

Genetic Guide

AUGUST 2025

**Honoring the Best in
Reproduction & Genetics!**

Details on back.



GENEX[™]
FOR GENERATIONS

			ICC™	Cheese Merit	Milk	Fat	Fat %	Protein	Protein %	Combined Fat & Protein	Productive Life	Somatic Cell Score	Daughter Preg. Rate	Cow Conception Rate	Heifer Conception Rate	RobotX™	JPI™	PTAT	JUI™	Beta Casein	Pedigree	Conventional Price	GenChoice™ Price
JERSEY																							
1JE07680	ZIPLINE {6}	🏆	615	546	1062	44	-0.05	32	-0.04	76	5.5	2.79	0.5	1.1	0.1	103	176	0.1	13.8	A2A2	THRASHER x DABO-P	55	85
1JE07683	ACTIONPLAY		594	503	1082	28	-0.13	30	-0.05	58	6.3	2.80	0.2	0.2	2.3	102	160	0.4	12.3	A1A2	THRASHER x CHIEF	50	75
1JE07682	TRIUMPH {6}	🏆	553	522	889	48	0.02	36	0.01	84	4.4	2.95	-0.1	0.5	1.9	102	157	0.3	12.2	A2A2	THRASHER x PREMONITION	50	75
1JE07639	DUO {5}		534	564	496	45	0.10	30	0.06	75	5.0	2.76	-1.4	-1.6	1.3	99	156	0.2	11.6	A2A2	STARBUCKZ x THRASHER	50	75
1JE07760	INTRIGUE {5}		525	558	902	62	0.08	34	0.00	96	2.9	2.94	0.2	1.1	2.3	103	163	-0.1	12.6	A1A2	CHATHAM x PREMONITION	70	95
1JE07736	LIDDELL	🏆	523	682	901	67	0.11	34	0.00	101	4.0	2.97	-1.1	0.2	1.3	92	163	0.6	8.4	A2A2	AltaDRAYCE x GEPPETTO	60	95
1JE07660	DEPOSIT {5}	🏆📈	512	694	1088	58	0.02	47	0.03	105	5.0	2.92	-3.4	-3.3	0.3	96	159	1.0	12.7	A2A2	AltaCARPATHIA x THRASHER	60	95
1JE07617	DOMINGO-P	📈🏆	508	368	161	19	0.06	14	0.04	33	4.8	2.70	0.9	1.9	3.3	98	140	-0.1	10.8	A2A2	MONSTER-P x CALIBAN	35	60
1JE07628	COZY {5}-P	📈🏆	497	471	109	40	0.18	20	0.08	60	4.2	2.78	0.0	0.1	1.7	97	149	0.2	14.9	A2A2	MONSTER-P x AltaSASSO	40	65
1JE07598	ARMO {6}	📈	484	566	466	51	0.14	23	0.03	74	3.8	2.88	-0.9	-0.1	2.3	103	144	0.3	14.9	A2A2	CIRCLE x PREMONITION	60	95
1JE07634	JOVIAL {5}		480	436	251	43	0.16	26	0.08	69	2.8	2.80	0.7	1.5	2.5	94	147	-0.2	8.6	A2A2	MONSTER-P x AltaSASSO	35	60
1JE07542	DISCO {6}-P	📈🏆	469	484	1581	29	-0.24	37	-0.11	66	4.0	2.99	0.5	1.3	2.1	101	151	0.0	12.6	A2A2	KESTREL-P x AltaSASSO	40	65
1JE07706	YARO {6}	🏆	467	497	695	40	0.03	40	0.07	80	3.6	2.78	-1.8	-0.8	0.9	99	155	0.6	13.7	A2A2	AltaFOREFRONT x JALAPENO	40	65
1JE07693	TURNOVER {5}		465	529	1043	51	-0.01	31	-0.04	82	3.7	2.94	-1.0	-0.3	0.9	106	150	0.2	16.4	A2A2	CHATHAM x PREMONITION	45	70
1JE07734	BROOME-P	🏆🏆	458	557	574	55	0.13	23	0.01	78	4.0	2.94	-0.8	-0.1	1.3	93	141	0.2	8.1	A2A2	HUDSONBAY-P x CHIEF	55	85
1JE07766	KINGKONG-PP	🏆🏆	455	497	523	34	0.04	26	0.03	60	4.4	2.82	-0.5	0.7	0.6	98	145	0.6	10.7	A2A2	JACOB-P x SUAVECITO	55	85
1JE07427	STARBUCKZ {4}	📈📈	436	431	348	39	0.11	16	0.01	55	4.3	3.01	-0.4	0.3	1.8	106	144	0.9	21.3	A2A2	STONEY x STEVE	25	50
1JE07548	HOLDEM {5}	📈	421	365	601	25	-0.03	34	0.06	59	3.4	2.97	0.9	1.9	1.3	97	142	-0.3	8.8	A1A2	HENDRIX x DASHIELL	30	55
1JE07714	AGILITY {6}-P	🏆🏆	417	414	1485	26	-0.23	45	-0.05	71	3.4	3.03	-0.1	1.6	2.1	96	151	-0.3	9.5	A2A2	AltaFOREFRONT x KESTREL-P	40	65
1JE07573	HUDSONBAY-P	📈🏆	402	457	348	42	0.13	22	0.05	64	3.3	2.92	0.1	0.8	1.2	92	131	-0.5	4.0	A2A2	OFFICER x LISTOWEL-P	25	50
1JE07576	MAYFIELD-P	🏆	399	400	219	36	0.13	22	0.07	58	3.9	2.85	-0.9	-0.6	0.0	104	132	0.1	13.4	A2A2	WELD x IROQUOIS-P	25	50
1JE07661	SMITTEN {6}	📈📈	394	368	1438	46	-0.13	43	-0.05	89	2.0	3.01	-1.1	-1.4	1.7	102	138	0.5	14.5	A2A2	THRASHER x CHIEF	45	70
1JE07715	BREAKTHRU-PP	🏆🏆	377	482	942	40	-0.04	40	0.02	80	3.2	2.94	-1.2	-0.2	-0.6	93	137	0.2	8.9	A2A2	AltaLUKEN-P x GOLDROYAL	45	70
1JE07800	DOUBS-PP	🏆🏆	351	393	665	40	0.03	30	0.02	70	2.1	3.00	-0.7	-0.2	2.2	101	127	1.0	15.3	A2A2	AltaLUKEN-P x JOINER	40	65
1JE07614	ASTA {6}-PP	🏆	347	420	1422	29	-0.20	36	-0.08	65	3.6	3.01	-1.3	-0.7	0.6	97	122	-0.3	9.3	A2A2	KESTREL-P x LISTOWEL-P	35	60
1JE07577	DIEGO-P	📈🏆	263	442	1933	29	-0.32	41	-0.15	70	2.1	3.08	-1.2	0.2	1.4	79	106	0.0	4.7	A2A2	KESTREL-P x LISTOWEL-P	25	50

🏆 VIP Sire 📈 New Release 📈 PregCheck™ Fertility Ranking ≥ 100 (conventional) 📈 PregCheck+™ Fertility Ranking ≥ 100 (sexed) 🏆 Polled

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VIP

1JE07736 LIDDELL

1JE07660 DEPOSIT {5}

ICC™

523

512



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August 2025

			ICC																				Conventional Price	GenChoice™ Price
				Cheese Merit	Milk	Fat	Fat %	Protein	Protein %	Combined Fat & Protein	Productive Life	Somatic Cell Score	Daughter Preg. Rate	Cow Conception Rate	Heifer Conception Rate	RobotX™	URPI	PTAT	URUI	Beta Casein	Pedigree			
MIXED BREED																								
1XD07669	JELLYROLL-UR	✓+	666	598	1677	54	-0.14	50	-0.06	104	2.9	2.87	2.9	3.2	1.0	96	203	-0.3	7.8	A2A2	AltaKENO x ZOOTY	55	85	
1XD07689	BURBANK-UR		633	589	1721	57	-0.14	49	-0.08	106	2.3	2.86	2.7	3.0	0.8	98	203	-0.1	9.5	A2A2	AltaKENO x ZOOTY	40	65	
1XD07665	ATLAST-UR	✓+	606	561	1555	62	-0.08	52	-0.03	114	1.6	2.89	2.0	2.3	0.9	102	202	0.1	12.2	A2A2	AltaKENO x ZOOTY	35	60	
1XD07562	CLIFFORD-UR	✓+	589	615	1064	56	0.01	40	0.00	96	2.3	2.83	2.4	2.8	0.6	95	187	-0.4	6.0	A2A2	NEOWISE x THRASHER	35	60	
1XD07697	MINDEASE-UR		585	438	1774	53	-0.17	51	-0.08	104	2.2	2.79	1.0	1.7	0.4	104	194	-0.6	14.1	A2A2	AltaSAMSON x A-GAME	40	65	
1XD07552	DROPTOP-UR		540	592	1376	58	-0.05	49	-0.01	107	1.6	2.86	1.5	1.3	-0.1	91	177	-0.3	3.9	A2A2	NEOWISE x THRASHER	30	55	
1XD07625	MURRAY-P-UR	✓+ P	536	424	2185	60	-0.23	54	-0.13	114	1.7	2.96	1.1	1.5	0.1	94	174	-0.9	4.9	A2A2	KESTREL-P x AltaJUMP CUT	25	50	
1XD07624	BUDDY-UR	✓+	500	465	2202	58	-0.24	52	-0.14	110	2.0	2.95	0.4	0.2	-0.6	100	173	-0.7	9.4	A1A2	KESTREL-P x TORRO	25	50	
1XD07556	SMALLS-UR	✓+	483	570	1585	66	-0.06	49	-0.05	115	0.9	2.93	0.5	0.2	0.1	95	169	0.1	7.3	A2A2	NEOWISE x THRASHER	35	60	

VIP Sire
 New Release
 PregCheck™ Fertility Ranking ≥ 100 (conventional)
 PregCheck+™ Fertility Ranking ≥ 100 (sexed)
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ICC™

Empowering tomorrow's cows to perform.

The ICC™ index is built for the kind of cows you count on – efficient, fertile and made to last. It's designed to create cows that stay in the herd, stay out of trouble and deliver more with less. That's not just smart genetics – it's our commitment to helping you build a stronger, more sustainable future.

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Congratulations to the 2025 GENEX Excellence in Reproduction & Genetics award winners!

This decade-long recognition program evaluates nominated herds based on cow and heifer reproduction as well as genetic information. Farms from across the globe compete in one of four categories based on size or location.

< 1,000 Cows

Landmark Farms
New York



"The GENEX team works closely with Landmark Farms staff and herd veterinarian to ensure reproductive success. We maintain consistent and clear communication in order to adjust breeding strategies, talk about farm updates and continue to improve results."



Cat Thrasher
GENEX Key Account Manager

1,000–3,000 Cows

Mar-Bec Dairy
Wisconsin



"Marty and Becky are first generation farmers, true examples of an American success story. They built this farm to what it is today by always doing what is best for the cows. The farm's emphasis is on top genetics paired with outstanding cow comfort. At the heart of the dairy are the people."



Pete Weber
GENEX National Account Manager

> 3,000 Cows

**Dollymount Dairy LLP
& Coronado Heifer Yard
Riverview LLP**
Minnesota & Arizona



"The determination of the Coronado team shines through their impressive results, proving that consistency and teamwork truly make the dream work! They really see the importance of reproduction and are always looking to go beyond."



Paula Molinari
GENEX Key Account Manager

International

Soc. Arg. Cervi Ciboldi
Italy



"Cervi Ciboldi deserves recognition for the total dedication and commitment of their Herd Manager, Luigi Baselli. His attention to detail in every aspect of herd management is outstanding. Additionally, he has a fantastic relationship with the owners and works with the entire team to achieve results."



David Ellis
GENEX Progressive Herd Consultant



Scan to learn more about the winners and this prestigious award.



GENEX
FOR GENERATIONS