

Rise and Shine to the New Atlantic Merchandising Sires to Make Your Breeding Program Results Unique and More Marketable

New Merchandising Sires



23H8354 Lekker-Z Zee-Cal LOTTERY

+\$266 +2,864M +2.21 PTAT

S23: 51 Daus./26 Herds 74%R +111 CFP

Bova X Rotate

Lottery improves:

- rear udder height & width
- udder cleft
- udder depth
- rump angle
- dairyness
- body depth
- legs-side view

Use Lottery to give you the increased milk production in those high-testing cows to make your herd more profitable.

← *Lottery dau.:* Tuls #3180
2-2y 305d-2X 19,653M 3.6%F 710F 3.3%P 641P

8H2056 B-Hiddenhills Mark-O-POLO

+\$188 +1,932M +3.13 PTAT

S8: 57 Daus./48 Herds 78%R +81 CFP

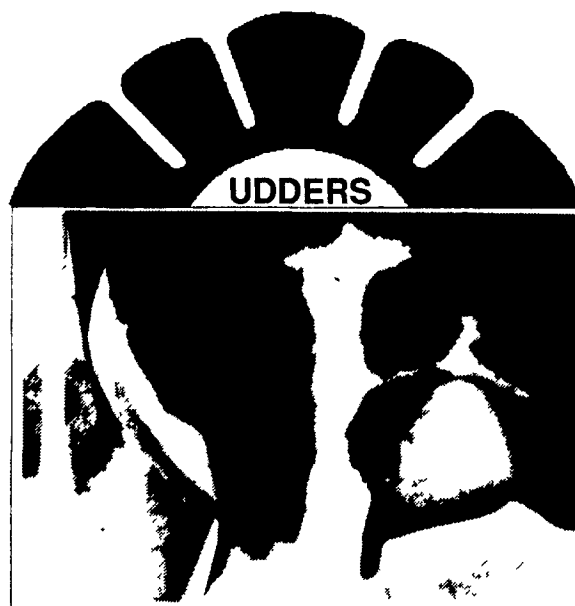
Mark X Bell

Polo improves:

- fore udders
- udder cleft
- rump angle
- rear udders
- udder depth
- legs-side view

Polo offers the unique combination of high production from very fancy udders. Use Polo on those high-testing cows that need the extra will to milk. Result: stylish high producers!

Polo dau.: Fearnot Polo Jane-Grade →
2-2y 120d-inc. 8,645M 3.2%F 276F 3.0%P 258P



8H1880 Nowerland Bell MASTERPLAN

+\$246 +70P +.13%P +1,408M

S8: 67 Daus./61 Herds 81%R +.53 PTAT

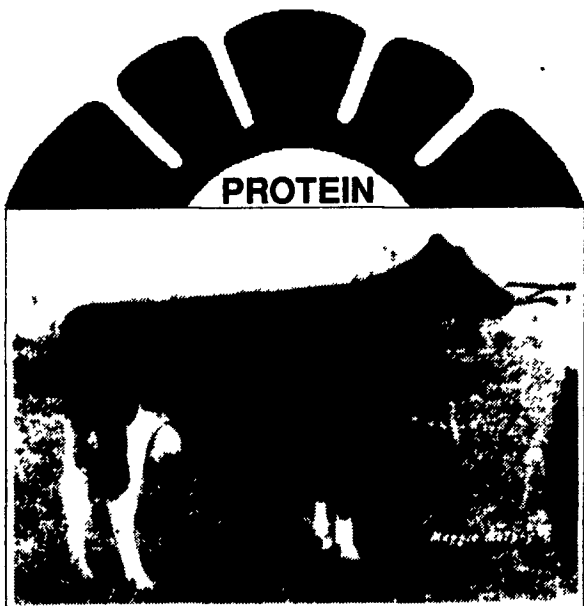
Bell X Tradition

Masterplan sires:

- sound overall udders
- steep foot angle
- snug fore udders
- straight legs-rear view

Masterplan offers the best combination of protein pounds and %P for your merchandising program. Pack outstanding protein levels into your pedigrees by following the "Masterplan" approach.

← *Masterplan dau.:* Bygolly Plan Nora-GP
2-3y 305d-2X 20,335M 3.4%F 692F 3.4%P 687P



Each of these sampling program graduates transmits unique qualities. Catch the buyer's eye with outstanding cattle that offer something different. Target the specialized strengths that each of these new merchandising sires offer for outstanding production, type and marketable results.

(January/91 USDA & HA data)

24-hour toll-free service phones:

Long Distance 800/444-6456 Lancaster Local 569-0411

Authorized distributor for 21st Century Genetics in Atlantic's service area

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you can rely on!