

# Generations OF EXCELLENCE SHOWGASE

Influential, breed-altering sires result from the most impressive maternal lines. The path to create these maternal lines requires decades of development and multiple generations of thoughtful matings. Select Sires admires the breeders who have put their heart and soul into building those foundational families. The Showcase program is anchored by tremendous maternal lines and delivers a sire lineup that will drive the genetic advancement of your herd for multiple generations while supporting your goals of creating Excellent cows.

It is gratifying to see and experience the continued success of Showcase genetics. In each of the past four years, the program has experienced double-digit growth. That growth is only made possible by creating sires that the market desires, and the ultimate proof is the success you see in the barn.

Long-time CEO of Select Sires Inc., Richard Chichester, instilled in many of us a very simple concept: "Our customers vote each time they purchase a unit of semen. Add up the votes and make more sires like them." This remains a guiding principle for our entire company, but it especially aligns with our mission and vision for Showcase.

The Showcase program has been built on the concept of balanced sires that excel in not only high PTAT values but are complete in all categories. We value sires that have the right conformation but also improve health and fitness, add production and create the kind of cow that can thrive in any environment around the world. In our experiences, these attributes define a "crossover" sire.

Sires like 250H012961 DOC created the crossover standard nearly a decade ago. As his sales near one million units, he continues to deliver success both in the barn and in the showring. Let us not forget that DOC is the result of 12 generations of thoughtful matings by multiple talented breeders all the way back to "Queen of the Breed," Glenridge Citation Roxy (EX-97). His success isn't a coincidence, it was by design.

Up-and-coming sires are equally exciting and boast a bright future. Each day, more daughters of 7H015325 HANANS are receiving Very Good classification scores. His success can be attributed to thoughtful matings with 11 Very Good and Excellent dams tracing back to Snow-N-Denises Dellia (EX-95).

Daughters of younger sires like 250H016115 PAZZLE are garnering attention in the heifer pens. PAZZLE's maternal line was three decades in the making, highlighted by his dam, 2023 Global Cow of the Year, Siemers Lmda Paris 27856-ET (EX-91-EX-MS-GMD-DOM).

DOC, HANANS and PAZZLE are also successful sire fathers, adding to their lasting legacy.

We believe and appreciate the enormous impact of successful maternal lines. We admire the progress made by thoughtful breeders around the world. We strive to create balanced sires that amplify success for our customers. These guiding principles are the foundation of Showcase — today, tomorrow and far into the future.

Thank you again for your role in the success of Showcase!

Kevin Forgensen

Kevin Jorgensen, Senior Holstein Sire Analyst and Showcase Program Coordinator

Right: Bella-Ridge Wr Madrigal-Red, 7H014477 WARRIOR-RED daughter, first place spring calf, Wisconsin Summer Championship Holstein Show, 2023, second place spring yearling, Midwest National Spring Red & White Show, 2024, and Wisconsin Summer Championship Red & White Show, 2024, J. L and M Harbaugh and A and A Loehr, Marion, WI, Cowsmopolitan photo. Over photo: Premium Apple Crisp Iuly-Red (Ex-94), 7H013778 APPLE-CRISP daughter, first place four-year-old, senior and grand champion, International Ayrshire Show, 2023, Angela Fuller-Heineman, Cowsmopolitan photo. \*Vour Success Our Passion. and the Select Sires Inc., Plain City, OH. TPI is a registered trademark of Holstein Association USA. \*Showcase is a trademark of Select Sires Inc., Plain City, OH. TPI is a registered trademark of Holstein Association USA. \*Showcase is a trademark of Select Sires Inc. JPI and JUI are trademarks of S





DOC is the godfather of the modern Showcase program. His ability to sire daughters that win banners in the showring and achieve recognition in the barn for their longtime, elite production define his label as a "crossover sire." DOC is nearing the one million unit sales mark and his influence on the Showcase program and breed has been tremendous.

L-R: DOC, Thomas photo; Peace&Plenty Doc Jubie16-ET (EX-94), fourth place four-year-old, International Holstein Show, 2023, Showbox Sires and Milk Source LLC, Kaukauna, WI, Fisher photo; Clydevale Doc Cleavage-Imp-ET (VG-88), reserve intermediate champion and first place junior three-year-old, International Dairy Week, 2024, Clydevale Holsteins, Macorna North, VIC, Cullen photo. Showring photo: Mile View Shelley Of Helmcrest (EX-92), first place senior two-year-old and honorable mention intermediate champion, International Holstein Show, 2023, Mike and Julie Duckett, Rudolph, WI, Cowsmopolitan photo.



#### LEGENDAIRY

HOMECOMING x DOC x Doorman

LEGENDAIRY has been a long-time leader for Type since his introduction to Showcase. His Type credentials are superb in both the U.S. and Canada. As his sire continues to add more daughters to his proof, LEGENDAIRY will continue to receive greater reliability, building upon the consistency of his strong maternal lines.

250H016490 TOWNLINEACRE DL LOMBARDI-ET

#### LOMBARDI

Delta-Lambda x DOC x Doorman

LOMBARDI brings together two of the world's most respected cow families, Roxy and Lila Z.
Like his brothers, LOMBARDI has garnered international appeal as he is one of our highest sires for Conformation in Canada and delivers a beautiful, well-balanced linear profile.

7H017153 TOWNLINEACRE LOCKSMITH-ET

#### LOCKSMITH

PAZZLE x DOC x Doorman

LOCKSMITH's pedigree is a recipe for success as he combines the 2023 Global Cow of the Year, Paris, with the "Queen of the Breed," Roxy. His dam pairs well with a variety of sires, but PAZZLE was a logical mating that was guaranteed to make an exciting, high-Type son.





Undoubtedly, Townlineacre King Doc Lena (EX-93-EX-94-MS) has the criteria we look for when selecting maternal lines to create Showcase matings. She combines a prestigious pedigree with a well-balanced profile. Lena has already scored Excellent (93) as a four-year-old and impresses everyone that has the privilege to stand in her presence. She lives and thrives in a modern, commercial dairy environment and continually produces exceptional progeny.

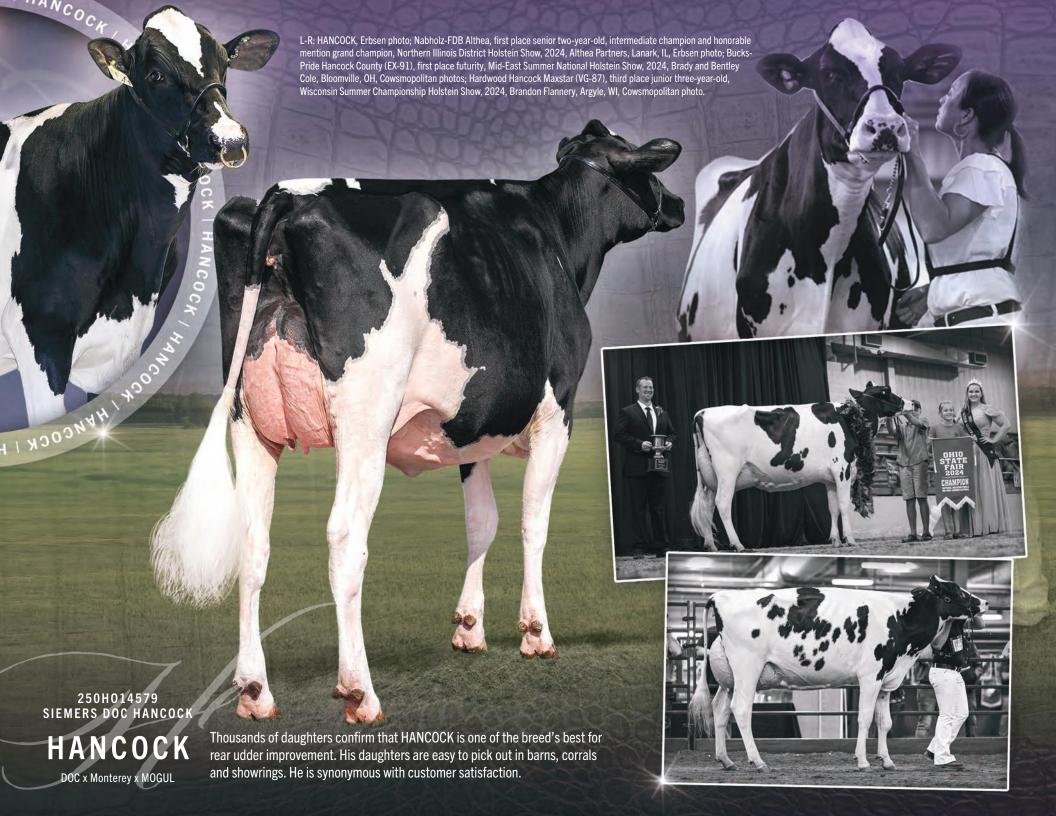


L-R: LEGENDAIRY and LOMBARDI, Thomas photo; LOCKSMITH, Erbsen photo; Townlineacre King Doc Lena (EX-93-EX-94-MS), dam of LEGENDAIRY, LOMBARDI and LOCKSMITH, Herges photo; LOMBARDI, Swale photo (reversed).









7H016954 DUCKETT DIESEL-ET

#### DIESEL

HARMONY x DOC x JEDI

DIESEL moderates stature without sacrificing strength or frame. Even better, he adds extreme production by combining the genetics of leading proven GTPI° sire 7HO15085 PARFECT with "Doc 8784."

7H016295 DUCKETT PFCT HAS IT ALL-ET

#### HAS IT ALL

PARFECT x DOC x JEDI

HAS IT ALL is the oldest son of the world-renowned "Doc 8784." His eye-catching calves capture judges' attention with their silky, black hide and high style. His ability to transmit production combined with elite type traits rings true to his all encompassing name, HAS IT ALL.

7H017039 DUCKETT PEARCE HARLEY-ET

#### HARLEY

PEARCE x DOC x JEDI

HARLEY is sired by a unique PARFECT son and combines elite daughter fertility with flashy Showcase type! He offers ideal caseins and provides the balance that customers expect from the Showcase offering.

250H016955 DUCKETT HARMONY HUDSON-ET

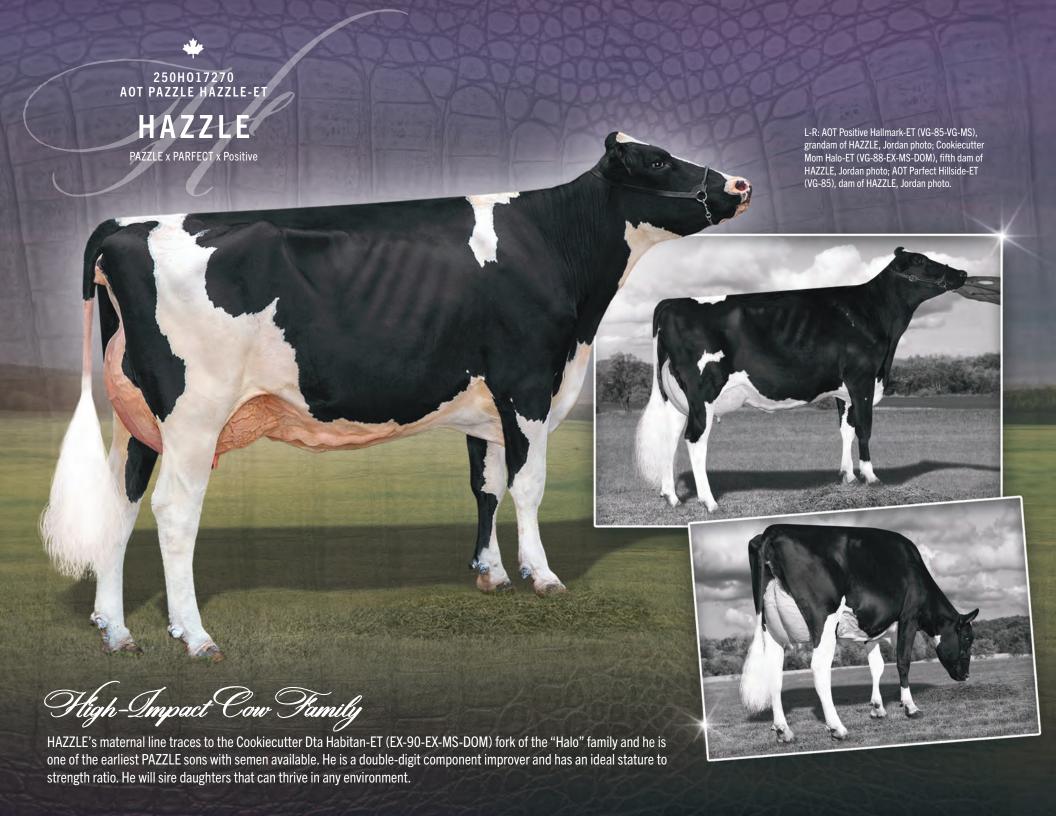
#### HUDSON

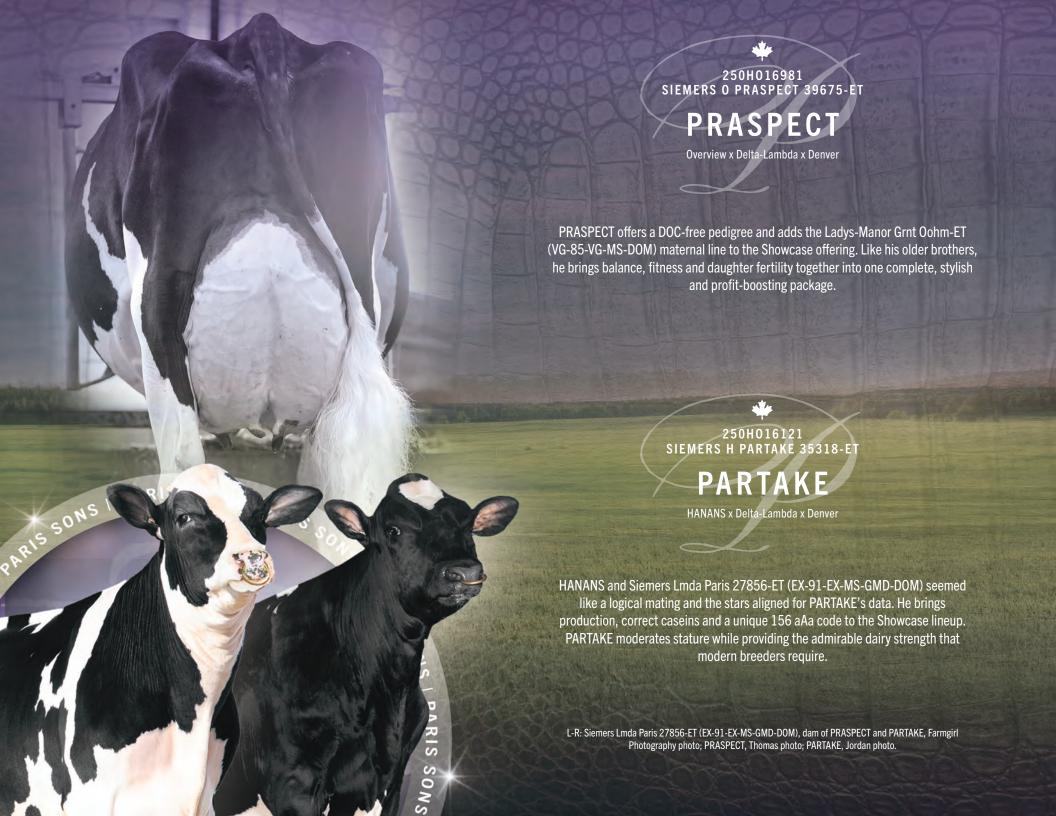
HARMONY x DOC x JEDI

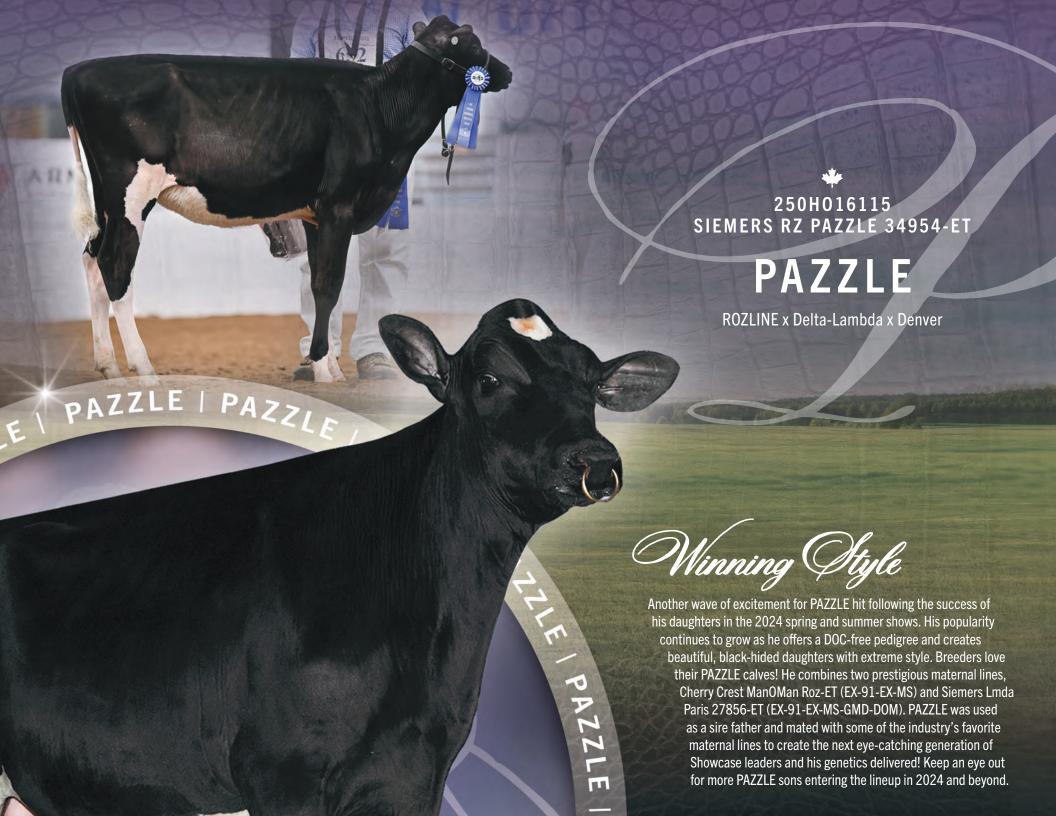
Similar to his famous dam, HUDSON is a crossover option that provides elite Milk and Protein values as well as a modern, flawless linear profile. Meet your production goals while creating beautifully crafted cattle.

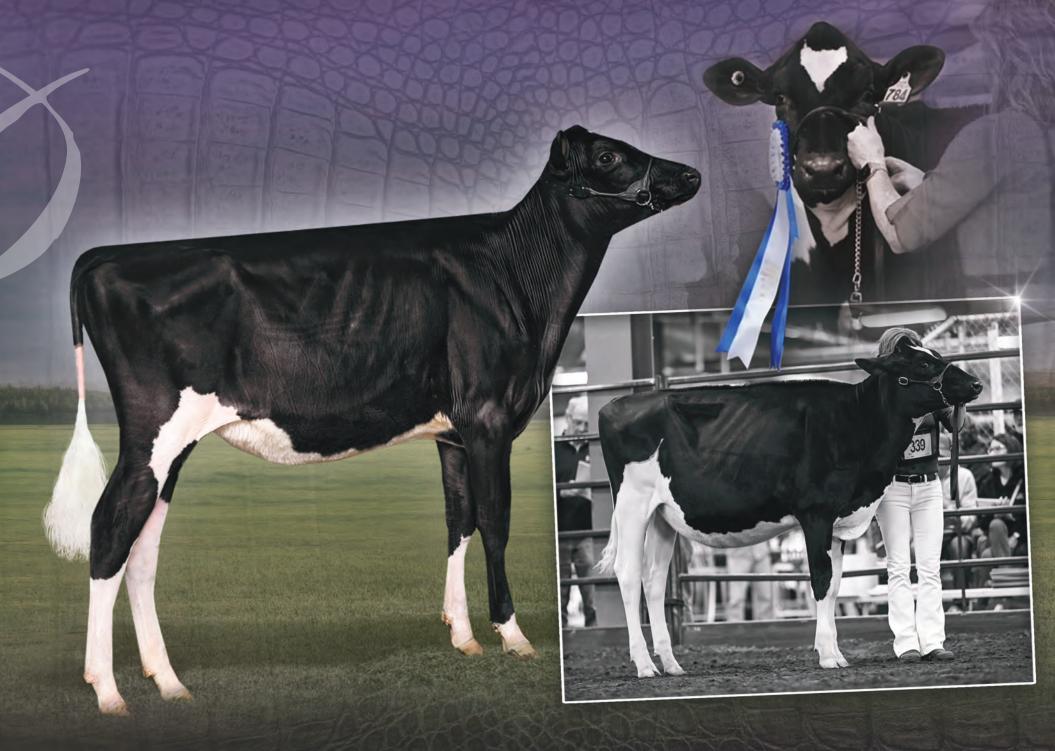












L-R: PAZZLE, Thomas photo; Liddleholme Heybear-ET, first place winter calf, Northeast Spring National Holstein Show, 2024, and fifth place intermediate calf, Ontario Summer Holstein Show, 2024, Rory Timlin, Keaton Phoenix and Mitch Anderson, Chatam, ON, Cowsmopolitan photo; Liddleholme Heybear-ET, Fisher photo; Liddleholme HeyDude-ET, first place winter calf, Wisconsin Summer Championship Holstein Show, 2024, Matt and Molly Sloan and Dan Hovden, Marshall, WI, Cowsmopolitan photo; Liddleholme HeyDude-ET, Sarbacker photo.



#### HANX-P

HANANS x LUSTER-P x DOC

HANX-P is a leading Type sire within the Showcase lineup and his earliest calves are stunning. Following the pattern of his now Excellent (90) dam, he brings positive daughter fertility to the high-Type and Polled markets. Look for the earliest HANX-P sons available in early 2025!

7H017158 SIEMERS FGO HOLY-P 40167-ET

#### HOLY-P

FIGARO x LUSTER-P x DOC

HOLY-P is a game-changing sire for the Holstein breed and one of the most heavily used sire fathers of 2024. He checks nearly every box for production and fitness and tops it off with elite PTAT and UDC values. His ability to sire calves with the Polled gene and correct caseins make him a slam dunk for use in any herd.

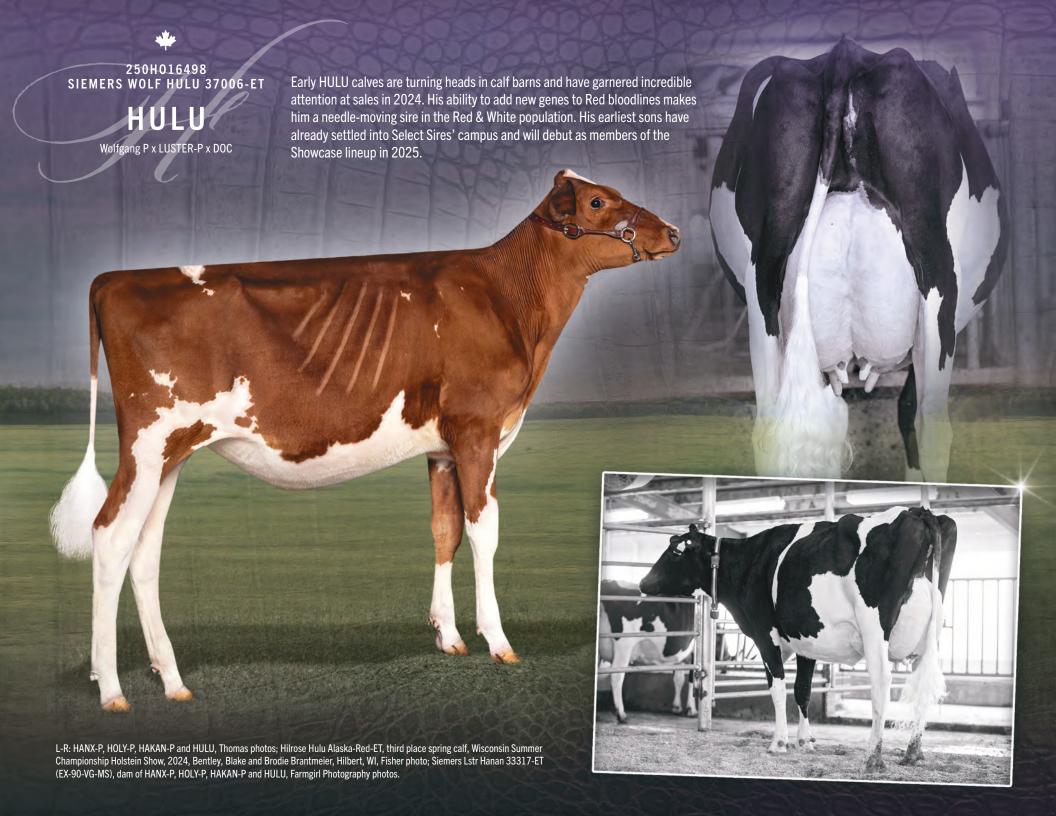
7HO16493 SIEMERS WOLF HAKAN-P-ET

#### HAKAN-P

Wolfgang P x LUSTER-P x DOC

There are few sires available that combine the same high production, Type and daughter fertility that HAKAN-P offers. He is a full brother to HULU, but differentiates himself by offering exciting Polled credentials.







#### HALIANT-P

PAZZLE x LUSTER-P x DOC

HALIANT-P stacks two of Holstein International's Global Cows of the Year into one pedigree, "Paris 27856" and "Mogul Hanker." He offers a modern Showcase linear profile and has elite daughter fertility. HALIANT-P has been used as a sire father and provides highly sought after caseins.

250H017297 SIEMERS HANTASTIC-P-ET

#### HANTASTIC-P

CHEW-P x PARFECT x LUSTER-P

HANTASTIC-P is a unique Polled offering from a Very Good (87) PARFECT sister to HULU, HANX-P, HOLY-P, HANSKE and HAKAN-P. He is sired by up-and-coming Polled sire 7H016103 CHEW-P and merges elite production, high Type, positive Fertility Index and the right caseins into one complete package.

7H016116 SIEMERS PFCT HARDY 35126-ET

#### HARDY

PARFECT x ALVAREZ x DOC

HARDY's dam is a farm favorite at Siemers Holsteins and has already scored Excellent (91) in her second lactation. His popularity continues to grow due to his exceptional sire fertility and elite international conformation rankings. He has a large global following and is one of PARFECT's highest Type sons.





250H016388 SIEMERS HOM HANSKE-P-ET

#### HANSKE-P

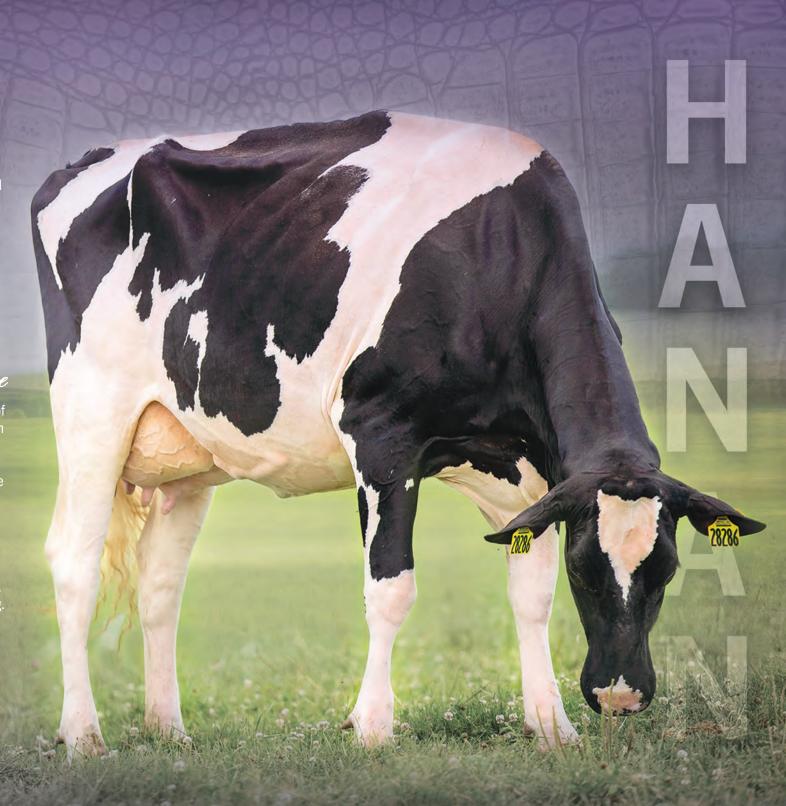
HOMECOMING x LUSTER-P x DOC

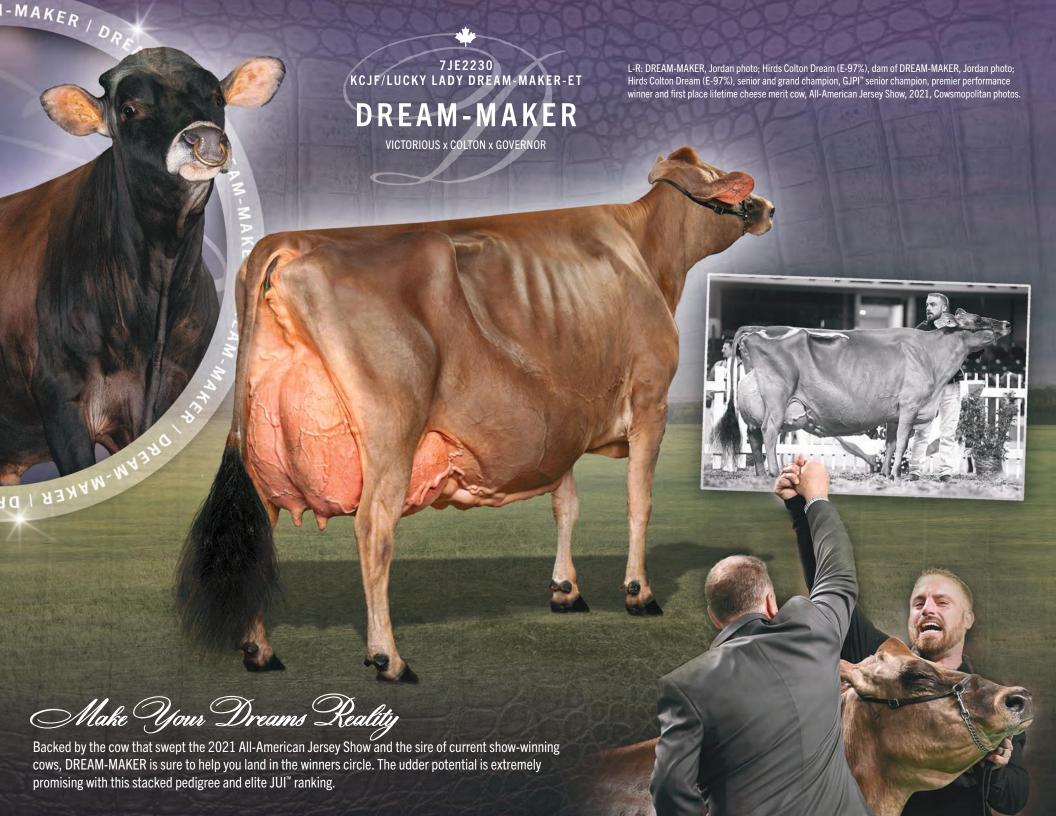
HANSKE-P is following in the footsteps of his sire, 250H015397 HOMECOMING, and offers an all-in-one package for fertility boasting an impressive Sire Conception Rate value and elite daughter fertility. He offers a nearly flawless linear profile and is A2A2.

### Maternal Influence

Tracing back to the great "Mogul Hanker" of Cookiecutter Holsteins, Siemers Doc Hanan 28286-ET (EX-92-EX-MS-GMD) has made a name for herself as a strong maternal figure in sire pedigrees. Her daughters have continued her legacy and are achieving Excellent status, following the pattern set by the "H" family. Selecting strong maternal lines has always been critically important to the success of Showcase and we're fortunate to include this Gold Medal, Showcase-sired dam in our genetic offering.

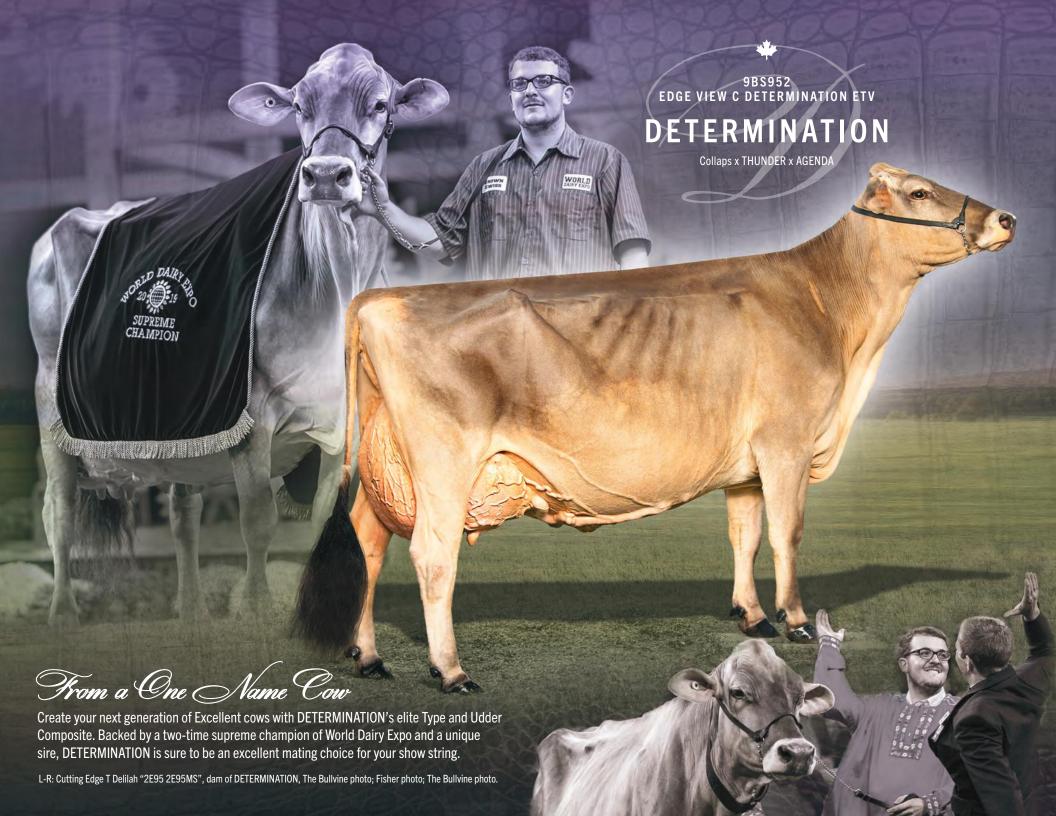
L-R: HALIANT-P, Thomas photo; HANTASTIC-P, Jordan photo; HARDY and HANSKE-P, Thomas photos; Siemers Doc Hanan 28286-ET (EX-92-EX-MS-GMD), grandam of HALIANT-P, HARDY and HANSKE-P, third dam of HANTASTIC-P, Farmgirl Photography photo.

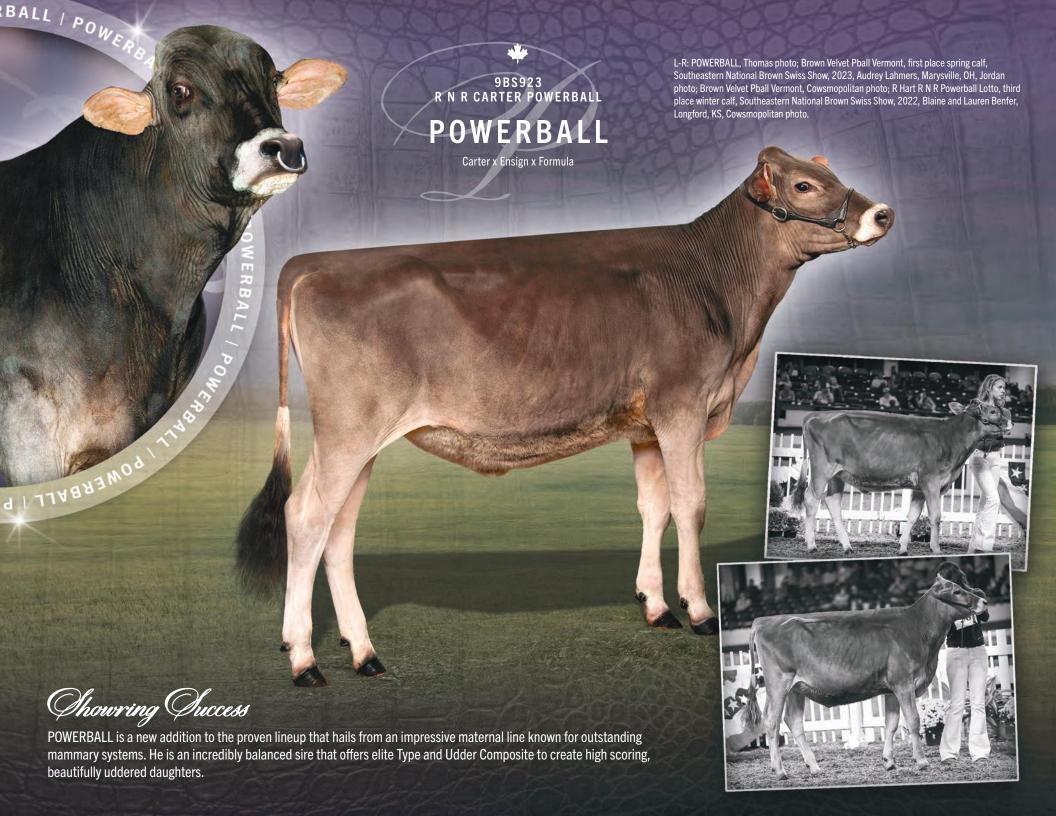


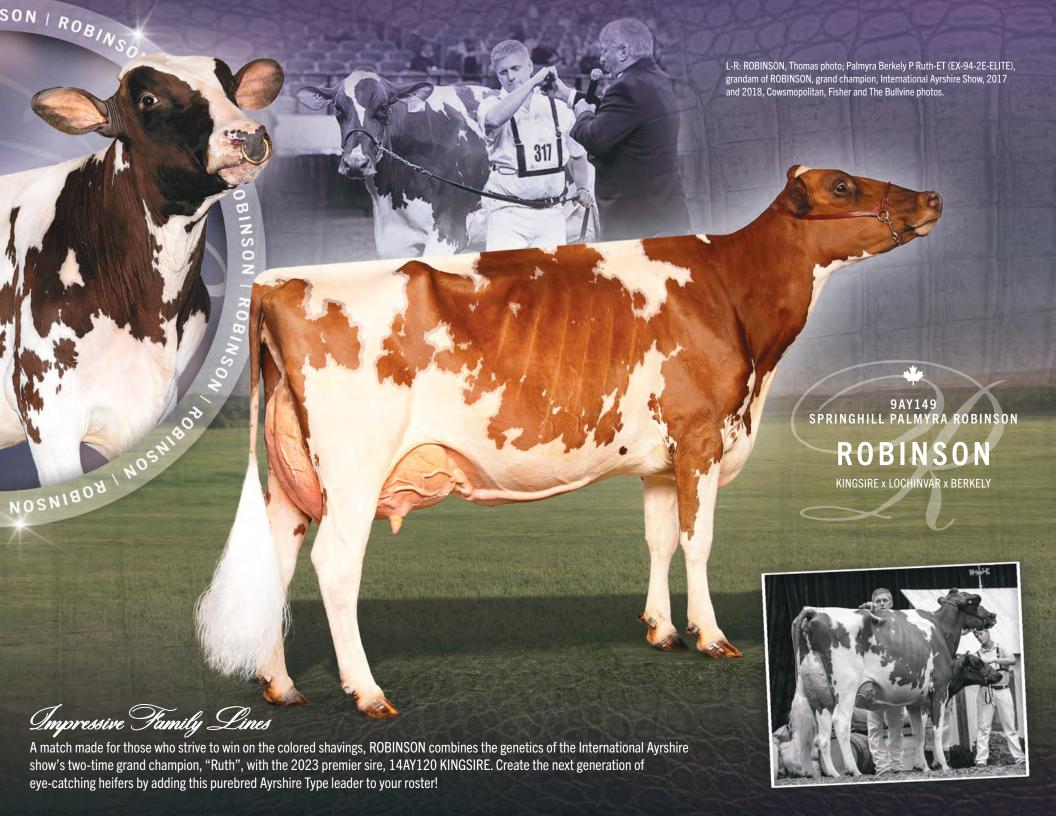


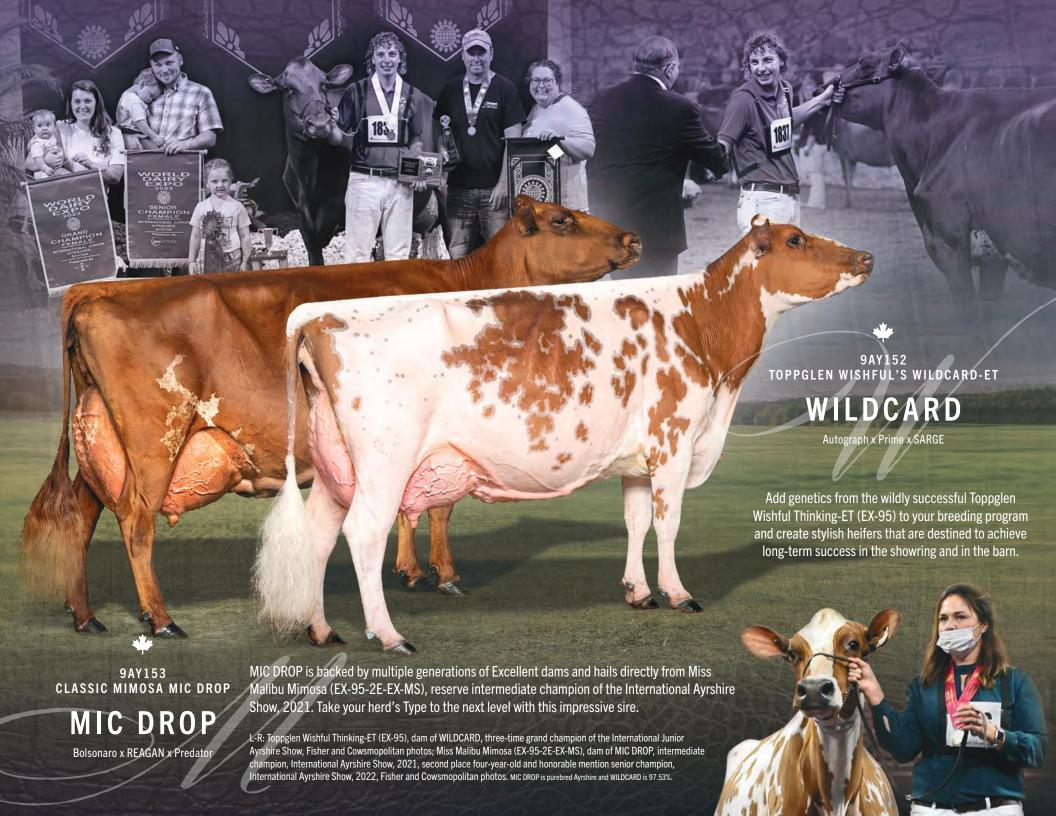














9AY130 GOOD-VUE-KP DYNAMIC DYNAMIC

RADISSON x GIBBS x Calimero

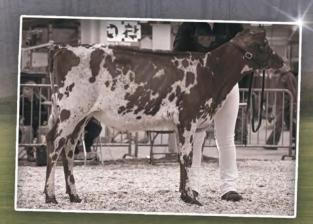
DYNAMIC has achieved daughter proven status and has transmitted outstanding udder quality to his first crop of milking daughters. Heifers sired by DYNAMIC have continuously topped their classes at national shows across the United States.

9AY140 HALLS-V-LANE REAGAN STRYKER

#### STRYKER

REAGAN x BURDETTE x Nolan

Breeders love the impressive style that STRYKER delivers. His calves display great openness of rib and parade around the ring with extreme style and correct legs. Design a future with purple ribbons in mind by including STRYKER in your matings.



9AY146 GRAND-VIEW GENTLE BEAST

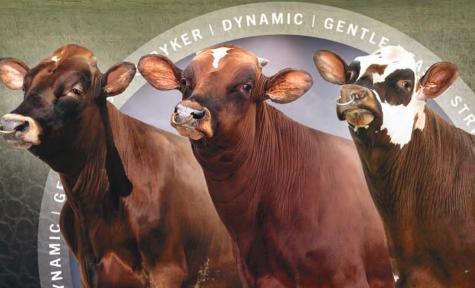
#### GENTLE BEAST

Gentleman x DEMPSEY x Pardner

Looking for a sire that will help you achieve multiple generations of Excellent cows? The search ends here!

GENTLE BEAST hails from a cow family with eight generations of Excellent dams. Add the genetics of his consistent maternal line to your herd to achieve grand results.

Top - Bottom: Button-Bay D Strawberry Sundae, DYNAMIC daughter, third place fall calf, Northeast Spring Ayrshire Show, 2024, Caroline Allen, Vergennes, VT, Cowsmopolitan photo; Grand-View Dempsey Blackberry (EX-94-2E), photo reversed, dam of GENTLE BEAST, Jordan photo; Old-Bankston-JC Bounty-ET, STRYKER daughter, first place winter calf, Northeast Spring Ayrshire Show, 2024, Peter Vail, Engelwood, FL, Cowsmopolitan photo; STRYKER, Thomas photo; GENTLE BEAST, Erbsen photo; DYNAMIC, Thomas photo; sire photos reversed. STRYKER is a purebred Ayrshire. DYNAMIC 98.26%, GENTLE BEAST 98.84%.







## EGINS



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