

FOR IMMEDIATE RELEASE

## **New Impact Sires at IPS**

ROCK SPRINGS, WISC. – International Protein Sires (IPS) added new impact sires and saw genetic advancements with their superior Holstein lineup resulting from the December sire summaries. “The genetic improvement in the Holstein breed continues at a rapid pace. We are pleased with the contributions to this progress made by the IPS sires. And, we are excited with our new impact sires resulting from the recent sire proofs. This continual progress with the sire lineup assures our dedicated following of reliable genetics. Our balanced sire lineup meets the demands of dairy farmers worldwide. Most importantly, IPS genetics provides high production from long lasting dairy cattle,” stated Ron Sersland, IPS President and CEO.

566HO1327 REVELATION is a new impact sire with impressive credentials. His sterling conformation traits are: +3.95 type, +2.79 UDC, and +2.03 FLC. His DPR of +2.2 is extremely rare for a bull this high on type, a measurement of high breeding efficiency. He is the only bull in the breed over +3.95 for type and greater than +0.5 for DPR. When combined, these traits are among the breed’s elite. REVELATION’s high component test at +.11% fat and +.05% protein will add value to his daughters milk yield. REVALATION is an Undenied son from a young developing daughter of Heisenberg. This impact sire descends from a prestigious five-generation, excellent cow family at Welcome Stock Farm.

566HO1321 CATCH ON RED PP at +2339 GTPI ranks him #3 in the breed among Red PP bulls. This superior ranking will appeal to the most progressive dairy farmer looking for either red or polled impact genetics. Rated A2A2, CATCH ON RED PP is noteworthy for udder composite with a rating of +2.30. Durability is a strong suite, being +7.7 for

productive life. And calving ease, at 5.6%, makes CATCH ON RED PP ideal for heifers. This versatile sire comes from a youthful, Very Good two year old daughter of Piranha while his sire is Lucky PP.

566HO1319 REAL MACOY enters the IPS lineup at +2770 GTPI. Note his high value performance traits: +1317 lbs. milk, +91 lbs. fat (+.15%), and +55 lbs. protein (+.05%). REAL MACOY's performance is balanced with high conformation ratings; +1.90 Type, +2.01 UDC, and +1.67 FLC. Expect his daughters to be durable, resulting from a +7.9 productive life score. Further qualities of A2A2, +961 NM\$ and 2.58 SCS verify REAL MACOY as an impact sire. He is sired by Solution from a young and attractive daughter of Bandares.

566HO1322 GO TO GUY is a true impact sire at +2788 GTPI. This breed improver with the A2A2 marker is loaded with impressive credentials. At +1825 lbs. milk, GO TO GUY also excels in components. He's +83 lbs. fat (+.05%) and +83 lbs. protein (+.10%). GO TO GUY is slated to improve physical traits across the board. Health traits are also a strong suit being +6.7 for productive life and +943 NM\$. A Skywalker son, GO TO GUY is from a very stylish Magnus daughter.

The lineup of impact genetics is a testament to the selection pressure employed by IPS. IPS genetics provides the proven performance that dairy farmers worldwide have come to expect. IPS semen is available around the world through IPS employees and independent distributors. Located in Rock Springs, Wisconsin, you may obtain additional information about IPS through their website, [www.ipssires.com](http://www.ipssires.com) or by calling toll free: 1.800.542.7593

###

*Contact:*

Fred Hendricks,  
IPS Media Relations  
[fwhendricks@gmail.com](mailto:fwhendricks@gmail.com)  
Ph: 419.569.3050