

SPRING/
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SELECTIONS

YOUR GUIDE TO
AMERICA'S BEST GENETICS

7HO4213 INTEGRITY PRODUCES ONE MILLION UNITS



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April 24, 2001, was another historic day for Select Sires as 7HO4213 Robthom INTEGRITY-ET*TL produced his one-millionth unit of semen. He is one of only four U.S. sires to reach this benchmark.

INTEGRITY's heavy use is well-documented by the 23,584 daughters in his May production summary. In fact, INTEGRITY has ranked first or second in unit sales each year for Select since 1995.

INTEGRITY, now scored Excellent (95) and designated Gold Medal, graduated from the Program for Genetic Advancement (PGA) into active-A.I. service in July 1995. His dam is the world-renowned Robthom Ivory Mark (EX-94-2E-EX-MS-GMD-DOM), owned by Robert Thompson, Jr., Springfield, Mo. He is a product of the superior 7HO1897 To-Mar BLACKSTAR-ET x 7HO980 Walkway Chief MARK cross - a cross that couldn't fail and one that has pleased dairymen throughout the world.

"Not only is INTEGRITY a customer-satisfaction sire for commercial dairy producers, but he also has succeeded at siring high-type daughters around the world," says Ron Long,

vice president of sire procurement. "He has sired winners at many major Holstein shows with stiff competition. What's best is that they are class winners as heifers, and continue to win as mature cows."

INTEGRITY follows in the footsteps of 7HO1236 Fisher-Place MANDINGO-Twin and 7HO3707 Paradise-R MATHIE to become Select's third million-plus producer. Two things contribute to a bull's ability to get there: First he must live long and be a superior semen producer. Second, but more important, he must meet customer needs. Many bulls can lose their appeal as new, "hot" bulls enter the market. However, sires like INTEGRITY and MATHIE - who produced his millionth unit in March 2000 and still is one of Select's most popular bulls - consistently sire daughters that serious dairy producers like to have in their herds.

Sires like INTEGRITY and MATHIE are proof positive that Select Sires continues to deliver against the promise of its mission: To provide genetically superior, highly fertile semen at reasonable prices. This philosophy is alive and well, and ensures that the best interests of our cooperators are still the federation's highest priority. ♦