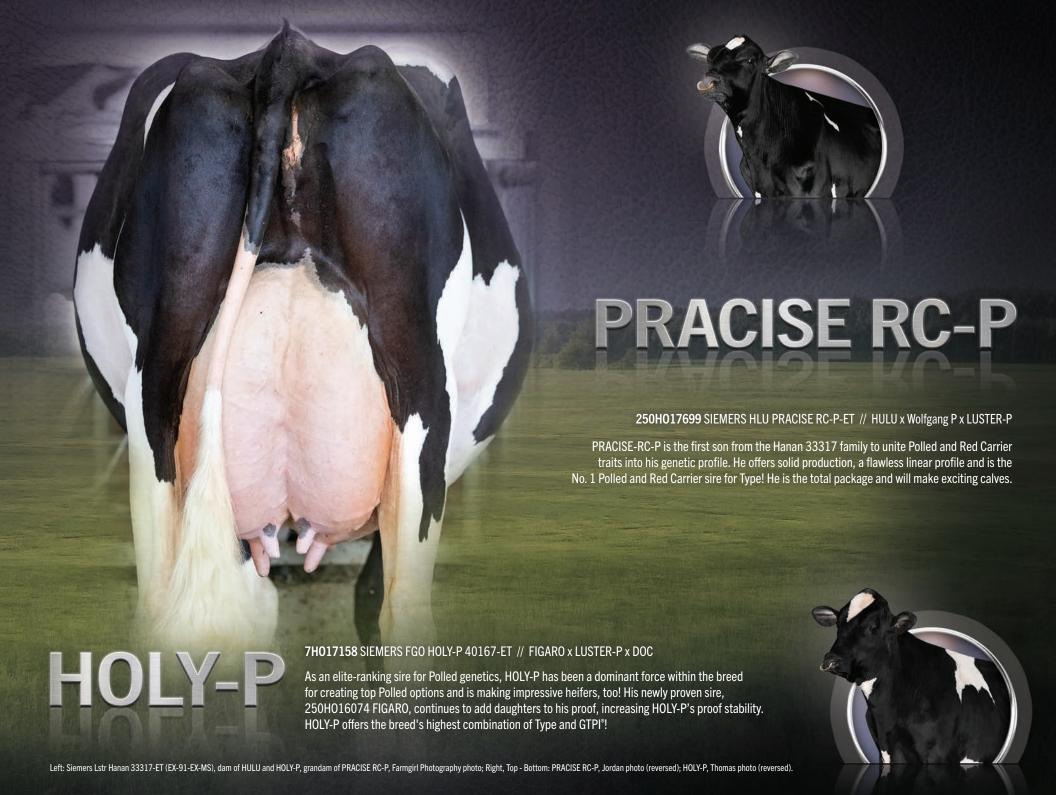


HULU

250H016498 SIEMERS WOLF HULU 37006-ET // Wolfgang P x LUSTER-P x DOC

HULU is making his mark as one of the most influential Red Carrier sire options available in today's market. His earliest daughters will be calving soon and have impressive udder promise to pair with their eye-catching style. He has been an incredible sire father with six sons in the Showcase offering and follows his dam's strong transmitting pattern. To date, she has 24 Very Good or Excellent daughters.

L-R: HULU, Thomas photo; Ms Eatonholme Hulu Penguin, junior champion and first place summer yearling, Mid-East Spring National Holstein Show, 2025, Jay Ackley and Jim and Valerie Spreng, East Liberty, OH, Thomas photo; Royal-Vista Brie-Red-ET, fourth place spring calf, International Red & White Show, 2024, Brayden Carpio and Kiliana Breuer, Kersey, CO, Jordan photo; Flannery-Vu Alabama-Red, first place fall calf and honorable mention junior champion, New York Spring Red & White Show, 2025, Kitchen, London, Sekerak and Miller, Ephrata, PA, Cowsmo photo.







HALIANT-P

7H017162 SIEMERS HALIANT-P-ET

PAZZLE x LUSTER-P x DOC

HALIANT-P merges two of Siemers
Holsteins' global-winning cows into one
outstanding pedigree with Hanan 33317 on
the maternal side and Paris 27856 on the
paternal side. He was used early as a sire
father to leverage his unique combination
of elite Type traits and Polled status. In
addition to these attributes, he offers ideal
caseins and positive daughter fertility for
long-term, profit-focused results.

HAKAN-P

7H016493 SIEMERS WOLF HAKAN-P-ET

Wolfgang P x LUSTER-P x DOC

HAKAN-P is Hanan 33317's leading son for production traits. He improves all daughter fertility traits and offers exceptional sire fertility to help you achieve greater reproductive results within the next generation and today! As one of the most well-rounded Polled sires in the breed, HAKAN-P is sure to be a satisfactory sire.

HANTASTIC-P

250H017297 SIEMERS HANTASTIC-P-ET

CHEW-P x PARFECT x LUSTER-P

Boost your herd's milk production, add solids, improve Type and skip the horns with HANTASTIC-P! As 7HO16103 CHEW-P's highest son for Type, HANTASTIC-P offers stylish, udder-improving traits and adds in the bonus of elite semen fertility. He is a fantastic choice for herds worldwide.

HARDY

7H016116 SIEMERS PFCT HARDY 35126-ET

PARFECT x ALVAREZ x DOC

Deliver top genetics to your herd by leveraging this 7H015085 PARFECT son with back-to-back Excellent (92) dams from the Hanker family. HARDY offers the width and power that modern breeders are looking for with stature under +2.00. His early daughters will begin calving in 2026 and we're anticipating great results.



7H017431 SIEMERS APPLEJAX-ET // BLAKELY x PARFECT x DOC

APPLEJAX

As a rare 250H016290 BLAKELY son, APPLEJAX pairs an impressive family line with a unique sire to offer elite production and Type. His dam is now Excellent (90), which completes 13 generations of Excellent or Very Good cows tracing back to the iconic KHW Regiment Apple-Red-ET (EX-96-4E-EX-MS-DOM). APPLEJAX is also a specialist for calf wellness traits.



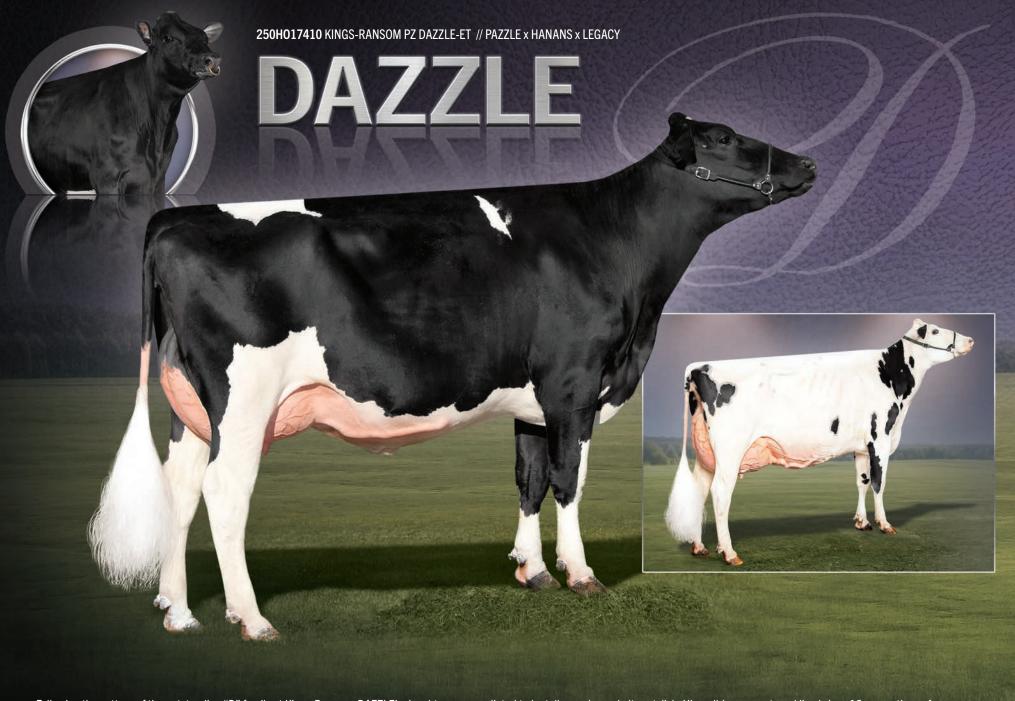




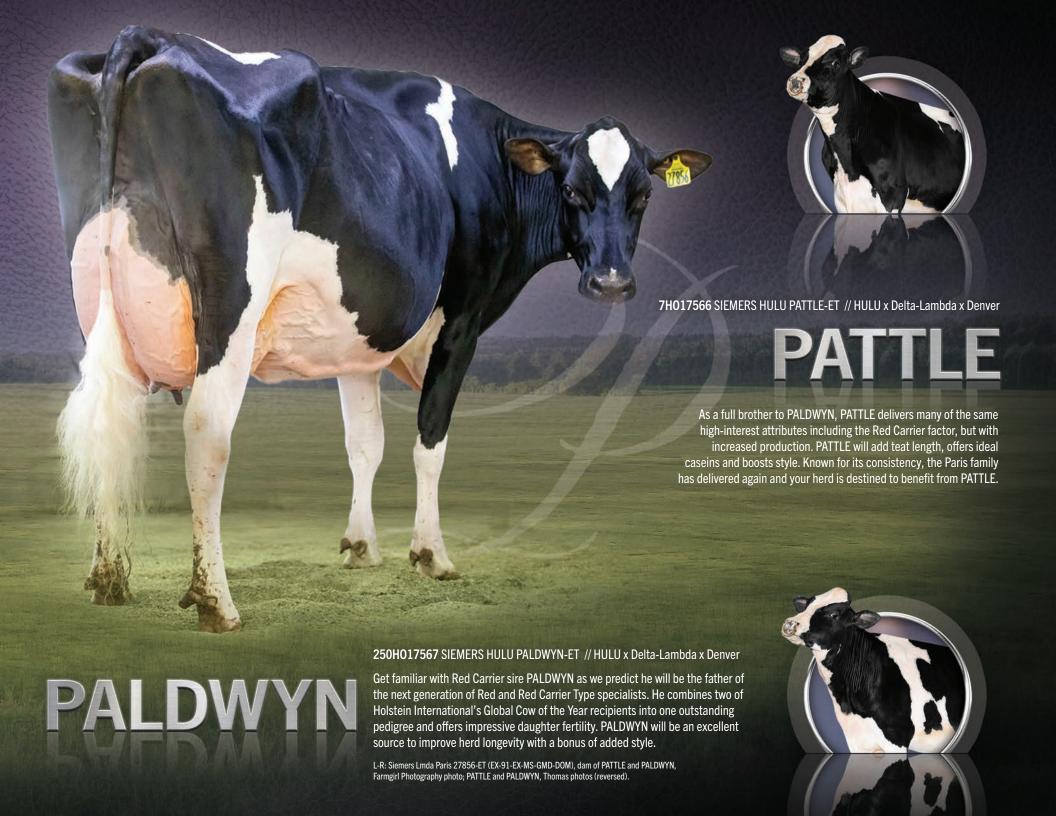
250H017435 SYNERGY KICKSTART-ET // PAZZLE x PARFECT x Positive

KICKSTART

Kickstart your genetic progress in creating a herd with ideal strength to stature ratio by adding KICKSTART to your matings. This exciting sire brings new lineage to the Showcase offering and traces back to the well-known Wesswood-HC Rudy Missy (EX-92-3E-EX-MS-GMD-DOM) family. His dam is one of the most impressive young cows at Synergy Farm LLC and scored Very Good (88) with an Excellent mammary system in her first lactation.



Following the pattern of the outstanding "D" family at Kings-Ransom, DAZZLE's daughters are predicted to be tall, angular and ultra-stylish. His well-known maternal line brings 13 generations of Very Good or Excellent dams to his pedigree. DAZZLE is an excellent choice for breeders looking to improve Fat pounds and offers A2A2 and BB caseins.





PAZZLE

250H016115 SIEMERS RZ PAZZLE 34954-ET // ROZLINE x Delta-Lambda x Denver

PAZZLE is creating black, silky young cows with flawless udder attachments. They are built to last with added strength and power in the front end and moderate stature. He fits the needs of breeders globally and is a breed-leading conformation sire in multiple countries. As an early sire father, his sons continue to build upon the legacy that PAZZLE has created, but now with added confidence and reliability.

L-R: Westcoast Pazzle LMB8996 15351 (GP-84), Westcoast Holsteins, Chilliwack, BC, Swale photo; Liddleholme Heydude-ET, first place winter yearling, Midwest Spring National Holstein Show, 2025, reserve junior champion and first place winter yearling, Southern Spring National Holstein Junior Show, 2025, Kaleb and Henry Osinga and Kenlee Philips, Stephenville, TX, Cowsmo photo.



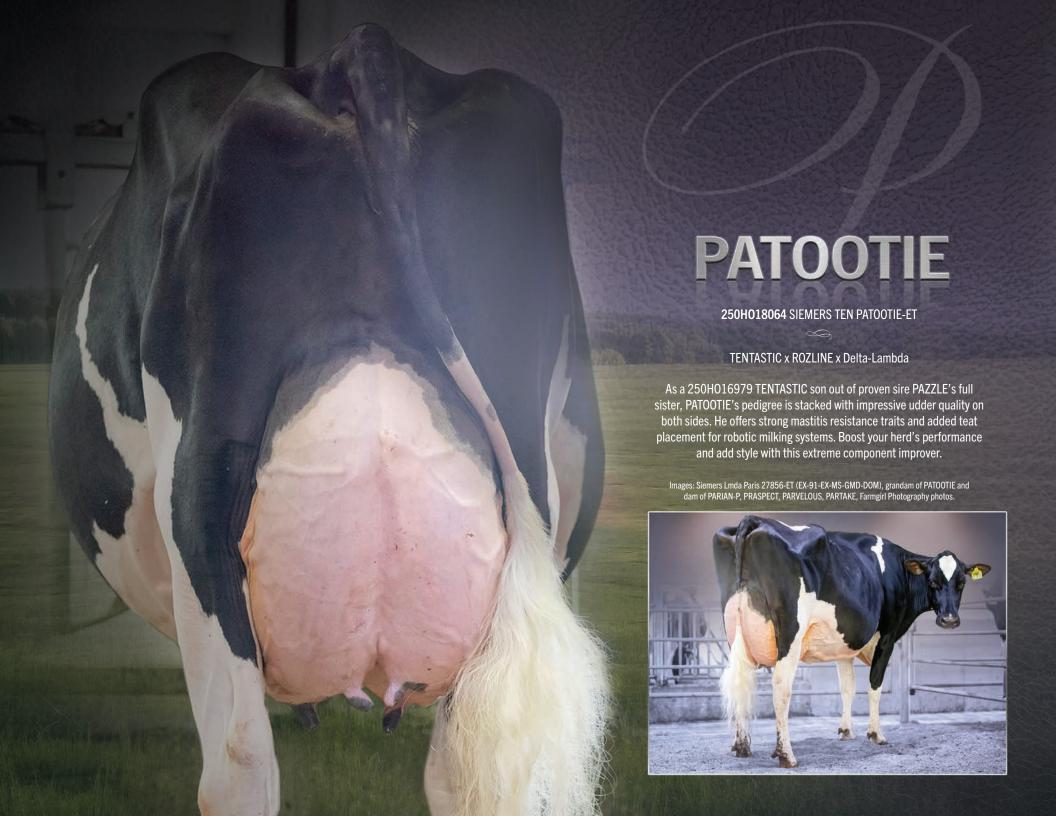




DIESEL

Fuel your herd with elite genetics from the outstanding Excellent (96) Have Not 8784. DIESEL offers a proven sire stack as a son of the newly graduated sire 250H015955 HARMONY. DIESEL has been a long-time favorite among technicians due to his breed-leading Sire Conception Rate and attractive lineage.

Top - Bottom: HAS IT ALL, Thomas photo; S-S-I Doc Have Not 8784-ET (EX-96-EX-MS-DOM), dam of HAS IT ALL and DIESEL, Fisher photo; Someday Has A Dream, reserve junior champion and first place summer yearling, Mid-East Spring National Junior Show, 2025, Brady and Bentley Cole, Bloomville, OH, Thomas photo; DIESEL, Thomas photo.





PARIAN-P

250H017560 SIEMERS PARIAN-P-ET

HANX-P x Delta-Lambda x Denver

Two parts Hanker and one part Paris is the formula for complete balance. PARIAN-P offers a complete profile and leads for conformation in multiple countries. Backed by outstanding proven maternal lines and incorporating the added interest of Polled genetics, this elite sire is generating a lot of buzz worldwide.

PRASPECT

250H016981 SIEMERS O PRASPECT 39675-ET

Overview x Delta-Lambda x Denver

PRASPECT offers a DOC-free pedigree, combining the Lady's-Manor Grnt Oohm-ET (VG-85-VG-MS-DOM) and Siemers Lmda Paris 27856-ET (EX-91-EX-MS-GMD-DOM) cow families. Create sound cattle that can thrive in any environment and boost style with his right-sided linear.

PARVELOUS

7H017942 SIEMERS STAT PARVELOUS-ET

STATON x Delta-Lambda x Denver

With no DOC in his pedigree and out of the 2023 Global Cow of the Year, Paris 27856, PARVELOUS fits any breeding program. He moderates stature without sacrificing strength and is a double-digit Fat percent improver. Breed for the next generation confidently with his positive daughter fertility traits.

PARTAKE

250H016121 SIEMERS H PARTAKE 35318-ET

HANANS x Delta-Lambda x Denver

Backed by a time-tested proven sire stack that brings together two of the most influential cow families in the breed, Doc Hanan and Paris, PARTAKE combines elite fertility and ideal caseins in a high-type package. Capitalize on his robot-friendly teat size, shape and placement, moderate stature and boost dairy strength.



DANN

DANN is one of the most uniquely-pedigreed sires to join the Showcase ranks in years! A 7H016485 SUNDANCE out of Duckett Hadley 1218-ET (VG-87-VG-MS) out of AOT Challengr Hadley-ET (VG-88-EX-MS), DANN checks every box! A complete package sire, he offers Type, fitness traits, ideal caseins and mastitis resistance.



250H017270 AOT PAZZLE HAZZLE-ET // PAZZLE x PARFECT x Positive

HAZZLE

Another success story from the great Cookiecutter Dta Habitan-ET (EX-90-EX-MS-DOM) cow family! This elite Type and Udder Composite sire is a double-digit component improver with ideal caseins. With a balanced linear profile, his daughters will have the right combination of style, balance and stature.

250H017266 KINGS-RANSOM P CAPSIZE-ET // PAZZLE x Delta-Lambda x KING ROYAL

CAPSIZE



Captivate the judge at your next show with daughters of CAPSIZE. This impressive young sire hails from the outstanding Kings-Ransom Mg Cleavage-ET (EX-95-EX-MS-DOM) fork of the Roxy family. His maternal line is known for their outstanding mammary systems. The cherry on top is his strong daughter fertility traits.

L-R: Kings-Ransom Kroy Climax-ET (EX-94-EX-MS), grandam of CAPSIZE, Fisher photo; Kings-Ransom Dltlm Cocoa-TW (VG-86-VG-MS), dam of CAPSIZE, Jordan photo; CAPSIZE, CAPSIZE,





VICTORIOUS Per Valley Farm

7JE5032 RIVER VALLEY VICTORIOUS-ET // BARNABAS x latola x Duaiseoir

Hailing from the world-renowned Huronia Centurion Veronica 20J (E-97%) cow family, VICTORIOUS was destined to be a Type leader. His daughters continue to achieve Excellent scores and wow judges around the world with their eye-catching style and outstanding mammary systems.

Left images: Oeh-My Victorus Parade (E-94%), honorable mention senior champion and first place four-year-old, International Jersey Show, 2024, Vierra Dairy Farms, Hilmar, CA, Cowsmo and Fisher photos; Right image: KCJF/Lucky Lady Dream-Taker-ET (EX-91%), full sister to DREAM-MAKER and second place winter yearling in milk, All American Jersey Show, 2024, Jackson and Embry Powers, Salvisa, KY, Jordan photo; Arethusa Victorious Vedia-ET (E-93%), grand champion, senior champion and first place five-year-old, Western Fall National Jersey Show, 2025, Misty Meadow Dairy, Tillamook, OR, Cowsmo photo.













BRECKEN

250JE2220 ELM-J S BRECKEN-ET

Solstice x Bionic x Chekelo

BRECKEN is an elite JUI sire that offers a unique pedigree and strong mastitis resistance traits. Boost your herd's style while investing in strong maternal lines! BRECKEN's first three dams are scored Excellent.

BIG RED

7JE2120 VICTORY RHONDAS BIG RED-ET

Bancroft x Lexicon-P x SAMBO

BIG RED is an impressive sire that meets the qualifications of all breeders! Following in his mother's footsteps, you can expect his offspring to display extreme style and impressive udders.

SKYFALL

250JE2131 UNIQUE SKYFALL



BOSA x MATT x GOVERNOR

SKYFALL's maternal line traces back to the Mischief family at Avonlea. He is an extreme JUI specialist that will improve dairy quality and add production.









MIC DROP

9AY153 CLASSIC MIMOSA MIC DROP

Bolsonaro x REAGAN x Predator Purebred Ayrshire

MIC DROP is backed by multiple generations of Excellent dams and hails directly from Miss Malibu Mimosa (EX-95-2E-EX-MS), reserve intermediate champion of the International Ayrshire Show, 2021. Take your herd's Type to the next level with this impressive sire.

ROBINSON

9AY149 SPRINGHILL PALMYRA ROBINSON

KINGSIRE x LOCHINVAR x BERKELY
Purebred Ayrshire

ROBINSON is a match made for those who strive to win on the colored shavings. He combines the genetics of the International Ayrshire Show's two-time grand champion, Ruth, with the 2024 Premier Sire, 14AY120 KINGSIRE. Create the next generation of eye-catching heifers by adding this purebred Ayrshire Type leader to your roster.

WILDCARD

9AY152 TOPPGLEN WISHFUL'S WILDCARD-ET

Autograph x Prime x SARGE 97.53% Ayrshire

Add genetics from the wildly successful Toppglen Wishful Thinking-ET (EX-96-4E-EX-MS) to your breeding program and create stylish heifers that are destined to achieve long-term success in the showring and in the barn. His dam has taken home grand champion honors four times at the International Ayrshire Junior Show.



DETERMINATION

9BS952 EDGE VIEW C DETERMINATION ETV // Collaps x THUNDER x AGENDA

Showring success requires planning, practice and DETERMINATION. Selecting the right sire is a critical part of creating eye-catching cattle. Backed by the breed's sweetheart and two-time World Dairy Expo supreme champion, Delilah, and one of the breed's top Udder Composite sires, DETERMINATION will produce beautifully uddered cattle with elite production.



WALDORF

9BS954 APEX C WALDORF ETV // Collaps x Doboy x DURHAM

Winning begins with "W!" WALDORF hails from the one-name cow family that has consistently created banner winners on the colored shavings for more than a decade. As a reflection of the cows before him, WALDORF's pedigree is built to create success in and out of the showring. Boost your herd's style and maintain elite production with this leading Udder Composite sire!





With more than 58,000 daughters in his proof, you likely know DOC for his consistent transmitting abilities and outstanding impact that will continue to ripple through the Holstein breed for generations to come. However, we'd like to reintroduce him with a new title. Meet the Holstein breed's newest millionaire sire and the first Showcase sire to earn this achievement! DOC has been the foundation of the Showcase program for nearly 10 years and continues to create monumental cows around the globe. Congratulations to his breeders, Woodcrest Dairy LLC, and all involved with developing this world-class sire.

L-R: DOC, Thomas photo; Peace&Plenty Doc Jubie 16-ET (EX-96-2E-EX-MS), Showbox Sires and Milk Source LLC, Rudolph, WI, Fisher photo; S-S-I Doc Have Not 8784-ET (EX-95-EX-MS-DOM), Mike and Julie Duckett, Tim and Sharyn Abbott, AOT Genetics and Kings-Ransom, Rudolph, WI, Fisher photo.