



August 2025

HOLSTEIN DIRECTORY



uk.altagenetics.com



SUCCESSES OF AN 18 YEAR ALTA PARTNERSHIP

Set just north of Bath, Oldfield farm is home to Will and Dawn Hawking of Hawking Farming Ltd and the award winning Marshfield Ice Cream.

Established by Will's parents in 1971, a herd of 35 Friesian cows was brought to Oldfield Farm and farmed across 300 acres. Initially, milked through a mobile parlour the farm business has evolved significantly since the 70's with the drive to improve welfare, efficiency and profitability. This began when Will returned home to the farm from agriculture college and the idea of Marshfield Ice Cream was born. A truly family run business with Will and his wife Dawn leading the team and their three children Flo, Angus and Rory actively involved in production, marketing and the milking herd to keep their business moving forward.



While the basis of the Oldfield herd was Friesian, Will has always been progressive and 15 years ago he visited the US on an Alta ADVANTAGE Showcase tour which was attended by some 300 delegates from all around the world. It was on this trip that he was first exposed to genomic sire information and what it could do for his business. Will decided there and then that this was what was right for his dairy business. With his Alta Dairy Consultant Alan Timbrell, they identified the most important traits to drive genetic gain in the herd and key areas for improvement to drive profitability and efficiency. In the early years, British Friesian had been used to improve herd fertility but with a desire to increase yield Holstein genetics were introduced and are now the bedrock of the Oldfield herd.



l-r: James, AltaMORRISON daughters, Rory, and Will

In 2014 James Smith joined the business as herd manager to further improve the herds welfare and performance. In addition, Alta COW WATCH was installed at this time- this drove significant improvements in fertility with rolling 12 month preg rates almost always exceeding 30%. Installing collars also brought insights into the herds eating behaviors and deviations which allowed for quicker identification of health problems. Further changes were made in April 2024 as the farm moved from organic to a regenerative farming system. On twice a day milking this drove the average herd yield to 9,800l/cow.

The latest investment and development at Oldfields saw the herd transition in October 2024 from milking through a Waikato 30/60 swingover to four new Lely A5 robots. This move has undoubtedly unlocked the herds genetic potential with predicted average 305 yield now at 12,400l/cow.



AltaINSCAPE daughters - 4th calvers, averaging 13,000l



AltaMORRISON
240 DIM and 46KGS!

Through their partnership with Alta over the last 18 years genetics has always been a focal point in improving the herd. Through careful sire selections, an emphasis has always been placed on breeding trouble free, productive cows with strength and capacity. In recent years, James and Alan have incorporated DWP\$ into their selection criteria to further improve overall herd health. With Alta's sires being evaluated for DWP\$ this development was an easy one to implement.

We have really valued the support and guidance of the Alta Team in helping us move our herd forward and make us as profitable as possible.

THE TOP 10's Select the right bulls for you!

£ PLI	
AltaVALUEPACK	877
AltaINSPIRE	843
AltaREGALCROWN	840
AltaMAXIMINO	835
AltaUPGRADE	835
AltaKALON	806
AltaMCCOY	797
AltaFUNLAND	785
AltaPRESTIGE	781
AltaCASANOVA	781

TPI	
AltaCASANOVA	3449
AltaYOSHI	3445
AltaINSPIRE	3424
AltaSNAZZY	3411
AltaSTRONGHOLD	3401
AltaMAKEOVER	3386
AltaPRESTIGE	3375
AltaZEROGRAVITY	3356
ZOWIE	3355
AltaFUNLAND	3348

NM\$	
AltaPRESTIGE	1087
AltaCASANOVA	1038
AltaYOSHI	1025
AltaUPGRADE	984
AltaMAKEOVER	963
AltaENGAGE	961
AltaFUNLAND	959
AltaVORTEXVAULT	942
AltaSNAZZY	925
AltaMASQUERADE	921

DWP\$	
AltaPRESTIGE	1130
AltaSTRONGHOLD	1110
AltaUPGRADE	1075
AltaFUNLAND	1070
AltaMAINSTREAM	1069
AltaXMAN	1042
AltaGOLDENSTORM	1039
AltaVALUEPACK	1016
AltaYOUTBETCHA	1003
AltaYOSHI	996

FAT KGS	
AltaMAKEOVER	57.2
AltaUPGRADE	55.8
AltaSNAZZY	55.0
AltaKEVLOW	54.6
AltaINSPIRE	54.1
AltaPRESTIGE	53.6
AltaMCCOY	53.1
AltaCASANOVA	52.5
AltaGARRIX	50.7
AltaFUNLAND	50.6

FAT PC	
AltaUPGRADE	0.42
AltaREGULUS	0.41
AltaFUNLAND	0.41
AltaFIRSTTIME	0.31
AltaAEROSPACE	0.31
AltaKEVLOW	0.30
AltaZOWIE	0.30
AltaCASANOVA	0.29
AltaYOUWIN	0.28
AltaXMAN	0.27

PROTEIN KGS	
AltaREGALCROWN	41.5
AltaMACARIO	40.0
AltaMAKEOVER	38.7
AltaINSPIRE	38.2
AltaVORTEXVAULT	36.9
DUCKETT HEROIC	36.9
AltaCATAPULT	36.7
AltaVALUEPACK	35.1
AltaTOPGUNZ	35.0
AltaSTRONHOLD	35.0

PROTEIN PC	
AltaFUNLAND	0.20
AltaREGULUS	0.19
AltaMAXIMINO	0.19
AltaUPGRADE	0.17
AltaKALON	0.16
AltaMAGNIFIQUE	0.15
PEAK ONYX	0.14
AltaFIRSTTIME	0.13
AltaOHTANI	0.13
AltaGOLDENSTORM	0.13

MILK	
AltaMAKEOVER	1168
AltaREGALCROWN	1121
AltaVORTEXVAULT	1079
DUCKETT HEROIC	1070
PEAK HOCHI	1040
AltaMACARIO	1013
AltaFARRUKO	992
AltaGETRICH	940
HIGHVIEW	898
AltaWOODSIDE	897

SCC %	
AltaSOLACE	-28
AltaREGULUS	-25
AltaSEVERUS	-25
HIGHVIEW	-25
AltaFARRUKO	-22
AltaMULLER	-22
AltaSTRONGHOLD	-22
AltaVANDYKE	-21
AltaGOLDENSTORM	-21
AltaMAXIMINO	-21

LIFESPAN	
AltaORIONSBELT	146
AltaPOWERBUCK	143
AltaDARUDE	143
AltaAVITUS	140
AltaOHTANI	134
AltaPIZZAZZ	134
AltaOVERTAKE	128
AltaKALON	122
AltaSUNDAY	122
AltaVALUEPACK	122

DAUGHTER FERTILITY	
AltaSOLACE	13.4
AltaMULLER	13.1
AltaDARUDE	12.9
AltaSEVERUS	12.8
AltaEXQUISITE	12.3
AltaSOLITAIRE	12.3
AltaMAXIMINO	10.7
AltaTABLOID	10.2
AltaKALON	9.9
AltaPOWERBUCK	9.6

TEAT LENGTH	
HIGHVIEW	1.17
AltaAEROSPACE	0.79
RAE-BAN-RED	0.60
DUCKETT HEROIC	0.56
AltaFIRST TIME	0.38
AltaPRESTIGE	0.35
AltaOVERTAKE	0.32
AltaREGULUS	0.31
PROGENESIS VANCE	0.29
AltaTHUNDERBIRD	0.28

TYPE MERIT	
AltaBENITO	2.72
AltaRODAN-RED	2.53
PEAK DELAP	2.08
BARROS	2.02
DUCKETT HEROIC	1.95
AltaTHUNDERBIRD	1.69
AltaTURBOTIME	1.68
AltaPOWERBUCK	1.48
AltaSNAZZY	1.47
HIGHVIEW	1.44

MAMMARY	
PEAK HAXL	2.38
BARROS	2.27
AltaBENITO	2.23
AltaTABLOID	2.22
AltaORIONSBELT	1.88
AltaWOODSIDE	1.81
AltaTURBOTIME	1.81
AltaPOWERBUCK	1.63
HIGHVIEW	1.61
PEAK DELAP	1.61

LEGS & FEET	
AltaBENITO	2.34
AltaRODAN-RED	1.83
DUCKETT HEROIC	1.72
AltaTHUNDERBIRD	1.67
PEAK DELAP	1.53
AltaLAS-RED	1.29
AltaFIRSTTIME	1.22
RAE-BAN-RED	1.17
AltaAVITUS	1.01
PEAK OYNX	1.00



AltaAEROSPACE

65003252198055 | H08188

PEAK ALTAEROSPACE-ET

AltaEXQUISITE X AltaJUMP CUT X LIONEL

H0840M003252198055 | DOB 10/11/2022

aAa 234 | DMS 123,126 | EFI 13.4 %

Kappa-Casein: BB Beta-Casein: A1A2

Haplotype: HH6C | Genetic Codes: TC TD TE TL TP TR TV TY

AHDB Dairy & Holstein UK 202508 - GENOMIC



PLI +702 Rel 67%

CONFORMATION (0 UK Daughters in 0 UK Herds)

	-2	-1	0	1	2		
Stature						+0.57	Tall
Chest Width						-0.49	Narrow
Body Depth						-0.60	Shallow
Angularity						+1.22	Open Rib
Rump Angle						+0.34	Low Pins
Thurl Width						+0.61	Wide
R. Legs-S View						+0.14	Sickled
Foot Angle						+0.03	Steep
Locomotion						+0.36	Excellent
F. Udder Att.						+0.54	Tight
R. Udder Ht.						+1.56	Very high
Udder Cleft						-0.13	Broken
Udder Depth						+0.37	Above hock
F. Teat Place						-0.84	Outside
R. Teat Place						-0.56	Apart
Teat Length						+0.79	Long
Teat Sideview						-0.18	Close

Alta UK abide by the ADHB & Holstein UK established code of Advertising. Bulls tested free for genetic recessives will not show these codes for formatting reasons. Prices are subject to change. Terms and conditions apply. Proud to use independent data powered by AHDB Dairy.

CONFORMATION

Type Merit	0.74	Mammary	0.87
Legs & Feet	0.38	Rel	54%

PRODUCTION (0 UK Daughters in 0 UK Herds)

Milk	+571 Kgs	+73% Rel
Protein	+29.3 Kgs	+0.12%
Fat	+50.5 Kgs	+0.31%

HEALTH & MANAGEMENT

Lifespan	52	Ease of Milk	+0.86
Fertility	-1.7	Temperament	+0.5
SCC	-17	Maintenance	0
MAST	-1	Dairy Carcass	0.5
Calf Survival	+2.5	TB Advantage	4.1 44%
Lameness Advantage	+1.8	Gestation Length	-3 68%
Digital Dermatitis		Feed Advantage	+101 45%
Healthy Cow	+104 57%	Enviro Cow	+3.4 69%

CALVING TRAITS

Direct CE	-0.3	+63% Rel	Maternal CE	1.0	+51% Rel
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GENOSOURCE BARROS-ET

HAVENOFEAR X CAPTAIN X RUBICAL

65003269893733 | H08438

H0840M003269893733 | DOB 8/8/2023

Kappa-Casein AB | Beta-Casein A2A2

aAa 423 | DMS 126,246 | EFI 11.6 %

Haplotypes HH1F HH2F HH3F HH4F HH5F HCDF HH6F HMW0

Genetic Codes TC TD TE TL TP TR TV

Current Proof GBR-202508 | Genomic Young Sire

AHDB Dairy & Holstein UK 202508



CONFORMATION based on 0 dtrs/0 hnds (53% Rel)

Type Merit						+2.02	
Mammary						+2.27	
Legs & Feet						+0.75	
	-2	-1	0	1	2		
Stature						+0.24	Tall
Chest Width						-0.58	Narrow
Body Depth						-0.19	Shallow
Angularity						+1.17	Open Rib
Rump Angle						-0.24	High Pins
Thurl Width						+0.75	Wide
R.Legs S View						+0.45	Sickled
Foot Angle						-0.60	Low
Locomotion						+0.97	Excellent
F.Udder Att.						+1.50	Tight
R.Udder Ht						+2.00	Very High
Udder Cleft						+0.98	Strong
Udder Depth						+0.65	Above Hock
F.Teet Place						+1.06	Close
R.Teet Place						+1.41	Close
Teet Length						-0.81	Short
Teet Sideview						+1.12	Apart

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PLI 542 Rel 66%

PRODUCTION

Milk	+850 kgs	73% Rel
Protein	+31.3 kgs	+0.04%
Fat	+21.4 kgs	-0.14%

HEALTH & MANAGEMENT

Lifespan	76	Ease of Milk	0.92
Fertility	0.0	Temperament	0.70
SCC	-2	Maintenance	-4
MAST	0	Dairy Carcass	0.2
Calf Survival	0.7	Digital Dermatitis	0.6
Lameness Advantage	+2.6	Gestation Length	0 54% Rel
TB Advantage	+3.5 45% Rel	Feed Advantage	+103 43% Rel
Healthy Cow	+104 57% Rel	Enviro Cow	+2.8 69% Rel

CALVING TRAITS

Direct CE	0.0	64% Rel	Maternal CE	0.8	53% Rel
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Prices are subject to change. Terms and conditions apply.

Synergy PEAK AltaBENITO-ET

PAZZLE X PARFECT X POSITIVE



H0840M003283240502

DOB 1/18/2024

Kappa-Casein BB | Beta-Casein A2A2

aAa 345 | DMS 561,126 | EFI 12.5 %

Haplotypes HH1F HH2F HH3F HH4F HH5F HCDF HH6F HMW0

Genetic Codes TC TD TE TL TR TV TY

Current Proof GBR-202508 | Genomic Young Sire

AHDB Dairy & Holstein UK 202508

CONFORMATION					0 UK Daughters in 0 UK Herds (54% Rel)	
Type Merit					+2.72	
Mammary					+2.23	
Legs & Feet					+2.34	
	-2	-1	0	1	2	
Stature					+0.90	Tall
Chest Width					+0.72	Wide
Body Depth					+0.78	Deep
Angularity					+1.55	Open Rib
Rump Angle					-0.75	High Pins
Thurl Width					+1.31	Wide
R. Legs-S View					-0.09	Straight
Foot Angle					0.95	Steep
Locomotion					2.19	Excellent
F. Udder Att.					2.08	Tight
R. Udder Ht.					2.25	Very high
Udder Cleft					0.49	Strong
Udder Depth					1.16	Above hock
F. Teat Place					0.62	Close
R. Teat Place					0.08	Close
Teat Length					0.18	Long
Teat Sideview					0.89	Apart

PLI
Rel 66%

558



PRODUCTION 0 UK Daughters in 0 UK Herds (73% Rel)		
Milk	+729 Kgs	73% Rel
Protein	+27.5 Kgs	+0.04%
Fat	+34.8 Kgs	+0.06%

HEALTH & MANAGEMENT					
Lifespan		76	Ease of Milk		0.68
Fertility		+0.2	Temperament		0.80
SCC		-9	Maintenance		10
MAST		0	Dairy Carcass		0.9
Calf Survival		-0.5	Digital Dermatitis		0.4
Lameness Advantage		+2.1	Gestation Length		+1 55% Rel
TB Advantage	2.9	44% Rel	Feed Advantage		+12 45% Rel
Healthy Cow	+119	56% Rel	Enviro Cow		+2.5 69% Rel

CALVING TRAITS			
Direct CE	-0.8	64% Rel	Maternal CE 1.0
			51% Rel

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PLI **+625** Rel 68%

AltaBRIMSTONE

65003235932779 | HO8189

PEAK ALTABRIMSTONE-ET
AltaWHEELHOUSE X PURSUIT X SAMURI
HO840M003235932779 | DOB 7/6/2021
aAa 342 | DMS 234,246 | EFI 12.4 %
Kappa-Casein: AB Beta-Casein: A2A2
Genetic Codes: TC TD TE TL TP TR TV TY
AHDB Dairy & Holstein UK 202508 - GENOMIC



CONFORMATION

Type Merit	0.85	Mammary	0.78
Legs & Feet	0.43	Rel	58%

PRODUCTION (0 UK Daughters in 0 UK Herds)

Milk	+732 Kgs	+74% Rel
Protein	+31.0 Kgs	+0.08%
Fat	+41.4 Kgs	+0.13%

HEALTH & MANAGEMENT

Lifespan	55	Ease of Milk	+1.61
Fertility	+5.0	Temperament	+0.3
SCC	-2	Maintenance	14
MAST	-1	Dairy Carcass	1.3
Calf Survival	+0.2	TB Advantage	3.7 51%
Lameness Advantage	+0.2	Gestation Length	-1 55%
Digital Dermatitis	+0.1	Feed Advantage	+27 46%
Healthy Cow	+101 60%	Enviro Cow	+2.9 70%

CALVING TRAITS

Direct CE	0.1	+77% Rel	Maternal CE	1.5	+53% Rel
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PLI **+781** Rel 66%

AltaCASANOVA

NEW

65003272457144

PEAK ALTACASANOVA-ET
CATAPULT X AltaEXQUISITE X AltaJUMP CUT
HO840M003272457144 | DOB 5/8/2024
aAa 261 | DMS 561 | EFI 13.1 %
Kappa-Casein: AB Beta-Casein: A2A2
Genetic Codes: TC TD TE TL TP TR TV TY
AHDB Dairy & Holstein UK 202508 - GENOMIC



CONFORMATION

Type Merit	1.23	Mammary	1.23
Legs & Feet	0.23	Rel	53%

PRODUCTION (0 UK Daughters in 0 UK Herds)

Milk	+666 Kgs	+73% Rel
Protein	+27.3 Kgs	+0.06%
Fat	+52.5 Kgs	+0.29%

HEALTH & MANAGEMENT

Lifespan	104	Ease of Milk	+1.37
Fertility	+6.9	Temperament	+0.8
SCC	-15	Maintenance	-12
MAST	-1	Dairy Carcass	0.8
Calf Survival	+2.0	TB Advantage	2.7 43%
Lameness Advantage	+2.3	Gestation Length	-2 55%
Digital Dermatitis	+0.2	Feed Advantage	+144 43%
Healthy Cow	+195 56%	Enviro Cow	+3.8 69%

CALVING TRAITS

Direct CE	-0.1	+62% Rel	Maternal CE	0.8	+52% Rel
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Alta COW WATCH

Repro, health & welfare

Why Alta COW WATCH?

When you choose Alta COW WATCH, you get access to the state-of-the-art cloud-based herd management platform – Nedap Now.

- ▲ Monitor and access data 24 / 7 / 365 from anywhere
- ▲ Attain seamless integration with herd management systems
- ▲ Access more historical data over longer periods of time
- ▲ Create customized work lists with relevant insights for each team member
- ▲ Allow selective access to data for team members and consultants
- ▲ Combine data in one spot for improved analysis and insights
- ▲ Group insights, such as heat stress, so you can adjust management practices and get the most out of your herd
- ▲ Improve heat detection and repro performance
- ▲ Quickly identify anestrus cows or potential pregnancy losses
- ▲ Find sick cows sooner so you can treat them before they become problems



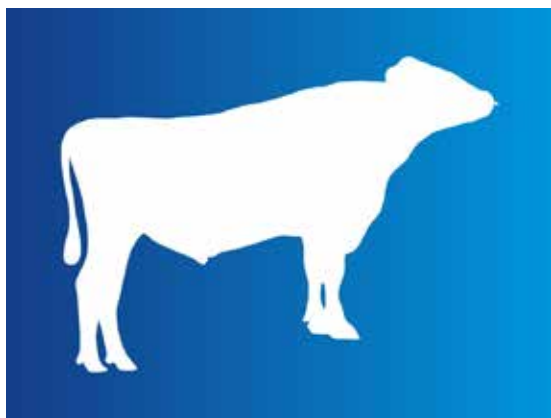
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PLI **+768** Rel 67%

AltaCATAPULT

65003247835556 | H08430

PEAK ALTACATAPULT-ET
ZAPPY X AltaMAGNIFIQUE X AltaHOTMAIL
H0840M003247835556 | DOB 8/25/2022

aAa 243 | DMS 123,234 | EFI 13.6 %
Kappa-Casein: AB Beta-Casein: A1A2
Genetic Codes: TC TD TE TL TP TR TV TY
AHDB Dairy & Holstein UK 202508 - GENOMIC



CONFORMATION

Type Merit	-0.25	Mammary	0.11
Legs & Feet	0.06	Rel	55%

PRODUCTION (0 UK Daughters in 0 UK Herds)

Milk	+882 Kgs	+73% Rel
Protein	+36.7 Kgs	+0.08%
Fat	+50.2 Kgs	+0.16%

HEALTH & MANAGEMENT

Lifespan	73	Ease of Milk	+0.66
Fertility	+2.7	Temperament	0.0
SCC	-5	Maintenance	-3
MAST	0	Dairy Carcass	2.0
Calf Survival	+0.8	TB Advantage	2.7 45%
Lameness Advantage	+1.4	Gestation Length	-2 49%
Digital Dermatitis	+0.1	Feed Advantage	+128 45%
Healthy Cow	+92 56%	Enviro Cow	+3.9 69%

CALVING TRAITS

Direct CE	0.7	+69% Rel	Maternal CE	1.1	+51% Rel
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	-2	-1	0	1	2	
Stature						-0.21 Short
Chest Width						-0.03 Narrow
Body Depth						-0.36 Shallow
Angularity						+0.49 Open Rib
Rump Angle						+1.75 Low Pins
Thurl Width						+0.60 Wide
R. Legs-S View						+0.55 Sickled
Foot Angle						-0.29 Low
Locomotion						-0.08 Poor
F. Udder Att.						+0.60 Tight
R. Udder Ht.						-0.79 Very Low
Udder Cleft						+0.74 Strong
Udder Depth						+0.08 Above hock
F. Teat Place						+0.56 Close
R. Teat Place						+1.53 Close
Teat Length						-0.65 Short
Teat Sideview						-0.31 Close

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PLI **+732** Rel 67%

AltaFARRUKO

65003247835590 | H08185

PEAK ALTAFARRUKO-ET
ZAPPY X AltaMAGNIFIQUE X TORRO
H0840M003247835590 | DOB 9/14/2022

aAa 342 | DMS 345,456 | EFI 12.5 %
Kappa-Casein: AB Beta-Casein: A1A2
Haplotype: HMW1 | Genetic Codes: MW TC TD TL TP TR TV TY
AHDB Dairy & Holstein UK 202508 - GENOMIC



CONFORMATION

Type Merit	0.22	Mammary	0.91
Legs & Feet	-0.17	Rel	55%

PRODUCTION (0 UK Daughters in 0 UK Herds)

Milk	+992 Kgs	+73% Rel
Protein	+34.5 Kgs	+0.02%
Fat	+38.7 Kgs	-0.01%

HEALTH & MANAGEMENT

Lifespan	101	Ease of Milk	-0.04
Fertility	+5.6	Temperament	-0.5
SCC	-22	Maintenance	1
MAST	-2	Dairy Carcass	2.2
Calf Survival	+0.3	TB Advantage	4.2 44%
Lameness Advantage	+2.0	Gestation Length	-3 48%
Digital Dermatitis	+0.4	Feed Advantage	+95 45%
Healthy Cow	+177 56%	Enviro Cow	+3.4 69%

CALVING TRAITS

Direct CE	0.2	+63% Rel	Maternal CE	1.3	+51% Rel
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	-2	-1	0	1	2	
Stature						+0.34 Tall
Chest Width						-0.10 Narrow
Body Depth						-0.37 Shallow
Angularity						+0.59 Open Rib
Rump Angle						+1.09 Low Pins
Thurl Width						+0.39 Wide
R. Legs-S View						+1.26 Sickled
Foot Angle						-0.44 Low
Locomotion						+0.06 Excellent
F. Udder Att.						+1.56 Tight
R. Udder Ht.						+0.16 Very high
Udder Cleft						+0.59 Strong
Udder Depth						+0.88 Above hock
F. Teat Place						+1.38 Close
R. Teat Place						+1.11 Close
Teat Length						-0.95 Short
Teat Sideview						-0.87 Close

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PLI +785 Rel 66%

CONFORMATION (0 UK Daughters in 0 UK Herds)

	-2	-1	0	1	2		
Stature						+0.07	Tall
Chest Width						-1.24	Narrow
Body Depth						-1.28	Shallow
Angularity						+0.28	Open Rib
Rump Angle						+0.10	Low Pins
Thurl Width						+0.02	Wide
R. Legs-S View						-0.16	Straight
Foot Angle						-0.06	Low
Locomotion						+0.12	Excellent
F. Udder Att.						-0.06	Loose
R. Udder Ht.						-0.16	Very Low
Udder Cleft						-0.50	Broken
Udder Depth						+0.58	Above hock
F. Teat Place						-0.23	Outside
R. Teat Place						-0.58	Apart
Teat Length						-1.12	Short
Teat Sideview						-0.40	Close

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AltaFUNLAND

65003272456761 | H08433

PEAK ALTAFUNLAND-ET
MASTERPIECE X AltaALANZO X AltaJUMP CUT
H0840M003272456761 | DOB 11/21/2023

aAa 423 | DMS 561,456 | EFI 13.1 %
Kappa-Casein: BB Beta-Casein: A1A2
Genetic Codes: TC TD TE TL TP TR TV TY
AHDB Dairy & Holstein UK 202508 - GENOMIC



CONFORMATION

Type Merit	-0.12	Mammary	0.11
Legs & Feet	0.03	Rel	53%

PRODUCTION (0 UK Daughters in 0 UK Herds)

Milk	+377 Kgs	+73% Rel
Protein	+29.7 Kgs	+0.20%
Fat	+50.6 Kgs	+0.41%

HEALTH & MANAGEMENT

Lifespan	85	Ease of Milk	+0.81
Fertility	+7.8	Temperament	+0.2
SCC	-9	Maintenance	-8
MAST	0	Dairy Carcass	0.9
Calf Survival	+0.2	TB Advantage	2.4 44%
Lameness Advantage	+2.0	Gestation Length	-2 49%
Digital Dermatitis	+0.2	Feed Advantage	+115 43%
Healthy Cow	+137 56%	Enviro Cow	+3.9 69%

CALVING TRAITS

Direct CE	0.1	+63% Rel	Maternal CE	0.9	+53% Rel
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PLI +718 Rel 66%

CONFORMATION (0 UK Daughters in 0 UK Herds)

	-2	-1	0	1	2		
Stature						-1.11	Short
Chest Width						-1.03	Narrow
Body Depth						-2.11	Shallow
Angularity						+0.41	Open Rib
Rump Angle						-0.68	High Pins
Thurl Width						+0.34	Wide
R. Legs-S View						+0.68	Sickled
Foot Angle						-0.49	Low
Locomotion						+0.58	Excellent
F. Udder Att.						+0.89	Tight
R. Udder Ht.						+1.68	Very high
Udder Cleft						+1.11	Strong
Udder Depth						+0.28	Above hock
F. Teat Place						+1.09	Close
R. Teat Place						+2.57	Close
Teat Length						-2.23	Short
Teat Sideview						+0.88	Apart

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AltaGAMEOVER

65003267488919 | H08432

FARNEAR ALTAGAMEOVER-ET
GAMEON X CAPTAIN X LEGACY
H0840M003267488919 | DOB 9/7/2023

aAa 243 | DMS 126,123 | EFI 12.1 %
Kappa-Casein: AA Beta-Casein: A2A2
Genetic Codes: TC TD TE TL TP TR TV TY
AHDB Dairy & Holstein UK 202508 - GENOMIC



CONFORMATION

Type Merit	0.90	Mammary	1.47
Legs & Feet	0.36	Rel	53%

PRODUCTION (0 UK Daughters in 0 UK Herds)

Milk	+840 Kgs	+73% Rel
Protein	+26.9 Kgs	-0.01%
Fat	+40.1 Kgs	+0.07%

HEALTH & MANAGEMENT

Lifespan	85	Ease of Milk	+0.65
Fertility	+5.9	Temperament	-0.2
SCC	-8	Maintenance	-18
MAST	0	Dairy Carcass	0.3
Calf Survival	+2.0	TB Advantage	0.4 45%
Lameness Advantage	+2.3	Gestation Length	-2 49%
Digital Dermatitis	+0.4	Feed Advantage	+245 43%
Healthy Cow	+167 57%	Enviro Cow	+3.7 69%

CALVING TRAITS

Direct CE	0.6	+63% Rel	Maternal CE	0.8	+53% Rel
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PLI **+556** Rel 68%

AltaGETRICH

65003224956642 | H07582

PEAK ALTAGETRICH-ET
AltaWHEELHOUSE X PURSUIT X SAMURI
H0840M003224956642 | DOB 6/23/2021
aAa 423 | DMS 234,345 | EFI 12.7 %
Kappa-Casein: AB Beta-Casein: A2A2
Haplotype: HMW1 | Genetic Codes: MW TC TD TL TP TR TV TY
AHDB Dairy & Holstein UK 202508 - GENOMIC



CONFORMATION			
Type Merit	1.15	Mammary	1.20
Legs & Feet	0.39	Rel	58%

PRODUCTION (0 UK Daughters in 0 UK Herds)			
Milk	+940 Kgs	+74% Rel	
Protein	+29.0 Kgs	-0.02%	
Fat	+39.1 Kgs	+0.01%	

HEALTH & MANAGEMENT			
Lifespan	58	Ease of Milk	+1.02
Fertility	+4.4	Temperament	+0.3
SCC	-8	Maintenance	11
MAST	-1	Dairy Carcass	1.6
Calf Survival	-1.8	TB Advantage	1.9 51%
Lameness Advantage	+0.6	Gestation Length	-2 99%
Digital Dermatitis	+0.1	Feed Advantage	+42 46%
Healthy Cow	+88 63%	Enviro Cow	+2.6 70%

CALVING TRAITS					
Direct CE	-0.7	+75% Rel	Maternal CE	1.3	+53% Rel

CONFORMATION (0 UK Daughters in 0 UK Herds)					
	-2	-1	0	1	2
Stature					+0.65 Tall
Chest Width					+1.26 Wide
Body Depth					+1.36 Deep
Angularity					+1.49 Open Rib
Rump Angle					+1.09 Low Pins
Thurl Width					+2.94 Wide
R. Legs-S View					+1.49 Sickled
Foot Angle					-0.53 Low
Locomotion					+0.65 Excellent
F. Udder Att.					+0.04 Tight
R. Udder Ht.					+0.90 Very high
Udder Cleft					+1.05 Strong
Udder Depth					-0.22 Below Hock
F. Teat Place					+1.79 Close
R. Teat Place					+2.22 Close
Teat Length					-0.59 Short
Teat Sideview					+2.10 Apart

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Improve Conception Rates

with Alta CONCEPT PLUS high fertility sires



CONCEPT PLUS DxD

2-5%

CONVENTIONAL DAIRY
conception rate advantage
with CONCEPT PLUS
DxD sires

CONCEPT PLUS 511

3-7%

SEXED SEMEN
conception rate advantage
with CONCEPT PLUS
511 sires

CONCEPT PLUS BxD

2-4%

BEEF X DAIRY
conception rate advantage
with CONCEPT PLUS
BxD sires



DUCKETT HEROIC-ET

ESQUIRE X PERFECT X DOC

65003260843013 | HO7891

HO840M003260843013 | DOB 11/9/2022

Kappa-Casein AB | Beta-Casein A2A2

DMS 234,345 | EFI 11.4%

Haplotypes HH1F HH2F HH3F HH4F HH5F HCDF HH6F HMW0

Genetic Codes TC TD TE TL TP TR TV TY

Current Proof GBR-202508 | Genomic Young Sire

AHDB Dairy & Holstein UK 202508

CONFORMATION based on 0 dtrs/0 hrs (54% Rel)

Type Merit						+1.95
Mammary						+1.32
Legs & Feet						+1.72
	-2	-1	0	1	2	
Stature						+0.27 Tall
Chest Width						+0.88 Wide
Body Depth						+0.80 Deep
Angularity						+1.49 Open Rib
Rump Angle						-1.32 High Pins
Thurl Width						+1.50 Wide
R.Legs S View						-0.09 Sickled
Foot Angle						0.00 Low
Locomotion						+1.82 Excellent
F.Udder Att.						+0.85 Tight
R.Udder Ht						+0.94 Very High
Udder Cleft						+0.82 Strong
Udder Depth						+0.13 Above Hock
F.Teet Place						+0.77 Close
R.Teet Place						+0.99 Close
Teet Length						+0.56 Long
Teet Sideview						+1.10 Apart

PLI

612 Rel 66%

PRODUCTION

Milk	+1070 kgs	73 % Rel
Protein	+36.9 kgs	+0.02%
Fat	+33.5 kgs	-0.10%

HEALTH & MANAGEMENT

Lifespan	40	Ease of Milk	1.29
Fertility	+0.8	Temperament	0.58
SCC	-3	Maintenance	5
MAST	0	Dairy Carcass	0.9
Calf Survival	+2.2	Digital Dermatitis	+0.5
Lameness Advantage	+1.5	Gestation Length	-2 88% Rel
TB Advantage	1.2 43% Rel	Feed Advantage	+29 45% Rel
Healthy Cow	+103 57% Rel	Enviro Cow	+2.7 69% Rel

CALVING TRAITS

Direct CE	-0.6 68% Rel	Maternal CE	1.1 51% Rel
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COOKIECUTTER HIGHVIEW-ET

NEW

GARFIELD X JALAPENO X MAXIMUS

HO840M003254236840

DOB 11/29/2023

Kappa-Casein AB I Beta-Casein A1A2

aAa 234 I DMS 246,456 I EFI 12.1%

Haplotypes HH1F HH2F HH3F HH4F HH5F HCDF HH6F HMW0

Genetic Codes TC TD TE TL TP TR TV TY

Current Proof GBR-202508 I Genomic Young Sire

AHDB Dairy & Holstein UK 08/2025

CONFORMATION based on 0 dtrs/0 hrs (56% Rel)

Type Merit						+1.44
Mammary						+1.61
Legs & Feet						+0.29
	-2	-1	0	1	2	
Stature						+0.75 Tall
Chest Width						+0.26 Wide
Body Depth						+0.44 Deep
Angularity						+1.63 Open Rib
Rump Angle						+0.21 Low Pins
Thurl Width						+0.69 Wide
R.Legs S View						+0.91 Sickled
Foot Angle						-0.16 Low
Locomotion						+0.29 Excellent
F.Udder Att.						+1.15 Tight
R.Udder Ht						+1.65 Very High
Udder Cleft						+1.19 Strong
Udder Depth						+0.32 Above Hock
F.Teet Place						+0.80 Close
R.Teet Place						+1.69 Close
Teet Length						+1.17 Long
Teet Sideview						+0.87 Apart

PLI

635 Rel 67%

PRODUCTION

Milk	+898 kgs	73 % Rel
Protein	+28.8 kgs	-0.01%
Fat	+35.0 kgs	-0.01%

HEALTH & MANAGEMENT

Lifespan	73	Ease of Milk	0.07
Fertility	+4.4	Temperament	0.75
SCC	-25	Maintenance	6
MAST	-3	Dairy Carcass	1.1
Calf Survival	-0.1	Digital Dermatitis	0.1
Lameness Advantage	+0.6	Gestation Length	-1 47% Rel
TB Advantage	0.5 42% Rel	Feed Advantage	+109 43% Rel
Healthy Cow	+162 56% Rel	Enviro Cow	+3.0 69% Rel

CALVING TRAITS

Direct CE	-0.7 62% Rel	Maternal CE	0.8 52% Rel
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COOKIECUTTER PEAK HOCHI-ET

MARLON X AltaMAGNIFIQUE X AltaZAZZLE

65003269404788 | HO8191

HO840M003269404788 | DOB 5/31/2023

Kappa-Casein AA | Beta-Casein A2A2

aAa 432 | DMS 234 | EFI 12.7 %

Haplotypes HH1F HH2F HH3F HH4F HH5F HCDF HH6F HMW0

Genetic Codes TC TD TE TL TP TR TV TY

Current Proof GBR-202508 | Genomic Young Sire

AHDB Dairy & Holstein UK 202508

CONFORMATION based on 0 dtrs/0 hds (53% Rel)

Type Merit						+0.69
Mammary						+1.43
Legs & Feet						-0.27
	-2	-1	0	1	2	
Stature						-1.09 Short
Chest Width						+0.19 Wide
Body Depth						-0.63 Shallow
Angularity						+0.33 Open Rib
Rump Angle						-0.94 High Pins
Thurl Width						+0.10 Wide
R.Legs S View						+0.28 Sickled
Foot Angle						-0.31 Low
Locomotion						-0.14 Poor
F.Udder Att.						+0.63 Tight
R.Udder Ht						+1.87 Very High
Udder Cleft						+0.12 Strong
Udder Depth						+0.30 Above Hock
F.Teal Place						+1.10 Close
R.Teal Place						+1.43 Close
Teal Length						-1.12 Short
Teal Sideview						+1.23 Apart

PLI **621** Rel 66%

PRODUCTION

Milk	+1040 kgs	72 % Rel
Protein	+29.3 kgs	-0.05%
Fat	+33.2 kgs	-0.09%

HEALTH & MANAGEMENT

Lifespan	85	Ease of Milk	-0.24
Fertility	+4.0	Temperament	0.24
SCC	-15	Maintenance	-10
MAST	-1	Dairy Carcass	1.1
Calf Survival	+0.8	Digital Dermatitis	0.2
Lameness Advantage	+1.5	Gestation Length	-1 49% Rel
TB Advantage	0.2 42% Rel	Feed Advantage	+153 43% Rel
Healthy Cow	+140 56% Rel	Enviro Cow	+3.1 68% Rel

CALVING TRAITS

Direct CE	0.1 62% Rel	Maternal CE	0.8 50% Rel
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PLI **+843** Rel 66%

AltaINSPIRE

65003263337318 | HO8077

PEAK CH ALTAINSPIRE-ET

POWERSTAR X AltaMAGNIFIQUE X AltaZAZZLE

HO840M003263337318 | DOB 2/12/2023

aAa 342 | DMS 456,345 | EFI 12.8 %

Kappa-Casein: BB Beta-Casein: A2A2

Genetic Codes: TC TD TE TL TP TR TV TY

AHDB Dairy & Holstein UK 202508 - GENOMIC



CONFORMATION

Type Merit	1.32	Mammary	0.83
Legs & Feet	0.89	Rel	54%

PRODUCTION (0 UK Daughters in 0 UK Herds)

Milk	+839 Kgs	+73% Rel
Protein	+38.2 Kgs	+0.12%
Fat	+54.1 Kgs	+0.23%

HEALTH & MANAGEMENT

Lifespan	119	Ease of Milk	-0.09
Fertility	+2.9	Temperament	0.0
SCC	-9	Maintenance	14
MAST	0	Dairy Carcass	1.9
Calf Survival	+1.3	TB Advantage	3.6 45%
Lameness Advantage	+0.7	Gestation Length	-2 49%
Digital Dermatitis		Feed Advantage	+80 44%
Healthy Cow	+139 56%	Enviro Cow	+4.2 69%

CALVING TRAITS

Direct CE	0.2 +63% Rel	Maternal CE	1.4 +50% Rel
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CONFORMATION (0 UK Daughters in 0 UK Herds)

	-2	-1	0	1	2	
Stature						+0.54 Tall
Chest Width						+1.70 Wide
Body Depth						+1.33 Deep
Angularity						+0.69 Open Rib
Rump Angle						-0.03 High Pins
Thurl Width						+0.42 Wide
R. Legs-S View						0.00 Straight
Foot Angle						+0.59 Steep
Locomotion						+0.85 Excellent
F. Udder Att.						+1.32 Tight
R. Udder Ht.						+0.62 Very high
Udder Cleft						-0.60 Broken
Udder Depth						+0.10 Above hock
F. Teal Place						+1.19 Close
R. Teal Place						+0.47 Close
Teal Length						-0.03 Short
Teal Sideview						-0.08 Close

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PEAK LUCRATIVE-ET

MARLON X AltaMAGNIFIQUE X AltaZAZZLE

65003269404584 | HO8248

HO840M003269404584 | DOB 4/18/2023

Kappa-Casein AA | Beta-Casein A1A2

aAa 234 | DMS 135,561 | EFI 11.7 %

Haplotypes HH1F HH2F HH3F HH4F HH5F HCDF HH6F HMW0

Genetic Codes TC TD TE TL TP TV TY

Current Proof GBR-202508 | Genomic Young Sire

AHDB Dairy & Holstein UK 202508

CONFORMATION based on 0 dtrs/0 hds (53% Rel)

Type Merit						+0.96
Mammary						+1.49
Legs & Feet						+0.48
	-2	-1	0	1	2	
Stature						+0.86 Tall
Chest Width						+0.19 Wide
Body Depth						-0.15 Shallow
Angularity						+1.15 Open Rib
Rump Angle						+1.01 Low Pins
Thurl Width						+1.20 Wide
R.Legs S View						+1.03 Sickled
Foot Angle						-0.57 Low
Locomotion						+0.38 Excellent
F.Udder Att.						+1.82 Tight
R.Udder Ht						+1.26 Very High
Udder Cleft						-0.13 Broken
Udder Depth						+0.94 Above Hock
F.Teal Place						+1.02 Close
R.Teal Place						+0.74 Close
Teal Length						+0.03 Long
Teal Sideview						+0.56 Apart

PLI

664 Rel 66%

PRODUCTION

Milk	+793 kgs	73 % Rel
Protein	+31.3 kgs	+0.06%
Fat	+45.2 kgs	+0.15%

HEALTH & MANAGEMENT

Lifespan	61	Ease of Milk	0.95
Fertility	-0.4	Temperament	0.27
SCC	-3	Maintenance	7
MAST	0	Dairy Carcass	1.9
Calf Survival	+2.0	Digital Dermatitis	0.2
Lameness Advantage	+1.8	Gestation Length	-1 49% Rel
TB Advantage	2.6 45% Rel	Feed Advantage	+99 43% Rel
Healthy Cow	+91 56% Rel	Enviro Cow	+3.3 69% Rel

CALVING TRAITS

Direct CE	0.0 63% Rel	Maternal CE	1.0 52% Rel
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PLI +767 Rel 66%

CONFORMATION (0 UK Daughters in 0 UK Herds)

	-2	-1	0	1	2	
Stature						-1.01 Short
Chest Width						-1.26 Narrow
Body Depth						-1.07 Shallow
Angularity						+1.51 Open Rib
Rump Angle						-0.76 High Pins
Thurl Width						+0.09 Wide
R. Legs-S View						+1.14 Sickled
Foot Angle						-0.98 Low
Locomotion						+0.21 Excellent
F. Udder Att.						-0.17 Loose
R. Udder Ht.						+0.55 Very high
Udder Cleft						+0.22 Strong
Udder Depth						-1.12 Below Hock
F. Teal Place						+0.54 Close
R. Teal Place						+0.79 Close
Teal Length						-0.36 Short
Teal Sideview						+0.59 Apart

AltaMAKEOVER

65003269404786 | HO8250

PEAK ALTAMAKEOVER-ET

MIRRORIMAGE X UPSIDE X AltaZAZZLE

HO840M003269404786 | DOB 5/31/2023

aAa 342 | DMS 561,135 | EFI 12.6 %

Kappa-Casein: AB Beta-Casein: A2A2

Haplotype: HMW1 | Genetic Codes: MW TC TD TL TP TR TV TY

AHDB Dairy & Holstein UK 202508 - GENOMIC



CONFORMATION

Type Merit	0.37	Mammary	0.26
Legs & Feet	0.23	Rel	53%

PRODUCTION (0 UK Daughters in 0 UK Herds)

Milk	+1168 Kgs	+73% Rel
Protein	+38.7 Kgs	0.00%
Fat	+57.2 Kgs	+0.11%

HEALTH & MANAGEMENT

Lifespan	27	Ease of Milk	-0.53
Fertility	-1.6	Temperament	+0.4
SCC	-1	Maintenance	-20
MAST	+1	Dairy Carcass	1.5
Calf Survival	+1.4	TB Advantage	0.4 44%
Lameness Advantage	+1.7	Gestation Length	-2 48%
Digital Dermatitis	+0.1	Feed Advantage	+260 43%
Healthy Cow	+27 56%	Enviro Cow	+4.3 69%

CALVING TRAITS

Direct CE	-0.2 +63% Rel	Maternal CE	1.0 +53% Rel
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PLI +835 Rel 66%

AltaMAXIMINO

65003257827390 | H08429

PEAK ALTAMAXIMINO-ET
AltaSOLACE X AltaMAGNIFIQUE X PURSUIT
H0840M003257827390 | DOB 1/10/2023

aAa 243 | DMS 135,345 | EFI 13.4 %
Kappa-Casein: BB Beta-Casein: A1A2
Genetic Codes: TC TD TE TL TP TR TV TY
AHDB Dairy & Holstein UK 202508 - GENOMIC



CONFORMATION

Type Merit	-0.14	Mammary	0.80
Legs & Feet	-0.20	Rel	53%

PRODUCTION (0 UK Daughters in 0 UK Herds)

Milk	+489 Kgs	+73% Rel
Protein	+32.4 Kgs	+0.19%
Fat	+41.4 Kgs	+0.25%

HEALTH & MANAGEMENT

Lifespan	116	Ease of Milk	-0.70
Fertility	+10.7	Temperament	+0.1
SCC	-21	Maintenance	-2
MAST	-2	Dairy Carcass	2.0
Calf Survival	+0.4	TB Advantage	0.4 44%
Lameness Advantage	+2.4	Gestation Length	-3 55%
Digital Dermatitis	+0.3	Feed Advantage	+81 45%
Healthy Cow	+223 57%	Enviro Cow	+3.8 69%

CALVING TRAITS

Direct CE	-0.1	+63% Rel	Maternal CE	1.3	+50% Rel
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	-2	-1	0	1	2		
Stature						-0.10	Short
Chest Width						-0.32	Narrow
Body Depth						-0.90	Shallow
Angularity						-0.53	Coarse
Rump Angle						+1.02	Low Pins
Thurl Width						+0.50	Wide
R. Legs-S View						+0.36	Sickled
Foot Angle						-0.78	Low
Locomotion						+0.13	Excellent
F. Udder Att.						+0.52	Tight
R. Udder Ht.						+0.38	Very high
Udder Cleft						+1.26	Strong
Udder Depth						+0.63	Above hock
F. Teat Place						+0.83	Close
R. Teat Place						+2.29	Close
Teat Length						-0.08	Short
Teat Sideview						+0.37	Apart

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PLI +749 Rel 67%

AltaMULLER

65003252198122 | H08078

PEAK ALTAMULLER-ET
AltaEXQUISITE X PURSUIT X MEDLEY
H0840M003252198122 | DOB 11/2/2022

aAa 243 | DMS 561 | EFI 13.1 %
Kappa-Casein: BB Beta-Casein: A1A2
Haplotype: HH6C | Genetic Codes: TC TD TE TL TP TR TV TY
AHDB Dairy & Holstein UK 202508 - GENOMIC



CONFORMATION

Type Merit	0.85	Mammary	1.04
Legs & Feet	0.95	Rel	55%

PRODUCTION (0 UK Daughters in 0 UK Herds)

Milk	+513 Kgs	+73% Rel
Protein	+23.7 Kgs	+0.08%
Fat	+36.1 Kgs	+0.18%

HEALTH & MANAGEMENT

Lifespan	113	Ease of Milk	+0.77
Fertility	+13.1	Temperament	+0.1
SCC	-22	Maintenance	0
MAST	-2	Dairy Carcass	0.6
Calf Survival	+3.4	TB Advantage	3.5 44%
Lameness Advantage	+1.4	Gestation Length	-3 55%
Digital Dermatitis	+0.1	Feed Advantage	+69 45%
Healthy Cow	+290 57%	Enviro Cow	+3.1 69%

CALVING TRAITS

Direct CE	0.4	+64% Rel	Maternal CE	1.4	+52% Rel
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	-2	-1	0	1	2		
Stature						+0.17	Tall
Chest Width						-0.22	Narrow
Body Depth						-0.89	Shallow
Angularity						+0.01	Open Rib
Rump Angle						+0.65	Low Pins
Thurl Width						-0.18	Narrow
R. Legs-S View						+0.54	Sickled
Foot Angle						-0.14	Low
Locomotion						+1.09	Excellent
F. Udder Att.						+0.89	Tight
R. Udder Ht.						+0.95	Very high
Udder Cleft						-0.37	Broken
Udder Depth						+0.88	Above hock
F. Teat Place						-0.24	Outside
R. Teat Place						-0.68	Apart
Teat Length						-0.51	Short
Teat Sideview						+0.52	Apart

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We are colostrum

Calf's Choice Total® 100

COLOSTRUM SUPPLEMENT & REPLACER

WHOLE BOVINE COLOSTRUM

Made with natural whole bovine colostrum. Not a manufactured formula based on whey, egg or other ingredients not naturally found in maternal colostrum.

An excellent source of essential colostrum protein, growth factors, and nutrients required by calves to optimise growth and reach genetic potential.

RICH IN COLOSTRAL FAT

An important energy source required by calves immediately after birth. Colostral fat is proven to help calves maintain body temperature through harsh hot or cold environmental conditions.

SAFE AND EFFECTIVE

Rigorously tested for safety and efficacy, it is free from TB, EBL, BVDV, IBR, Johne's, E.Coli, Salmonella and Brucella. GMP+ Feed Safety Assurance Assured.

SOURCED FROM LOCAL DAIRIES

CCT 100 is sourced from local dairy farms in Scotland & EU.

CONVENIENT

Easily mixes in under 15 seconds!
3-year shelf life.



HIGH IN ESSENTIAL
COLOSTRAL PROTEIN



MADE WITH
WHOLE BOVINE COLOSTRUM



PURE COLOSTRAL FAT



For more information, contact your local Alta advisor or email us at info@altagenetics.com | uk.altagenetics.com



AltaOBSERVE

NEW

65003283239583

PEAK ALTAOBSERVE-ET
EXCITEMENT X LIONEL X AltaZEOLITE
HO840M003283239583 | DOB 5/1/2024

aAa 423651 | DMS 126,246 | EFI 12.9 %
Kappa-Casein: AB Beta-Casein: A1A2
Genetic Codes: TC TD TE TL TV TY
AHDB Dairy & Holstein UK 202508 - GENOMIC



PLI +705 Rel 66%

CONFORMATION (0 UK Daughters in 0 UK Herds)

	-2	-1	0	1	2		
Stature						+0.31	Tall
Chest Width						+0.99	Wide
Body Depth						+0.12	Deep
Angularity						+0.70	Open Rib
Rump Angle						-0.06	High Pins
Thurl Width						+0.85	Wide
R. Legs-S View						-0.09	Straight
Foot Angle						+0.35	Steep
Locomotion						+0.75	Excellent
F. Udder Att.						+0.46	Tight
R. Udder Ht.						+0.69	Very high
Udder Cleft						-0.88	Broken
Udder Depth						+0.02	Above hock
F. Teat Place						-1.11	Outside
R. Teat Place						-1.21	Apart
Teat Length						-0.03	Short
Teat Sideview						+0.07	Apart

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CONFORMATION

Type Merit	0.90	Mammary	0.39
Legs & Feet	0.70	Rel	53%

PRODUCTION (0 UK Daughters in 0 UK Herds)

Milk	+845 Kgs	+73% Rel
Protein	+33.8 Kgs	+0.07%
Fat	+45.5 Kgs	+0.13%

HEALTH & MANAGEMENT

Lifespan	113	Ease of Milk	+0.51
Fertility	+2.1	Temperament	+1.0
SCC	-11	Maintenance	7
MAST	0	Dairy Carcass	1.5
Calf Survival	+1.2	TB Advantage	1.8 43%
Lameness Advantage	+1.1	Gestation Length	-2 49%
Digital Dermatitis	+0.1	Feed Advantage	+44 43%
Healthy Cow	+125 56%	Enviro Cow	+3.5 69%

CALVING TRAITS

Direct CE	0.1	+63% Rel	Maternal CE	1.0	+52% Rel
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PEAK ONYX-ET

TYROL X AltaKEVLOW X AltaZAZZLE

65003272456615 | HO8439

HO840M003272456615 | DOB 9/24/2023

Kappa-Casein AB | Beta-Casein A2A2

aAa 243 | DMS 126,123 | EFI 13.1 %

Haplotypes HH1F HH2F HH3F HH4F HH5F HCDF HH6F HMW0

Genetic Codes TC TD TE TL TP TR TV TY

Current Proof GBR-202508 | Genomic Young Sire

AHDB Dairy & Holstein UK 202508



CONFORMATION based on 0 dtrs/0 hnds (53% Rel)

Type Merit						+0.74	
Mammary						+1.08	
Legs & Feet						+1.00	
	-2	-1	0	1	2		
Stature						+0.91	Tall
Chest Width						+0.35	Wide
Body Depth						-0.25	Shallow
Angularity						+0.76	Open Rib
Rump Angle						-1.26	High Pins
Thurl Width						+0.38	Wide
R.Legs S View						-0.82	Straight
Foot Angle						+1.14	Steep
Locomotion						+0.90	Excellent
F.Udder Att.						+0.73	Tight
R.Udder Ht						+1.19	Very High
Udder Cleft						+1.00	Strong
Udder Depth						+0.88	Strong
F.Teet Place						+0.77	Close
R.Teet Place						+0.87	Close
Teet Length						-0.26	Short
Teet Sideview						+0.46	Apart

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PLI

627 Rel 66%

PRODUCTION

Milk	+516 kgs	73 % Rel
Protein	+29.2 kgs	+0.14%
Fat	+42.4 kgs	+0.25%

HEALTH & MANAGEMENT

Lifespan	61	Ease of Milk	0.98
Fertility	+2.8	Temperament	-0.11
SCC	-15	Maintenance	9
MAST	-1	Dairy Carcass	0.8
Calf Survival	+2.3	Digital Dermatitis	-0.1
Lameness Advantage	+0.3	Gestation Length	-1 49% Rel
TB Advantage	2.6 43% Rel	Feed Advantage	+21 43% Rel
Healthy Cow	+89 56% Rel	Enviro Cow	+3.0 69% Rel

CALVING TRAITS

Direct CE	-0.5	63% Rel	Maternal CE	1.1	52% Rel
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Prices are subject to change. Terms and conditions apply.



PLI +633 Rel 66%

AltaORIONSBELT

65003252198374 | HO8186

PEAK ALTAORIONSBELT-ET
AltaGADZOOK X NO EXCUSE X RIVETING
HO840M003252198374 | DOB 12/30/2022
aAa 243 | DMS 135,561 | EFI 12.3 %
Kappa-Casein: AB Beta-Casein: A2A2
Genetic Codes: TC TD TE TL TP TR TV TY
AHDB Dairy & Holstein UK 202508 - GENOMIC



CONFORMATION

Type Merit	0.77	Mammary	1.88
Legs & Feet	-0.20	Rel	54%

PRODUCTION (0 UK Daughters in 0 UK Herds)

Milk	+870 Kgs	+73% Rel
Protein	+25.3 Kgs	-0.04%
Fat	+31.1 Kgs	-0.04%

HEALTH & MANAGEMENT

Lifespan	146	Ease of Milk	+0.01
Fertility	+7.5	Temperament	+1.0
SCC	-19	Maintenance	0
MAST	-2	Dairy Carcass	-0.3
Calf Survival	+1.2	TB Advantage	3.5 42%
Lameness Advantage	+2.1	Gestation Length	-3 53%
Digital Dermatitis	+0.2	Feed Advantage	+97 45%
Healthy Cow	+232 56%	Enviro Cow	+3.1 69%

CALVING TRAITS

Direct CE	0.6	+62% Rel	Maternal CE	1.5	+51% Rel
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	-2	-1	0	1	2		
Stature						+0.71	Tall
Chest Width						-0.79	Narrow
Body Depth						-0.92	Shallow
Angularity						+0.62	Open Rib
Rump Angle						+0.30	Low Pins
Thurl Width						+0.84	Wide
R. Legs-S View						-0.56	Straight
Foot Angle						+0.09	Steep
Locomotion						-0.38	Poor
F. Udder Att.						+1.59	Tight
R. Udder Ht.						+1.11	Very high
Udder Cleft						+0.53	Strong
Udder Depth						+1.66	Above hock
F. Teat Place						+0.87	Close
R. Teat Place						+0.88	Close
Teat Length						-1.12	Short
Teat Sideview						+0.92	Apart

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AltaOVERCOME

011HO17554

PEAK ALTAOVERCOME-ET
HOLYMOLY X AltaWHEELHOUSE X LIONEL
HO840M003283239356 | DOB 3/18/2024
aAa 423 | DMS 234,345 | EFI 12.5 % | RHA 99%
Kappa-Casein AB | Beta-Casein A1A2
Genetic Codes TC TD TE TL TV TY
AHDB Dairy & Holstein UK 202508 - GENOMIC



CONFORMATION

Type Merit	+1.75	Mammary	+1.92
Legs & Feet	+1.03	Rel	54%

PRODUCTION (0 UK Daughters in 0 UK Herds)

Milk	+633 Kgs	28 % Rel
Protein	+25.1 Kgs	+0.05%
Fat	+35.5 Kgs	+0.12%

HEALTH & MANAGEMENT AHDB Dairy & Holstein UK 202504

Lifespan	+73	Ease of Milk	+0.66
Fertility	+2.6	Temperament	-0.18
SCC	-9	Maintenance	-4
Mastitis	0	Dairy Carcass	+1.1
Calf Survival	+0.9	TB Advantage	+1.4 44%
Lameness Advantage	+1.5	Gestation Length	0 49%
Digital Dermatitis	+0.3	Feed Advantage	+128 43%
Healthy Cow	+123 56%	Enviro Cow	+2.9 69%

CALVING TRAITS AHDB Dairy & Holstein UK 202504

Direct CE	-0.7 63% Rel	Maternal CE	+0.8 53% Rel
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PLI +566 Rel 66%

CONFORMATION (0 UK Daughters in 0 UK Herds)

	-2	-1	0	1	2		
Stature						+0.17	Tall
Chest Width						-0.64	Narrow
Body Depth						-0.70	Shallow
Angularity						+0.80	Open Rib
Rump Angle						-0.46	High Pins
Thurl Width						+0.36	Wide
R. Legs-S View						+0.46	Sickled
Foot Angle						+0.74	Steep
Locomotion						+0.54	Excellent
F. Udder Att.						+1.23	Tight
R. Udder Ht.						+2.12	Very High
Udder Cleft						-0.28	Broken
Udder Depth						+1.27	Above hock
F. Teat Place						+0.73	Close
R. Teat Place						+0.07	Close
Teat Length						-0.12	Short
Teat Sideview						N/A	

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PLI +704 Rel 66%

AltaPIZZAZZ

65003251555560 | H08190

PEAK ALTAPIZZAZZ-ET
AltaOVERTAKE X INCREDIBLE X PURSUIT
H0840M003251555560 | DOB 9/12/2022
aAa 432 | DMS 246,126 | EFI 12.3 %
Kappa-Casein: BB Beta-Casein: A2A2
Genetic Codes: TC TD TE TL TP TR TV TY
AHDB Dairy & Holstein UK 202508 - GENOMIC



CONFORMATION

Type Merit	1.02	Mammary	1.40
Legs & Feet	0.34	Rel	53%

PRODUCTION (0 UK Daughters in 0 UK Herds)

Milk	+430 Kgs	+72% Rel
Protein	+24.6 Kgs	+0.12%
Fat	+36.8 Kgs	+0.23%

HEALTH & MANAGEMENT

Lifespan	134	Ease of Milk	+0.10
Fertility	+6.7	Temperament	-0.1
SCC	-16	Maintenance	-6
MAST	-1	Dairy Carcass	1.2
Calf Survival	+1.2	TB Advantage	2.6 43%
Lameness Advantage	+2.2	Gestation Length	-1 53%
Digital Dermatitis	+0.6	Feed Advantage	+101 45%
Healthy Cow	+208 56%	Enviro Cow	+3.4 68%

CALVING TRAITS

Direct CE	0.7	+76% Rel	Maternal CE	1.0	+50% Rel
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CONFORMATION (0 UK Daughters in 0 UK Herds)

	-2	-1	0	1	2		
Stature						-0.39	Short
Chest Width						-0.28	Narrow
Body Depth						-0.99	Shallow
Angularity						+0.08	Open Rib
Rump Angle						+0.18	Low Pins
Thurl Width						+1.33	Wide
R. Legs-S View						-0.01	Straight
Foot Angle						-0.67	Low
Locomotion						+0.47	Excellent
F. Udder Att.						+1.43	Tight
R. Udder Ht.						+0.68	Very high
Udder Cleft						+0.40	Strong
Udder Depth						+1.04	Above hock
F. Teat Place						+1.10	Close
R. Teat Place						+0.43	Close
Teat Length						+0.06	Long
Teat Sideview						+0.07	Apart

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PLI +638 Rel 72%

AltaPOWERBUCK

65003213001199 | H07219

PEAK ALTAPOWERBUCK-ET
AltaTIKI X PURSUIT X MEDLEY
H0840M003213001199 | DOB 9/12/2020
aAa 432 | DMS 246,234 | EFI 12.9 %
Kappa-Casein: AB Beta-Casein: A1A2
Genetic Codes: TC TD TE TL TP TR TV TY
AHDB Dairy & Holstein UK 202508 - GENOMIC



CONFORMATION

Type Merit	1.48	Mammary	1.63
Legs & Feet	0.49	Rel	58%

PRODUCTION (0 UK Daughters in 0 UK Herds)(464D | 11H 100% US dtr)

Milk	+862 Kgs	+83% Rel
Protein	+25.6 Kgs	-0.03%
Fat	+28.5 Kgs	-0.07%

HEALTH & MANAGEMENT

Lifespan	143	Ease of Milk	+0.76
Fertility	+9.6	Temperament	+0.7
SCC	-14	Maintenance	-1
MAST	-2	Dairy Carcass	1.9
Calf Survival	+1.3	TB Advantage	2.5 52%
Lameness Advantage	+0.9	Gestation Length	-2 99%
Digital Dermatitis	+0.1	Feed Advantage	+63 46%
Healthy Cow	+234 66%	Enviro Cow	+2.9 75%

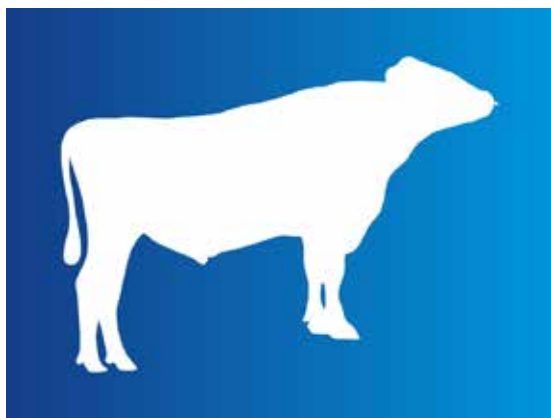
CALVING TRAITS

Direct CE	0.0	+76% Rel	Maternal CE	1.5	+52% Rel
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CONFORMATION (0 UK Daughters in 0 UK Herds) (311 D | 9 H 94%R US)

	-2	-1	0	1	2		
Stature						-0.69	Short
Chest Width						+0.98	Wide
Body Depth						-0.76	Shallow
Angularity						-0.09	Coarse
Rump Angle						+0.05	Low Pins
Thurl Width						+0.53	Wide
R. Legs-S View						-0.07	Straight
Foot Angle						-0.13	Low
Locomotion						+0.58	Excellent
F. Udder Att.						+0.94	Tight
R. Udder Ht.						+0.93	Very high
Udder Cleft						-0.16	Broken
Udder Depth						+0.65	Above hock
F. Teat Place						-0.10	Outside
R. Teat Place						-0.37	Apart
Teat Length						+0.26	Long
Teat Sideview						+0.63	Apart

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PLI **+781** Rel 66%

AltaPRESTIGE

65003272459602

PEAK ALTAPRESTIGE-ET
UNDERTONE X AltaEXQUISITE X AltaPLINKO
HO840M003272459602 | DOB 2/10/2024

aAa 243 | DMS 345,234 | EFI 12.6 %
Kappa-Casein: AB Beta-Casein: A1A1
Genetic Codes: TC TD TE TL TP TR TV TY
AHDB Dairy & Holstein UK 202508 - GENOMIC



CONFORMATION

Type Merit	0.03	Mammary	0.44
Legs & Feet	-0.23	Rel	53%

PRODUCTION (0 UK Daughters in 0 UK Herds)

Milk	+727 Kgs	+73% Rel
Protein	+32.6 Kgs	+0.10%
Fat	+53.6 Kgs	+0.27%

HEALTH & MANAGEMENT

Lifespan	101	Ease of Milk	+0.78
Fertility	+0.9	Temperament	+1.0
SCC	-15	Maintenance	-14
MAST	-1	Dairy Carcass	0.4
Calf Survival	+1.2	TB Advantage	2.2 43%
Lameness Advantage	+1.8	Gestation Length	-2 54%
Digital Dermatitis	+0.4	Feed Advantage	+162 43%
Healthy Cow	+118 56%	Enviro Cow	+4.1 69%

CALVING TRAITS

Direct CE	0.1	+62% Rel	Maternal CE	0.9	+49% Rel
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PLI **+840** Rel 66%

AltaREGALCROWN NEW

65003252198311 | HO8079

PEAK ALTAREGALCROWN-ET
AltaSEVERUS X AltaMAGNIFIQUE X AltaZAZZLE
HO840M003252198311 | DOB 12/16/2022

aAa 243 | DMS 135,561 | EFI 12.5 %
Kappa-Casein: AB Beta-Casein: A2A2
Genetic Codes: TC TD TE TL TP TR TV TY
AHDB Dairy & Holstein UK 202508 - GENOMIC



CONFORMATION

Type Merit	0.15	Mammary	0.14
Legs & Feet	0.74	Rel	53%

PRODUCTION (0 UK Daughters in 0 UK Herds)

Milk	+1121 Kgs	+73% Rel
Protein	+41.5 Kgs	+0.05%
Fat	+48.6 Kgs	+0.04%

HEALTH & MANAGEMENT

Lifespan	104	Ease of Milk	+0.10
Fertility	+3.8	Temperament	-0.5
SCC	-4	Maintenance	-13
MAST	0	Dairy Carcass	1.2
Calf Survival	-0.7	TB Advantage	0.7 45%
Lameness Advantage	+2.8	Gestation Length	-3 55%
Digital Dermatitis	+0.6	Feed Advantage	+231 45%
Healthy Cow	+113 57%	Enviro Cow	+4.6 69%

CALVING TRAITS

Direct CE	0.1	+63% Rel	Maternal CE	1.6	+50% Rel
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PLI +739 Rel 67%

AltaSALMON

65003247752626 | HO8187

OCD ALTASALMON-ET
ZAPPY X CONWAY X ACURA
HO840M003247752626 | DOB 11/23/2022

aAa 243 | DMS 234,345 | EFI 13.0 %
Kappa-Casein: BB Beta-Casein: A2A2
Haplotype: HH6C | Genetic Codes: TC TD TE TL TP TR TV TY
AHDB Dairy & Holstein UK 202508 - GENOMIC



CONFORMATION

Type Merit	0.67	Mammary	0.19
Legs & Feet	0.99	Rel	55%

PRODUCTION (0 UK Daughters in 0 UK Herds)

Milk	+759 Kgs	+73% Rel
Protein	+31.9 Kgs	+0.08%
Fat	+46.8 Kgs	+0.18%

HEALTH & MANAGEMENT

Lifespan	104	Ease of Milk	-0.23
Fertility	+5.4	Temperament	-0.1
SCC	-13	Maintenance	-7
MAST	-1	Dairy Carcass	0.5
Calf Survival	+0.1	TB Advantage	3.5 43%
Lameness Advantage	+1.2	Gestation Length	-3 49%
Digital Dermatitis	+0.3	Feed Advantage	+120 45%
Healthy Cow	+150 56%	Enviro Cow	+3.8 69%

CALVING TRAITS

Direct CE	-0.1	+63% Rel	Maternal CE	1.1	+51% Rel
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CONFORMATION (0 UK Daughters in 0 UK Herds)

	-2	-1	0	1	2		
Stature						+0.25	Tall
Chest Width						-0.91	Narrow
Body Depth						-0.22	Shallow
Angularity						+1.90	Open Rib
Rump Angle						+1.21	Low Pins
Thurl Width						+0.42	Wide
R. Legs-S View						+1.18	Sickled
Foot Angle						-0.31	Low
Locomotion						+0.83	Excellent
F. Udder Att.						+0.56	Tight
R. Udder Ht.						-0.26	Very Low
Udder Cleft						-0.09	Broken
Udder Depth						+0.10	Above hock
F. Teat Place						+0.07	Close
R. Teat Place						+0.05	Close
Teat Length						-0.04	Short
Teat Sideview						-0.20	Close

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PLI +757 Rel 72%

AltaSEVERUS

65003224956127 | HO7221

NEWLY
PROVEN

PEAK ALTASEVERUS-ET
AltaPLINKO X CRIMSON X DUKE
HO840M003224956127 | DOB 2/8/2021

aAa 324 | DMS 345,456 | EFI 12.6 %
Kappa-Casein: AB Beta-Casein: A2A2
Genetic Codes: TC TD TE TL TP TR TV TY
AHDB Dairy & Holstein UK 202508 - PROVEN



CONFORMATION

Type Merit	-2.13	Mammary	-1.22
Legs & Feet	-0.82	Rel	58%

PRODUCTION (0 UK Daughters in 0 UK Herds) (261D | 15H 100% US dtr)

Milk	+612 Kgs	+83% Rel
Protein	+30.4 Kgs	+0.11%
Fat	+38.5 Kgs	+0.16%

HEALTH & MANAGEMENT

Lifespan	116	Ease of Milk	-0.82
Fertility	+12.8	Temperament	0.0
SCC	-25	Maintenance	-10
MAST	-1	Dairy Carcass	2.2
Calf Survival	-0.5	TB Advantage	1.4 52%
Lameness Advantage	+1.8	Gestation Length	-3 99%
Digital Dermatitis	+0.3	Feed Advantage	+139 46%
Healthy Cow	+189 67%	Enviro Cow	+3.8 75%

CALVING TRAITS

Direct CE	-0.2	+77% Rel	Maternal CE	1.0	+52% Rel
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CONFORMATION (0 UK Daughters in 0 UK Herds) (27 D | 4 H 85%R US)

	-2	-1	0	1	2		
Stature						-0.25	Short
Chest Width						-1.15	Narrow
Body Depth						-1.52	Shallow
Angularity						-0.16	Coarse
Rump Angle						+2.02	Low Pins
Thurl Width						-0.76	Narrow
R. Legs-S View						+0.98	Sickled
Foot Angle						-0.19	Low
Locomotion						-0.54	Poor
F. Udder Att.						-1.15	Loose
R. Udder Ht.						-1.58	Very Low
Udder Cleft						-1.21	Broken
Udder Depth						-0.67	Below Hock
F. Teat Place						-1.03	Outside
R. Teat Place						-0.67	Apart
Teat Length						+0.22	Long
Teat Sideview						-0.48	Close

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PLI +751 Rel 66%

AltaSNAZZY

65003242815743 | HO8273

PEN-COL ALTASNAZZY-ET
SHEEPSTER X GAMEDAY X LEGACY
HO840M003242815743 | DOB 6/1/2023
aAa 234 | DMS 345,135 | EFI 12.0 %
Kappa-Casein: AA Beta-Casein: A2A2
Genetic Codes: TC TD TE TL TP TR TV TY
AHDB Dairy & Holstein UK 202508 - GENOMIC



CONFORMATION

Type Merit	1.47	Mammary	1.41
Legs & Feet	0.88	Rel	53%

PRODUCTION (0 UK Daughters in 0 UK Herds)

Milk	+872 Kgs	+72% Rel
Protein	+34.6 Kgs	+0.07%
Fat	+55.0 Kgs	+0.22%

HEALTH & MANAGEMENT

Lifespan	55	Ease of Milk	+1.25
Fertility	-1.0	Temperament	+0.6
SCC	-4	Maintenance	-5
MAST	+1	Dairy Carcass	0.6
Calf Survival	+1.1	TB Advantage	-0.7 40%
Lameness Advantage	+2.8	Gestation Length	-1 55%
Digital Dermatitis	+0.5	Feed Advantage	+162 43%
Healthy Cow	+71 56%	Enviro Cow	+3.9 68%

CALVING TRAITS

Direct CE	-0.9	+63% Rel	Maternal CE	0.3	+52% Rel
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CONFORMATION (0 UK Daughters in 0 UK Herds)

	-2	-1	0	1	2		
Stature						+0.19	Tall
Chest Width						-0.56	Narrow
Body Depth						-0.44	Shallow
Angularity						+1.79	Open Rib
Rump Angle						+1.23	Low Pins
Thurl Width						-0.05	Narrow
R. Legs-S View						+1.33	Sickled
Foot Angle						-0.59	Low
Locomotion						+0.54	Excellent
F. Udder Att.						+0.92	Tight
R. Udder Ht.						+0.97	Very high
Udder Cleft						+0.65	Strong
Udder Depth						+0.35	Above hock
F. Teat Place						+1.19	Close
R. Teat Place						+1.22	Close
Teat Length						-1.27	Short
Teat Sideview						+0.63	Apart

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PLI +763 Rel 66%

AltaSOLITAIRE

65003269404797 | HO8325

PEAK ALTASOLITAIRE-ET
AltaJANUS X AltaWHEELHOUSE X LIONEL
HO840M003269404797 | DOB 6/2/2023
aAa 423 | DMS 123,126 | EFI 12.9 %
Kappa-Casein: AB Beta-Casein: A1A2
Haplotype: HMW1 | Genetic Codes: MW TC TD TL TP TR TV TY
AHDB Dairy & Holstein UK 202508 - GENOMIC



CONFORMATION

Type Merit	0.95	Mammary	1.07
Legs & Feet	-0.10	Rel	53%

PRODUCTION (0 UK Daughters in 0 UK Herds)

Milk	+577 Kgs	+73% Rel
Protein	+28.6 Kgs	+0.11%
Fat	+44.4 Kgs	+0.24%

HEALTH & MANAGEMENT

Lifespan	88	Ease of Milk	-0.34
Fertility	+12.3	Temperament	+0.2
SCC	-6	Maintenance	-4
MAST	0	Dairy Carcass	2.1
Calf Survival	+1.5	TB Advantage	1.6 45%
Lameness Advantage	+1.5	Gestation Length	-1 49%
Digital Dermatitis	+0.2	Feed Advantage	+109 43%
Healthy Cow	+191 57%	Enviro Cow	+3.5 69%

CALVING TRAITS

Direct CE	0.1	+63% Rel	Maternal CE	1.0	+53% Rel
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CONFORMATION (0 UK Daughters in 0 UK Herds)

	-2	-1	0	1	2		
Stature						-0.24	Short
Chest Width						+0.04	Wide
Body Depth						-0.22	Shallow
Angularity						+0.77	Open Rib
Rump Angle						+0.02	Low Pins
Thurl Width						+1.31	Wide
R. Legs-S View						+1.88	Sickled
Foot Angle						-1.63	Low
Locomotion						+0.34	Excellent
F. Udder Att.						+0.79	Tight
R. Udder Ht.						+0.88	Very high
Udder Cleft						-0.04	Broken
Udder Depth						+0.40	Above hock
F. Teat Place						+0.96	Close
R. Teat Place						+0.99	Close
Teat Length						-0.88	Short
Teat Sideview						+0.70	Apart

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PEAK AltaSTRONGHOLD-ET

POWERSTAR X ZILLION X PURSUIT



H0840M003257827578

DOB 5/6/2023

Kappa-Casein AB | Beta-Casein A2A2

aAa 435 | DMS 345,456 | EFI 12.2 %

Haplotypes HH1F HH2F HH3F HH4F HH5C HCDF HH6F HMW0

Genetic Codes TC TD TE TL TP TR TV TY

Current Proof GBR-202508 | Genomic Young Sire

AHDB Dairy & Holstein UK 202508

CONFORMATION					0 UK Daughters in 0 UK Herds (54% Rel)	
Type Merit					+1.30	
Mammary					+1.02	
Legs & Feet					+0.86	
	-2	-1	0	1	2	
Stature					+0.33	Tall
Chest Width					+1.40	Wide
Body Depth					+0.53	Deep
Angularity					+0.66	Open Rib
Rump Angle					-0.57	High Pins
Thurl Width					+0.91	Wide
R. Legs-S View					+0.98	Sickled
Foot Angle					-0.24	Low
Locomotion					0.96	Excellent
F. Udder Att.					0.82	Tight
R. Udder Ht.					0.16	Very high
Udder Cleft					0.43	Strong
Udder Depth					0.09	Above hock
F. Teat Place					0.93	Close
R. Teat Place					1.17	Close
Teat Length					-0.88	Short
Teat Sideview					1.14	Apart

PLI
Rel 66%

778



**FUTURE
STAR**



CONCEPT PLUS
DxD



CONCEPT PLUS
511



Alta
511

PRODUCTION		
0 UK Daughters in 0 UK Herds (73% Rel)		
Milk	+718 Kgs	73% Rel
Protein	+35.0 Kgs	+0.13%
Fat	+44.1 Kgs	+0.17%

HEALTH & MANAGEMENT					
Lifespan		101	Ease of Milk		0.57
Fertility		+2.9	Temperament		0.36
SCC		-22	Maintenance		10
MAST		-1	Dairy Carcass		1.9
Calf Survival		+1.3	Digital Dermatitis		-0.2
Lameness Advantage		+0.4	Gestation Length		-1 48% Rel
TB Advantage	1.9	44% Rel	Feed Advantage	+64	44% Rel
Healthy Cow	+157	56% Rel	Enviro Cow	+3.7	69% Rel

CALVING TRAITS				
Direct CE	-0.4	63% Rel	Maternal CE	1.1
				50% Rel

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Proud to use independent data powered by AHDB Dairy.



PLI +749 Rel 67%

AltaSUNDAY

65003258824748 | H08251

OCD ALTASUNDAY-ET
ZAPPY X CONWAY X ACURA
H0840M003258824748 | DOB 11/27/2022

aAa 342 | DMS 234,345 | EFI 12.6 %
Kappa-Casein: BB Beta-Casein: A2A2
Haplotype: HH6C | Genetic Codes: TC TD TE TL TP TR TV TY
AHDB Dairy & Holstein UK 202508 - GENOMIC



CONFORMATION

Type Merit	0.51	Mammary	0.64
Legs & Feet	0.52	Rel	55%

PRODUCTION (0 UK Daughters in 0 UK Herds)

Milk	+518 Kgs	+73% Rel
Protein	+28.7 Kgs	+0.13%
Fat	+43.0 Kgs	+0.25%

HEALTH & MANAGEMENT

Lifespan	122	Ease of Milk	+0.48
Fertility	+6.6	Temperament	-0.1
SCC	-14	Maintenance	-4
MAST	-1	Dairy Carcass	0.2
Calf Survival	+0.4	TB Advantage	2.8 43%
Lameness Advantage	+2.2	Gestation Length	-2 49%
Digital Dermatitis	+0.6	Feed Advantage	+103 45%
Healthy Cow	+181 56%	Enviro Cow	+3.7 69%

CALVING TRAITS

Direct CE	0.2	+63% Rel	Maternal CE	1.4	+51% Rel
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CONFORMATION (0 UK Daughters in 0 UK Herds)

	-2	-1	0	1	2		
Stature						-0.01	Short
Chest Width						-0.52	Narrow
Body Depth						-0.37	Shallow
Angularity						+0.51	Open Rib
Rump Angle						+0.88	Low Pins
Thurl Width						+0.15	Wide
R. Legs-S View						+0.74	Sickled
Foot Angle						-0.29	Low
Locomotion						+0.56	Excellent
F. Udder Att.						+1.56	Tight
R. Udder Ht.						-0.23	Very Low
Udder Cleft						-0.11	Broken
Udder Depth						+0.90	Above hock
F. Teat Place						+0.69	Close
R. Teat Place						+0.61	Close
Teat Length						-0.85	Short
Teat Sideview						-0.34	Close

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PLI +613 Rel 68%

AltaTHUNDERBIRD

65003250026269 | H08183

PEAK ALTATHUNDERBIRD-ET
PARFECT X AltaMAGNIFIQUE X AltaZAZZLE
H0840M003250026269 | DOB 2/21/2023

aAa 243 | DMS 135 | EFI 12.0 %
Kappa-Casein: BB Beta-Casein: A2A2
Genetic Codes: TC TD TE TL TP TR TV TY
AHDB Dairy & Holstein UK 202508 - GENOMIC



CONFORMATION

Type Merit	1.69	Mammary	1.00
Legs & Feet	1.67	Rel	57%

PRODUCTION (0 UK Daughters in 0 UK Herds)

Milk	+635 Kgs	+74% Rel
Protein	+32.0 Kgs	+0.13%
Fat	+43.6 Kgs	+0.20%

HEALTH & MANAGEMENT

Lifespan	37	Ease of Milk	+0.87
Fertility	+0.4	Temperament	-0.1
SCC	0	Maintenance	18
MAST	0	Dairy Carcass	1.0
Calf Survival	-0.1	TB Advantage	2.1 45%
Lameness Advantage	+0.5	Gestation Length	-1 55%
Digital Dermatitis	+0.1	Feed Advantage	+2 46%
Healthy Cow	+59 58%	Enviro Cow	+2.8 70%

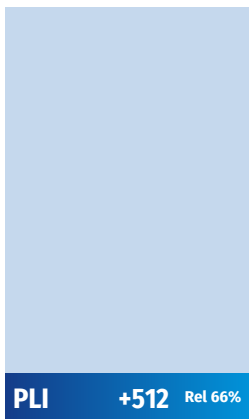
CALVING TRAITS

Direct CE	-0.5	+75% Rel	Maternal CE	1.4	+52% Rel
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CONFORMATION (0 UK Daughters in 0 UK Herds)

	-2	-1	0	1	2		
Stature						+1.09	Tall
Chest Width						+1.64	Wide
Body Depth						+1.31	Deep
Angularity						+1.28	Open Rib
Rump Angle						-0.26	High Pins
Thurl Width						+2.53	Wide
R. Legs-S View						+0.37	Sickled
Foot Angle						+0.41	Steep
Locomotion						+1.95	Excellent
F. Udder Att.						+1.08	Tight
R. Udder Ht.						+0.43	Very high
Udder Cleft						+0.64	Strong
Udder Depth						+0.44	Above hock
F. Teat Place						+1.29	Close
R. Teat Place						+1.19	Close
Teat Length						+0.28	Long
Teat Sideview						+0.61	Apart

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AltaTURBOTIME

65003269404461 | HO8184

PEAK ALTATURBOTIME-ET
MARLON X AltaWHEELHOUSE X LIONEL
HO840M003269404461 | DOB 3/23/2023

aAa 423 | DMS 123,234 | EFI 12.4 %
Kappa-Casein: AB Beta-Casein: A1A2
Genetic Codes: TC TD TE TL TP TR TV TY
AHDB Dairy & Holstein UK 202508 - GENOMIC



PLI +512 Rel 66%

CONFORMATION (0 UK Daughters in 0 UK Herds)

	-2	-1	0	1	2		
Stature						-0.18	Short
Chest Width						+0.49	Wide
Body Depth						+0.03	Deep
Angularity						+1.37	Open Rib
Rump Angle						+0.32	Low Pins
Thurl Width						+1.78	Wide
R. Legs-S View						+2.02	Sickled
Foot Angle						-1.26	Low
Locomotion						-0.11	Poor
F. Udder Att.						+0.89	Tight
R. Udder Ht.						+1.71	Very high
Udder Cleft						+1.07	Strong
Udder Depth						0.00	Below Hock
F. Teat Place						+1.27	Close
R. Teat Place						+1.76	Close
Teat Length						-0.08	Short
Teat Sideview						+1.50	Apart

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CONFORMATION

Type Merit	1.68	Mammary	1.81
Legs & Feet	-0.07	Rel	53%

PRODUCTION (0 UK Daughters in 0 UK Herds)

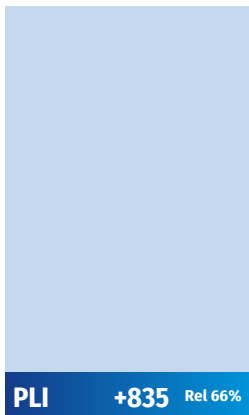
Milk	+486 Kgs	+73% Rel
Protein	+20.7 Kgs	+0.05%
Fat	+38.5 Kgs	+0.22%

HEALTH & MANAGEMENT

Lifespan	31	Ease of Milk	+0.96
Fertility	+2.7	Temperament	+0.0
SCC	-2	Maintenance	-1
MAST	0	Dairy Carcass	1.8
Calf Survival	+1.1	TB Advantage	3.5 45%
Lameness Advantage	+1.8	Gestation Length	-2 49%
Digital Dermatitis	+0.2	Feed Advantage	+72 43%
Healthy Cow	+83 57%	Enviro Cow	+2.4 69%

CALVING TRAITS

Direct CE	-0.4	+63% Rel	Maternal CE	0.6	+53% Rel
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AltaUPGRADE

NEW

65003272456687

PEAK ALTAUPGRADE-ET
OLYMPUS X AltaKEVLOW X MOONRISE
HO840M003272456687 | DOB 10/27/2023

aAa 231 | DMS 135 | EFI 12.5 %
Kappa-Casein: BB Beta-Casein: A1A2
Genetic Codes: TC TD TE TL TP TR TV TY
AHDB Dairy & Holstein UK 202508 - GENOMIC



PLI +835 Rel 66%

CONFORMATION (0 UK Daughters in 0 UK Herds)

	-2	-1	0	1	2		
Stature						-1.07	Short
Chest Width						-1.26	Narrow
Body Depth						-1.54	Shallow
Angularity						-0.02	Coarse
Rump Angle						+1.42	Low Pins
Thurl Width						-0.04	Narrow
R. Legs-S View						+0.15	Sickled
Foot Angle						-0.75	Low
Locomotion						-0.55	Poor
F. Udder Att.						-0.06	Loose
R. Udder Ht.						-1.15	Very Low
Udder Cleft						-0.65	Broken
Udder Depth						+0.08	Above hock
F. Teat Place						+0.11	Close
R. Teat Place						+0.40	Close
Teat Length						-0.87	Short
Teat Sideview						-0.72	Close

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CONFORMATION

Type Merit	-1.35	Mammary	-0.39
Legs & Feet	-0.79	Rel	53%

PRODUCTION (0 UK Daughters in 0 UK Herds)

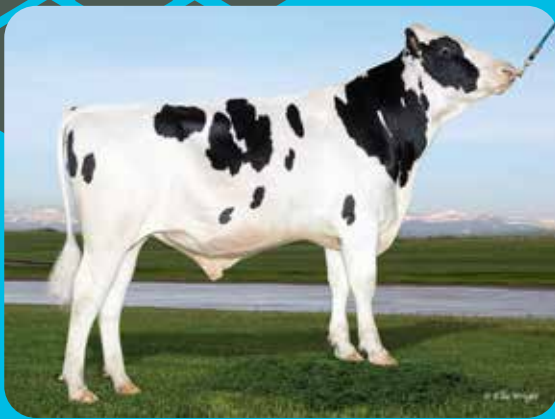
Milk	+475 Kgs	+73% Rel
Protein	+30.9 Kgs	+0.17%
Fat	+55.8 Kgs	+0.42%

HEALTH & MANAGEMENT

Lifespan	101	Ease of Milk	+0.46
Fertility	+6.5	Temperament	+0.4
SCC	-12	Maintenance	-18
MAST	-1	Dairy Carcass	1.6
Calf Survival	+0.1	TB Advantage	1.7 43%
Lameness Advantage	+1.1	Gestation Length	-3 49%
Digital Dermatitis	+0.1	Feed Advantage	+189 43%
Healthy Cow	+127 56%	Enviro Cow	+4.4 69%

CALVING TRAITS

Direct CE	0.8	+62% Rel	Maternal CE	0.8	+52% Rel
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PROGENESIS VANCE-ET

HOLYSMOKES X AltaPLINKO X CRIMSON

65003252197819 | HO7864

HO840M003252197819 | DOB 8/16/2022

Kappa-Casein BB | Beta-Casein A2A2

aAa 432 | DMS 123,135 | EFI 12.7 %

Haplotypes HH1F HH2F HH3F HH4F HH5F HCDF HH6F HMW0

Genetic Codes TC TD TE TL TP TR TV TY

Current Proof GBR-202508 | Genomic Young Sire

AHDB Dairy & Holstein UK 202508

CONFORMATION based on 0 dtrs/0 hds (56% Rel)

Type Merit						+0.88
Mammary						+0.88
Legs & Feet						+0.35
	-2	-1	0	1	2	
Stature						+0.18 Tall
Chest Width						+0.07 Wide
Body Depth						+0.30 Deep
Angularity						+0.67 Open Rib
Rump Angle						+0.19 Low Pins
Thurl Width						-0.02 Narrow
R.Legs S View						-0.02 Straight
Foot Angle						+0.45 Steep
Locomotion						+0.65 Excellent
F.Udder Att.						+0.54 Tight
R.Udder Ht						+0.91 Very High
Udder Cleft						+0.44 Strong
Udder Depth						-0.09 Below Hock
F.Teal Place						+0.18 Close
R.Teal Place						+0.90 Close
Teal Length						+0.29 Long
Teal Sideview						+1.25 Apart

PLI

666 Rel 67%

PRODUCTION

Milk	+769 kgs	73 % Rel
Protein	+34.7 kgs	+0.10%
Fat	+39.4 kgs	+0.09%

HEALTH & MANAGEMENT

Lifespan	21	Ease of Milk	-1.34
Fertility	+3.3	Temperament	0.05
SCC	-14	Maintenance	1
MAST	0	Dairy Carcass	1.8
Calf Survival	-1.4	Digital Dermatitis	0.4
Lameness Advantage	+1.4	Gestation Length	-3 82% Rel
TB Advantage	0.6 43% Rel	Feed Advantage	+107 45% Rel
Healthy Cow	+71 58% Rel	Enviro Cow	+3.3 69% Rel

CALVING TRAITS

Direct CE	-0.3 69% Rel	Maternal CE	1.1 52% Rel
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PLI +877 Rel 66%

CONFORMATION (0 UK Daughters in 0 UK Herds)

	-2	-1	0	1	2	
Stature						-1.20 Short
Chest Width						-0.77 Narrow
Body Depth						-1.19 Shallow
Angularity						+0.42 Open Rib
Rump Angle						-0.65 High Pins
Thurl Width						-0.26 Narrow
R. Legs-S View						+0.97 Sickled
Foot Angle						-0.37 Low
Locomotion						+1.12 Excellent
F. Udder Att.						+0.15 Tight
R. Udder Ht.						-0.18 Very Low
Udder Cleft						+0.11 Strong
Udder Depth						-0.41 Below Hock
F. Teal Place						+0.43 Close
R. Teal Place						+0.71 Close
Teal Length						-0.47 Short
Teal Sideview						+1.31 Apart

AltaVALUEPACK

NEW

65003283240278

PEAK ALTAVALUEPACK-ET

EXCITEMENT X AltaSEVERUS X MOONSHINER

HO840M003283240278 | DOB 5/22/2024

aAa 432651 | DMS 234,123 | EFI 13.0 %

Kappa-Casein: BB Beta-Casein: A1A1

Genetic Codes: TC TD TE TL TP TR TV TY

AHDB Dairy & Holstein UK 202508 - GENOMIC



CONFORMATION

Type Merit	0.59	Mammary	0.48
Legs & Feet	0.91	Rel	53%

PRODUCTION (0 UK Daughters in 0 UK Herds)

Milk	+785 Kgs	+73% Rel
Protein	+35.1 Kgs	+0.10%
Fat	+46.9 Kgs	+0.17%

HEALTH & MANAGEMENT

Lifespan	122	Ease of Milk	+0.42
Fertility	+5.0	Temperament	+0.5
SCC	-18	Maintenance	-17
MAST	-1	Dairy Carcass	1.2
Calf Survival	+2.3	TB Advantage	2.5 43%
Lameness Advantage	+2.7	Gestation Length	-1 49%
Digital Dermatitis	+0.5	Feed Advantage	+185 43%
Healthy Cow	+203 56%	Enviro Cow	+4.4 69%

CALVING TRAITS

Direct CE	0.4 +62% Rel	Maternal CE	1.2 +52% Rel
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PLI **+746** Rel 67%

AltaVANDYKE

65003247843547 | H07876

PROGENESIS ALTAVANDYKE-ET
AltaZEMINI X AltaPLINKO X CRIMSON
H0840M003247843547 | DOB 4/20/2022
aAa 234 | DMS 234,345 | EFI 12.9 %
Kappa-Casein: BB Beta-Casein: A2A2
Genetic Codes: TC TD TE TL TP TR TV TY
AHDB Dairy & Holstein UK 202508 - GENOMIC



CONFORMATION

Type Merit	-0.35	Mammary	0.26
Legs & Feet	-0.15	Rel	55%

PRODUCTION (0 UK Daughters in 0 UK Herds)

Milk	+819 Kgs	+73% Rel
Protein	+34.8 Kgs	+0.09%
Fat	+50.3 Kgs	+0.19%

HEALTH & MANAGEMENT

Lifespan	76	Ease of Milk	+0.33
Fertility	-1.4	Temperament	+0.2
SCC	-21	Maintenance	1
MAST	-1	Dairy Carcass	1.4
Calf Survival	+0.8	TB Advantage	2.5 44%
Lameness Advantage	+2.3	Gestation Length	-1 99%
Digital Dermatitis	+0.5	Feed Advantage	+128 45%
Healthy Cow	+94 57%	Enviro Cow	+3.9 69%

CALVING TRAITS

Direct CE	-0.3	+72% Rel	Maternal CE	1.0	+52% Rel
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CONFORMATION (0 UK Daughters in 0 UK Herds)

	-2	-1	0	1	2		
Stature						+0.52	Tall
Chest Width						-0.43	Narrow
Body Depth						-0.94	Shallow
Angularity						+0.35	Open Rib
Rump Angle						+0.76	Low Pins
Thurl Width						+0.42	Wide
R. Legs-S View						+0.86	Sickled
Foot Angle						-0.64	Low
Locomotion						+0.11	Excellent
F. Udder Att.						+0.28	Tight
R. Udder Ht.						0.00	Very Low
Udder Cleft						-0.41	Broken
Udder Depth						+0.43	Above hock
F. Teat Place						-0.91	Outside
R. Teat Place						-0.66	Apart
Teat Length						+0.25	Long
Teat Sideview						-0.25	Close

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PLI **+642** Rel 67%

AltaVORTEXVAULT

65003264522457 | H08081

PEAK ALTAVORTEXVAULT-ET
LIONEL X PENDULUM X AltaPLINKO
H0840M003264522457 | DOB 2/21/2023
aAa 423 | DMS 135,345 | EFI 13.3 %
Kappa-Casein: AB Beta-Casein: A2A2
Genetic Codes: TC TD TE TL TP TR TV TY
AHDB Dairy & Holstein UK 202508 - GENOMIC



CONFORMATION

Type Merit	0.23	Mammary	-0.22
Legs & Feet	-0.64	Rel	55%

PRODUCTION (0 UK Daughters in 0 UK Herds)

Milk	+1079 Kgs	+73% Rel
Protein	+36.9 Kgs	+0.02%
Fat	+49.2 Kgs	+0.06%

HEALTH & MANAGEMENT

Lifespan	46	Ease of Milk	+0.36
Fertility	-2.8	Temperament	+0.4
SCC	-4	Maintenance	-6
MAST	+1	Dairy Carcass	1.3
Calf Survival	+0.3	TB Advantage	1.8 43%
Lameness Advantage	+1.4	Gestation Length	-1 53%
Digital Dermatitis	-0.1	Feed Advantage	+146 45%
Healthy Cow	-2 57%	Enviro Cow	+3.6 69%

CALVING TRAITS

Direct CE	-0.3	+63% Rel	Maternal CE	0.9	+52% Rel
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CONFORMATION (0 UK Daughters in 0 UK Herds)

	-2	-1	0	1	2		
Stature						-0.70	Short
Chest Width						+0.62	Wide
Body Depth						-0.05	Shallow
Angularity						+1.58	Open Rib
Rump Angle						-0.06	High Pins
Thurl Width						+0.30	Wide
R. Legs-S View						+0.51	Sickled
Foot Angle						+0.04	Steep
Locomotion						-1.00	Poor
F. Udder Att.						-0.89	Loose
R. Udder Ht.						+0.17	Very high
Udder Cleft						-0.46	Broken
Udder Depth						-1.30	Below Hock
F. Teat Place						-0.29	Outside
R. Teat Place						+0.15	Close
Teat Length						-0.63	Short
Teat Sideview						+0.54	Apart

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PLI +704 Rel 66%

AltaWARWICK

65003269404878 | HO8260

PEAK ALTAWARWICK-ET
ACHIEVE X AltaZEOLITE X CRIMSON
HO840M003269404878 | DOB 6/20/2023

aAa 243 | DMS 135 | EFI 12.5 %
Kappa-Casein: AA Beta-Casein: A1A2
Genetic Codes: TC TD TE TL TP TR TV TY
AHDB Dairy & Holstein UK 202508 - GENOMIC



CONFORMATION

Type Merit	0.51	Mammary	1.18
Legs & Feet	-0.62	Rel	53%

PRODUCTION (0 UK Daughters in 0 UK Herds)

Milk	+852 Kgs	+72% Rel
Protein	+31.3 Kgs	+0.04%
Fat	+46.8 Kgs	+0.14%

HEALTH & MANAGEMENT

Lifespan	107	Ease of Milk	+0.06
Fertility	+2.5	Temperament	+1.1
SCC	-20	Maintenance	14
MAST	-2	Dairy Carcass	1.7
Calf Survival	+0.8	TB Advantage	1.4 42%
Lameness Advantage	+1.0	Gestation Length	0 49%
Digital Dermatitis	-0.2	Feed Advantage	+48 43%
Healthy Cow	+140 56%	Enviro Cow	+3.4 68%

CALVING TRAITS

Direct CE	-0.5	+62% Rel	Maternal CE	0.9	+51% Rel
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CONFORMATION (0 UK Daughters in 0 UK Herds)

	-2	-1	0	1	2		
Stature						+0.46	Tall
Chest Width						+1.57	Wide
Body Depth						+0.72	Deep
Angularity						+0.04	Open Rib
Rump Angle						-0.18	High Pins
Thurl Width						+1.40	Wide
R. Legs-S View						-0.37	Straight
Foot Angle						+0.23	Steep
Locomotion						-0.46	Poor
F. Udder Att.						+1.00	Tight
R. Udder Ht.						+0.95	Very high
Udder Cleft						-0.44	Broken
Udder Depth						+0.94	Above hock
F. Teat Place						-0.10	Outside
R. Teat Place						+0.14	Close
Teat Length						+0.27	Long
Teat Sideview						+0.49	Apart

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PLI +693 Rel 66%

AltaXMAN

65003251556220 | HO8246

FB PEAK ALTAXMAN-ET
MIRRORIMAGE X GAMEDAY X ENTITY
HO840M003251556220 | DOB 7/31/2023

aAa 324 | DMS 126,561 | EFI 12.7 %
Kappa-Casein: AA Beta-Casein: A2A2
Genetic Codes: TC TD TE TL TP TV TY
AHDB Dairy & Holstein UK 202508 - GENOMIC



CONFORMATION

Type Merit	0.08	Mammary	0.01
Legs & Feet	0.01	Rel	53%

PRODUCTION (0 UK Daughters in 0 UK Herds)

Milk	+494 Kgs	+73% Rel
Protein	+23.4 Kgs	+0.08%
Fat	+43.8 Kgs	+0.27%

HEALTH & MANAGEMENT

Lifespan	82	Ease of Milk	+0.27
Fertility	+6.0	Temperament	+0.3
SCC	-20	Maintenance	-7
MAST	-2	Dairy Carcass	1.3
Calf Survival	+1.3	TB Advantage	-0.9 43%
Lameness Advantage	+2.6	Gestation Length	0 49%
Digital Dermatitis	+0.3	Feed Advantage	+138 43%
Healthy Cow	+172 56%	Enviro Cow	+3.3 69%

CALVING TRAITS

Direct CE	0.0	+63% Rel	Maternal CE	0.6	+53% Rel
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CONFORMATION (0 UK Daughters in 0 UK Herds)

	-2	-1	0	1	2		
Stature						-0.64	Short
Chest Width						+0.01	Wide
Body Depth						-0.23	Shallow
Angularity						+0.42	Open Rib
Rump Angle						+0.29	Low Pins
Thurl Width						+1.00	Wide
R. Legs-S View						+1.55	Sickled
Foot Angle						-0.61	Low
Locomotion						-0.35	Poor
F. Udder Att.						+0.04	Tight
R. Udder Ht.						-0.44	Very Low
Udder Cleft						-0.47	Broken
Udder Depth						-0.37	Below Hock
F. Teat Place						+0.85	Close
R. Teat Place						+0.34	Close
Teat Length						-1.00	Short
Teat Sideview						+0.10	Apart

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AltaYOUWIN

65003266190255 | H08245

PEAK ALTAYOUWIN-ET
AltaWOODSIDE X AltaPLINKO X DISCJOCKEY
H0840M003266190255 | DOB 3/10/2023

aAa 432 | DMS 456,345 | EFI 12.2 %
Kappa-Casein: AA Beta-Casein: A1A2
Genetic Codes: TC TD TE TL TP TR TV TY
AHDB Dairy & Holstein UK 202508 - GENOMIC



PLI +649 Rel 66%

CONFORMATION (0 UK Daughters in 0 UK Herds)

	-2	-1	0	1	2		
Stature						+0.08	Tall
Chest Width						+0.58	Wide
Body Depth						-0.25	Shallow
Angularity						+0.37	Open Rib
Rump Angle						-0.37	High Pins
Thurl Width						+1.32	Wide
R. Legs-S View						-0.19	Straight
Foot Angle						-0.19	Low
Locomotion						-0.30	Poor
F. Udder Att.						+0.51	Tight
R. Udder Ht.						+1.59	Very high
Udder Cleft						+0.39	Strong
Udder Depth						+0.23	Above hock
F. Teat Place						-0.72	Outside
R. Teat Place						+0.04	Close
Teat Length						-0.22	Short
Teat Sideview						+0.73	Apart

CONFORMATION

Type Merit	0.47	Mammary	0.84
Legs & Feet	-0.37	Rel	54%

PRODUCTION (0 UK Daughters in 0 UK Herds)

Milk	+536 Kgs	+73% Rel
Protein	+27.7 Kgs	+0.11%
Fat	+45.8 Kgs	+0.28%

HEALTH & MANAGEMENT

Lifespan	58	Ease of Milk	-0.13
Fertility	+3.0	Temperament	-0.1
SCC	-18	Maintenance	3
MAST	-1	Dairy Carcass	1.1
Calf Survival	-0.5	TB Advantage	1.4 44%
Lameness Advantage	+1.1	Gestation Length	-2 55%
Digital Dermatitis	+0.2	Feed Advantage	+54 43%
Healthy Cow	+105 57%	Enviro Cow	+3.1 69%

CALVING TRAITS

Direct CE	0.7	+69% Rel	Maternal CE	1.1	+50% Rel
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PEAK ZOWIE-ET

MIRRORIMAGE X AltaKEVLOW X AltaZAZZLE

65003263337365 | H08249

H0840M003263337365 | DOB 7/7/2023

Kappa-Casein AA | Beta-Casein A2A2

aAa 243 | DMS 126,123 | EFI 13.2 %

Haplotypes HH1F HH2F HH3F HH4F HH5F HCDF HH6F HMW0

Genetic Codes TC TD TE TL TP TR TV TY

Current Proof GBR-202508 | Genomic Young Sire

AHDB Dairy & Holstein UK 202508



CONFORMATION based on 0 dtrs/0 hnds (53% Rel)

Type Merit						+0.40
Mammary						+0.69
Legs & Feet						0.00
	-2	-1	0	1	2	
Stature						+0.07 Tall
Chest Width						-0.55 Narrow
Body Depth						-1.06 Shallow
Angularity						+0.26 Open Rib
Rump Angle						-0.04 High Pins
Thurl Width						+0.39 Wide
R.Legs S View						-0.02 Straight
Foot Angle						+0.22 Steep
Locomotion						-0.06 Poor
F.Udder Att.						+0.46 Tight
R.Udder Ht						+0.79 Very High
Udder Cleft						+0.50 Strong
Udder Depth						+0.73 Above Hock
F.Teet Place						+0.08 Close
R.Teet Place						+0.59 Close
Teet Length						+0.04 Long
Teet Sideview						-0.34 Close

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PLI 699 Rel 66%

PRODUCTION

Milk	+553 kgs	73 % Rel
Protein	+27.4 kgs	+0.10%
Fat	+48.9 kgs	+0.30%

HEALTH & MANAGEMENT

Lifespan	55	Ease of Milk	0.08
Fertility	+5.1	Temperament	0.11
SCC	-16	Maintenance	-4
MAST	-1	Dairy Carcass	0.8
Calf Survival	-0.6	Digital Dermatitis	0.3
Lameness Advantage	+2.1	Gestation Length	-2 49% Rel
TB Advantage	3.2 43% Rel	Feed Advantage	+110 43% Rel
Healthy Cow	+117 56% Rel	Enviro Cow	+3.4 69% Rel

CALVING TRAITS

Direct CE	-0.6	63% Rel	Maternal CE	0.7	52% Rel
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Prices are subject to change.
Terms and conditions apply.

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- Make data driven decisions
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Over 15 million cows and counting are managed worldwide by VAS products.

Discover why producers from around the world – of all different sizes – rely on VAS for their herd management needs.

POLLED SIRES



PLI +537 Rel 66%

AltaRUSHMORE-PP

65003251555972 | HO8182

PEAK ALTARUSHMORE-PP-ET
SPLENDIDO-P X MENDEL-P X HEROIC
HO840M003251555972 | DOB 4/5/2023

aAa 243 | DMS 135,561 | EFI 12.8 %
Kappa-Casein: AA Beta-Casein: A2A2
Genetic Codes: PO PP TC TD TE TL TR TV TY
AHDB Dairy & Holstein UK 202508 - GENOMIC



CONFORMATION

Type Merit	0.85	Mammary	1.00
Legs & Feet	-0.17	Rel	53%

PRODUCTION (0 UK Daughters in 0 UK Herds)

Milk	+528 Kgs	+73% Rel
Protein	+21.6 Kgs	+0.05%
Fat	+37.8 Kgs	+0.19%

HEALTH & MANAGEMENT

Lifespan	58	Ease of Milk	+0.77
Fertility	+5.8	Temperament	+0.7
SCC	+1	Maintenance	-9
MAST	+2	Dairy Carcass	1.0
Calf Survival	+1.3	TB Advantage	0.9 45%
Lameness Advantage	+2.1	Gestation Length	-1 49%
Digital Dermatitis	+0.1	Feed Advantage	+109 45%
Healthy Cow	+93 57%	Enviro Cow	+2.7 69%

CALVING TRAITS

Direct CE	-0.2	+63% Rel	Maternal CE	1.2	+52% Rel
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CONFORMATION (0 UK Daughters in 0 UK Herds)

	-2	-1	0	1	2		
Stature						-0.32	Short
Chest Width						-0.56	Narrow
Body Depth						-0.34	Shallow
Angularity						+1.12	Open Rib
Rump Angle						-0.11	High Pins
Thurl Width						-0.35	Narrow
R. Legs-S View						+1.19	Sickled
Foot Angle						-1.05	Low
Locomotion						-0.27	Poor
F. Udder Att.						+0.58	Tight
R. Udder Ht.						+0.92	Very high
Udder Cleft						+0.02	Strong
Udder Depth						+0.37	Above hock
F. Teat Place						0.00	Outside
R. Teat Place						+0.84	Close
Teat Length						-0.98	Short
Teat Sideview						+0.66	Apart

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BEEF X DAIRY

BELGIAN BLUE



AltaSUPERBLUE • NL 898157947
AI code BB1836 • **Birthdate** 02-22-2019



BELGIAN BLUE



AltaRICO • NL 898157839
AI code BB1728 • **Birthdate** 06-22-2018

BELGIAN BLUE



BLUEWONDER • NL 708059010
AI code BB • **Birthdate** 0

BELGIAN BLUE



available as
SEXED MALE

AltaSILVERBLU • NL 566458354
AI code BB1943 • **Birthdate** 05-19-2020

LIMOUSIN



IFOR • MGD13-8897
AI code LN2553 • **Birthdate** 09-26-2013



SIMMENTAL



MISSILE • 3594131
AI code SG1366 • **Birthdate** 04-16-2018



ASK ABOUT OUR ALTA ANGUS BLEND 12

Ask your breeding advisor about our full range of beef sires and male sexed options.

ANGUS



PARAGON • US 19833548
AI code AA1931 • **Birthdate** 08-15-2020



ANGUS



STEP UP • US 19379557
AI code AA1759 • **Birthdate** 03-18-2018



ANGUS



SAFE-N-SOUND • US 20004163
AI code AA2076 • **Birthdate** 02-17-2021



ANGUS



BOBCAT • NL 566458354
AI code BB1943 • **Birthdate** 05-19-2020



HEREFORD



ROMEO • UK933287500192
AI code H9283 • **Birthdate** 04-19-2018

HEREFORD



WILLYWONKA • UK902033800847
AI code H9191 • **Birthdate** 08-30-2021

Mix of three high fertility Angus Sires ♦ Short Gestation Length ♦ Low Birth Weight



TRENT-WAY RAE-BAN-RED-ET

NETWORK-RED X AltaALTUVE*RC X RESOLVE

65003261835770 | HO8025

HO840M003261835770 | DOB 12/9/2022

Kappa-Casein AB | Beta-Casein A1A2

aAa 423 | DMS 234,345 | EFI 12.0 %

Haplotypes HH1F HH2F HH3F HH4F HH5F HCDF HH6F HMW0

Genetic Codes TC TD TE TL TP TV TY

Current Proof GBR-202504 | Genomic Young Sire

AHDB Dairy & Holstein UK 202504

CONFORMATION based on 0 dtrs/0 hrs (55% Rel)

Type Merit						+1.09
Mammary						+0.60
Legs & Feet						+1.17
	-2	-1	0	1	2	
Stature						+0.61 Tall
Chest Width						+0.49 Wide
Body Depth						+0.73 Deep
Angularity						+1.00 Open Rib
Rump Angle						-0.24 High Pins
Thurl Width						+0.11 Wide
R.Legs S View						+0.70 Sickled
Foot Angle						-0.23 Low
Locomotion						+1.33 Excellent
F.Udder Att.						+0.19 Tight
R.Udder Ht						+0.78 Very High
Udder Cleft						+0.38 Strong
Udder Depth						-0.57 Below Hock
F.Teet Place						+0.45 Close
R.Teet Place						+0.18 Close
Teet Length						+0.60 Long
Teet Sideview						-0.05 Close

PLI

418 Rel 67%

PRODUCTION

Milk	+770 kgs	73 % Rel
Protein	+23.6 kgs	-0.02%
Fat	+23.8 kgs	-0.08%

HEALTH & MANAGEMENT

Lifespan	58	Ease of Milk	0.84
Fertility	-2.4	Temperament	0.57
SCC	-8	Maintenance	7
MAST	+1	Dairy Carcass	-0.2
Calf Survival	+2.0	Digital Dermatitis	0.7
Lameness Advantage	+2.4	Gestation Length	-3 49% Rel
TB Advantage	0.4 45% Rel	Feed Advantage	+32 45% Rel
Healthy Cow	+77 56% Rel	Enviro Cow	+2.0 69% Rel

CALVING TRAITS

Direct CE	0.3 63% Rel	Maternal CE	0.3 49% Rel
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Distributed in the UK by Alta Genetics

TRENT-WAY AltaRODAN-RED-ET

RANGER-RED X PARFECT X AltaALTUVE*RC



65003261835820 | H08330

DOB 8/17/2023

Kappa-Casein BB | Beta-Casein A1A2

aAa 435 | DMS 345,234 | EFI 11.7 %

Haplotypes HH1F HH2F HH3F HH4F HH5F HCDF HH6F HMW0

Genetic Codes TC TD TE TL TP TV

Current Proof GBR-202508 | Genomic Young Sire

AHDB Dairy & Holstein UK 202508

CONFORMATION 0 UK Daughters in 0 UK Herds (58% Rel)

Type Merit					+2.53	
Mammary					+1.54	
Legs & Feet					+1.83	
	-2	-1	0	1	2	
Stature					-0.03	Short
Chest Width					+0.71	Wide
Body Depth					+0.55	Deep
Angularity					+1.65	Open Rib
Rump Angle					+0.62	Low Pins
Thurl Width					+1.22	Wide
R. Legs-S View					+1.16	Sickled
Foot Angle					-0.69	Low
Locomotion					2.10	Excellent
F. Udder Att.					0.22	Tight
R. Udder Ht.					1.62	Very high
Udder Cleft					1.88	Strong
Udder Depth					-0.38	Below Hock
F. Teat Place					1.85	Close
R. Teat Place					1.45	Close
Teat Length					-0.12	Short
Teat Sideview					0.97	Apart

PLI
Rel 68%

FLI
Rel 68%

603



PRODUCTION 0 UK Daughters in 0 UK Herds (74% Rel)

Milk	+674 Kgs	74% Rel
Protein	+25.8 Kgs	+0.04%
Fat	+31.5 Kgs	+0.05%

HEALTH & MANAGEMENT

Lifespan	113	Ease of Milk	0.60		
Fertility	-2.0	Temperament	1.21		
SCC	-19	Maintenance	1		
MAST	-1	Dairy Carcass	0.3		
Calf Survival	+2.7	Digital Dermatitis	0.4		
Lameness Advantage	+0.5	Gestation Length	-2	55% Rel	
TB Advantage	0.6	46% Rel	Feed Advantage	+94	46% Rel
Healthy Cow	+155	58% Rel	Enviro Cow	+3.0	70% Rel

CALVING TRAITS

Direct CE	-0.2	65% Rel	Maternal CE	0.9	53% Rel
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3 REASONS TO CHOOSE CAL24

IT'S SIMPLE.

SAVE TIME AND LABOR

give two boluses right after calving

No need for a second bolus 12 hours later



IT'S UNIQUE.

TWO FORMS OF READILY AVAILABLE CALCIUM

plus magnesium & vitamin D

allow for optimal calcium absorption



IT'S COMPLETE.

PROVIDES IMMEDIATE AND SUSTAINED RELEASE CALCIUM

CALCIUM CHLORIDE acts rapidly for immediate absorption in the rumen

CALMIN regulates absorption over time as a combination of highly-absorbable calcium & magnesium

VITAMIN D helps facilitate active, sustained calcium transfer beyond the rumen



DAUGHTER PROVEN



Fugazza Antonio Tapla
Fugazza Holsteins Farm
Italy

PLI **+511** Rel 96%

AltaANTONIO

65003138948148 | H05198

AURORA ALTAANTONIO-ET

BANDARES X COMMANDER X MAYFIELD

H0840M003138948148 | DOB 10/16/2016

aAa 351 | DMS 135,561 | EFI 10.7 %

Kappa-Casein: BB Beta-Casein: A2A2

Genetic Codes: TC TD TE TL TP TR TV TY

AHDB Dairy & Holstein UK 202508- PROVEN



CONFORMATION

Type Merit	1.06	Mammary	0.37
Legs & Feet	1.02	Rel	91%

PRODUCTION (582 UK Daughters in 93 UK Herds)(5472D | 1279H 10% US)

Milk	+559 Kgs	+99% Rel
Protein	+22.0 Kgs	+0.04%
Fat	+24.0 Kgs	+0.02%

HEALTH & MANAGEMENT

Lifespan	55	Ease of Milk	+1.76
Fertility	+3.9	Temperament	+0.6
SCC	-5	Maintenance	-2
MAST	0	Dairy Carcass	1.0
Calf Survival	+2.5	TB Advantage	-8.5 96%
Lameness Advantage	+4.0	Gestation Length	+1 99%
Digital Dermatitis	+0.8	Feed Advantage	+73 62%
Healthy Cow	+137 91%	Enviro Cow	+2.2 99%

CALVING TRAITS

Direct CE	-0.2	+91% Rel	Maternal CE	-0.3	+80% Rel
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CONFORMATION (144 UK Daughters in 28 UK Herds)(1168 D | 334 H 96%R US)

	-2	-1	0	1	2		
Stature						-0.60	Short
Chest Width						+0.86	Wide
Body Depth						+1.12	Deep
Angularity						+0.96	Open Rib
Rump Angle						+0.78	Low Pins
Thurl Width						+0.33	Wide
R. Legs-S View						+1.79	Sickled
Foot Angle						-2.03	Low
Locomotion						+1.13	Excellent
F. Udder Att.						-0.25	Loose
R. Udder Ht.						+0.33	Very high
Udder Cleft						-0.32	Broken
Udder Depth						-1.17	Below Hock
F. Teat Place						+1.19	Close
R. Teat Place						+0.63	Close
Teat Length						-1.14	Short
Teat Sideview						+0.76	Apart

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PEAK HAXL-ET

AXL X DOC X MONTEREY

65003212150432 | HO7111

HO840M003212150432 | DOB 2/8/2020

Kappa-Casein BB | Beta-Casein A2A2

aAa 213 | DMS 246,126 | EFI 11.4 %

Haplotypes HH1F HH2F HH3F HH4F HH5F HCDF HH6F HMW0

Genetic Codes TC TD TE TL TP TR TV TY

Current Proof GBR-202508 | Genomic Young Sire

AHDB Dairy & Holstein UK 202508

CONFORMATION 0 dtrs/0 hrsd 71% Rel (371 d/117 h 95% R US)

Type Merit					+0.49
Mammary					+2.38
Legs & Feet					-0.03
	-2	-1	0	1	2
Stature					+3.83
Chest Width					+0.71
Body Depth					+1.98
Angularity					+2.44
Rump Angle					-0.63
Thurl Width					+3.38
R.Legs S View					-1.34
Foot Angle					+0.91
Locomotion					+0.10
F.Udder Att.					+2.21
R.Udder Ht					+2.72
Udder Cleft					+2.43
Udder Depth					+2.16
F.Teal Place					+1.13
R.Teal Place					+1.78
Teal Length					-0.22
Teal Sideview					+0.31

PLI

91

Rel 80%

PRODUCTION (802 d/190 h 41% US dtrs)

Milk	+664 kgs	85 % Rel
Protein	+17.1 kgs	-0.05%
Fat	+9.1 kgs	-0.20%

HEALTH & MANAGEMENT

Lifespan	85	Ease of Milk	2.35
Fertility	-7.4	Temperament	0.47
SCC	+2	Maintenance	36
MAST	0	Dairy Carcass	-0.7
Calf Survival	+0.2	Digital Dermatitis	0.3
Lameness Advantage	+0.4	Gestation Length	-1 97% Rel
TB Advantage	3.1 45% Rel	Feed Advantage	-155 57% Rel
Healthy Cow	+3 66% Rel	Enviro Cow	+0.6 82% Rel

CALVING TRAITS

Direct CE	-1.3	72% Rel	Maternal CE	0.9	57% Rel
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PEAK DELAP-ET

FASTBALL X POSITIVE X MODESTY

65003215425311 | HO7668

HO840M003215425311 | DOB 3/17/2020

Kappa-Casein AA | Beta-Casein A1A2

aAa 234 | DMS 561,456 | EFI 13.0 %

Haplotypes HH1F HH2F HH3F HH4F HH5F HCDF HH6F HMW0

Genetic Codes TC TD TE TL TP TR TV TY

Current Proof GBR-202508 | Genomic Young Sire

AHDB Dairy & Holstein UK 202508

**NEWLY
PROVEN**

CONFORMATION 0 dtrs/0 hrsd 71% Rel (83 d/38 h 86% R US)

Type Merit					+2.08
Mammary					+1.61
Legs & Feet					+1.53
	-2	-1	0	1	2
Stature					+0.21
Chest Width					+0.25
Body Depth					+0.16
Angularity					+0.76
Rump Angle					-0.01
Thurl Width					+0.45
R.Legs S View					-1.00
Foot Angle					+0.65
Locomotion					+1.12
F.Udder Att.					+0.46
R.Udder Ht					+1.79
Udder Cleft					+1.62
Udder Depth					+0.90
F.Teal Place					-0.27
R.Teal Place					-0.24
Teal Length					-0.32
Teal Sideview					+0.12

PLI 420

Rel 78%

PRODUCTION (359 d/124 h 0% US dtrs)

Milk	+523 kgs	85 % Rel
Protein	+15.6 kgs	-0.02%
Fat	+27.1 kgs	+0.07%

HEALTH & MANAGEMENT

Lifespan	95	Ease of Milk	1.30
Fertility	+3.3	Temperament	0.16
SCC	-2	Maintenance	2
MAST	+1	Dairy Carcass	0.8
Calf Survival	+0.7	Digital Dermatitis	0.3
Lameness Advantage	+2.0	Gestation Length	0 96% Rel
TB Advantage	0.2 45% Rel	Feed Advantage	+42 56% Rel
Healthy Cow	+129 63% Rel	Enviro Cow	+2.0 80% Rel

CALVING TRAITS

Direct CE	0.1	74% Rel	Maternal CE	0.8	56% Rel
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PEAK AltaWHEELHOUSE-ET

PURSUIT X DUKE X RUBICON



65003209641362 | H06603

DOB 9/2/2019

Kappa-Casein AB | Beta-Casein A2A2

aAa 423 | DMS 135,345 | EFI 12.5 %

Haplotypes HH1F HH2F HH3F HH4F HH5F HCDF HH6F HMW1

Genetic Codes MW TC TD TL TP TR TV TY

Current Proof GBR-202508 | Genomic Daughter Proven

AHDB Dairy & Holstein UK 202508

CONFORMATION 114 UK Daughters in 24 UK Herds (91% Rel)(2030 D | 316 H 99%R US)

Type Merit						+0.15	
Mammary						+1.12	
Legs & Feet						-0.19	
	-2	-1	0	1	2		
Stature						+0.17	Tall
Chest Width						+1.09	Wide
Body Depth						+0.02	Deep
Angularity						+0.43	Open Rib
Rump Angle						+2.60	Low Pins
Thurl Width						+2.84	Wide
R. Legs-S View						+0.51	Sickled
Foot Angle						-0.34	Low
Locomotion						-0.07	Poor
F. Udder Att.						-0.18	Loose
R. Udder Ht.						1.20	Very high
Udder Cleft						-0.08	Broken
Udder Depth						-0.09	Below Hock
F. Teat Place						1.63	Close
R. Teat Place						1.41	Close
Teat Length						-1.73	Short
Teat Sideview						1.49	Apart

PLI
Rel 93%

Rel 93%

507



CONCEPT PLUS
511



Alta
511

PRODUCTION 263 UK Daughters in 39 UK Herds (98% Rel)(7109 D | 753 H 60% US)

Milk	+766 Kgs	98% Rel
Protein	+25.1 Kgs	0.00%
Fat	+37.9 Kgs	+0.08%

HEALTH & MANAGEMENT

Lifespan	70	Ease of Milk	-0.60		
Fertility	+2.5	Temperament	-0.27		
SCC	-5	Maintenance	7		
MAST	-1	Dairy Carcass	2.4		
Calf Survival	-1.1	Digital Dermatitis	-0.2		
Lameness Advantage	+0.4	Gestation Length	-1	99% Rel	
TB Advantage	0.5	91% Rel	Feed Advantage	+16	62% Rel
Healthy Cow	+76	85% Rel	Enviro Cow	+2.4	96% Rel

CALVING TRAITS

Direct CE	0.2	91% Rel	Maternal CE	1.8	62% Rel
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Proud to use independent data powered by AHDB Dairy.

PEAK AltaMAGNIFIQUE-ET

MAESTRO X POSITIVE X MEDLEY



Quantock Magnifique Cicely 2

65003213001110 | H06776

DOB 1/20/2020

Kappa-Casein AB | Beta-Casein A1A2

aAa 423 | DMS 123,126 | EFI 12.0 %

Haplotypes HH1F HH2F HH3F HH4F HH5F HCDF HH6F HMW1

Genetic Codes MW TC TD TL TP TR TV TY

Current Proof GBR-202508 | Genomic Daughter Proven

AHDB Dairy & Holstein UK 202508

CONFORMATION 101 UK Daughters in 12 UK Herds (90% Rel)(1112 D | 197 H 96%R US)

Type Merit						+0.07	
Mammary						+0.65	
Legs & Feet						+0.27	
	-2	-1	0	1	2		
Stature						+0.52	Tall
Chest Width						+2.13	Wide
Body Depth						+0.87	Deep
Angularity						+0.11	Open Rib
Rump Angle						+2.31	Low Pins
Thurl Width						+2.00	Wide
R. Legs-S View						+0.68	Sickled
Foot Angle						0.29	Steep
Locomotion						0.92	Excellent
F. Udder Att.						1.19	Tight
R. Udder Ht.						0.24	Very high
Udder Cleft						1.30	Strong
Udder Depth						0.75	Above hock
F. Teat Place						1.71	Close
R. Teat Place						2.87	Close
Teat Length						-2.06	Short
Teat Sideview						-0.26	Close

PLI
Rel 90%

583



PRODUCTION 250 UK Daughters in 32 UK Herds (98% Rel) (3088 D | 448 H 34% US)

Milk	+572 Kgs	98% Rel
Protein	+32.2 Kgs	+0.15%
Fat	+41.7 Kgs	+0.21%

HEALTH & MANAGEMENT

Lifespan	18	Ease of Milk	-0.37		
Fertility	0.0	Temperament	-0.03		
SCC	+3	Maintenance	18		
MAST	+1	Dairy Carcass	3.8		
Calf Survival	-0.8	Digital Dermatitis	-0.1		
Lameness Advantage	+0.4	Gestation Length	-2	99% Rel	
TB Advantage	1.3	47% Rel	Feed Advantage	+12	61% Rel
Healthy Cow	+5	79% Rel	Enviro Cow	+2.8	95% Rel

CALVING TRAITS

Direct CE	0.1	79% Rel	Maternal CE	1.5	58% Rel
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There are *TWO* Alta 4-EVENT COWS in the maternity pen!



During the FRESH event, the TWO 4-EVENT COWS include the cow that just freshened and her newborn heifer calf that is a future member of your milking herd.

HOW DO WE HELP BOTH THE COW AND CALF BECOME ALTA 4-EVENT COWS?



FOR YOUR FRESH COW

Rumilife CAL24 calcium supplement

- ◆ Uniquely formulated calcium bolus
- ◆ Contains Vitamin D & Magnesium
- ◆ Sustained 24 hour calcium release
- ◆ 100gm Calcium application
- ◆ 2 boluses with 1 application



FOR YOUR NEWBORN CALF

Calf's Choice Total 100

- ◆ Whole Bovine Colostrum
- ◆ Safe & Effective
- ◆ High in colostrum fat
- ◆ Convenient
- ◆ GMP+ FSA Assured

Talk to your trusted Alta advisor and help them both become Alta 4-EVENT COWS!

Alta Ltd

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