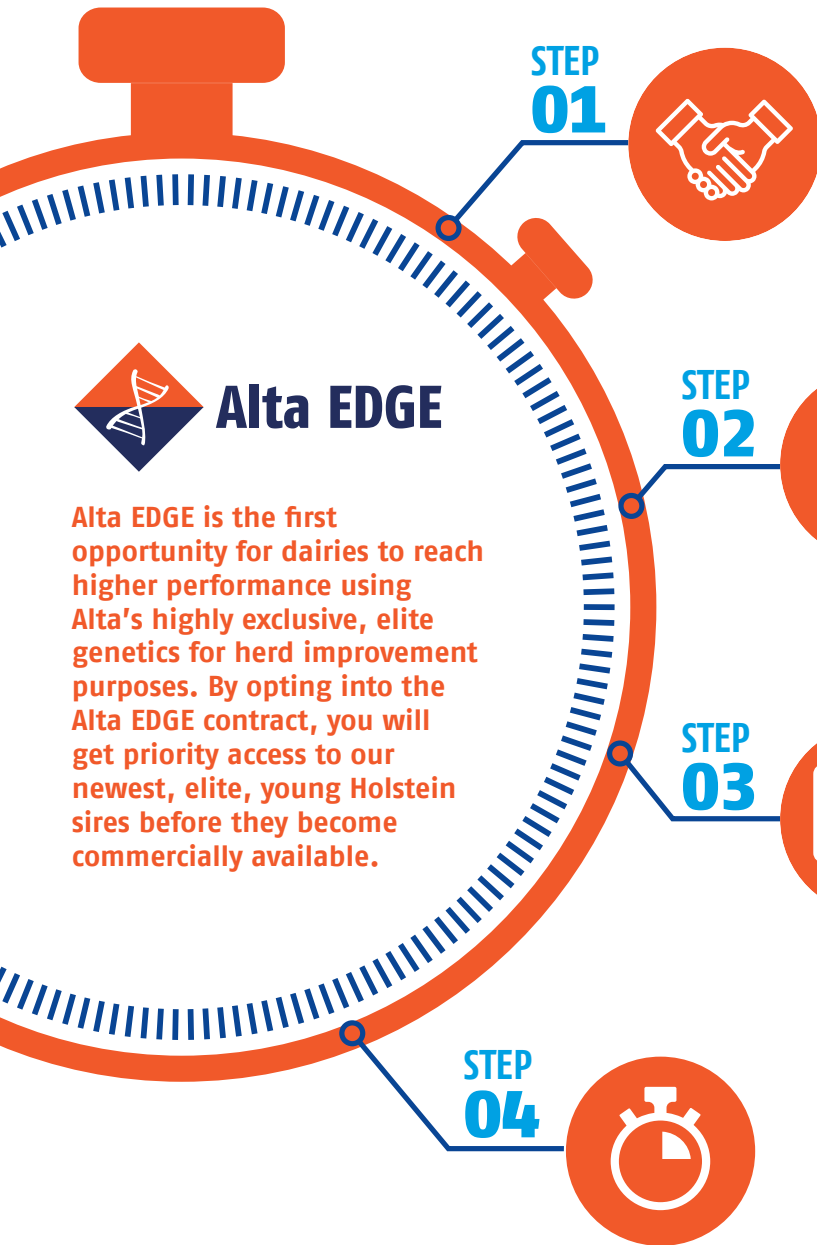


Get the Edge on Genetic Progress

Choose Alta EDGE!



Alta EDGE is the first opportunity for dairies to reach higher performance using Alta's highly exclusive, elite genetics for herd improvement purposes. By opting into the Alta EDGE contract, you will get priority access to our newest, elite, young Holstein sires before they become commercially available.

Work with your Alta representative.

Align your optimum genetic plan to achieve your breeding strategy objectives. Alta Genetics is the leading innovator in genetic planning and strategy, and our team is highly trained to work with you. We help you define and refine your genetic plan to ensure you get the most from the Alta EDGE program sires.

Sign a contract.

Alta EDGE is a contract-based program that provides enrolled dairies exclusive, highest priority access to the newest and most elite dairy genetics from Alta.

Choose from the elite Alta EDGE sires currently on offer.

Visit the Sires section of the Alta EDGE web page to view the bulls that will bring the fastest genetic gains to your herd. When you opt into this contract, we will proactively communicate with you via email when a new, elite, early release sire has been added to the program, so that you are up to date.

Drive faster genetic progress in your herd.

Alta EDGE is a total solution. Mating Alta EDGE sires to your best females will drive the fastest genetic progress in your herd. The resulting high-quality females will daily contribute superior performance and profitability to your herd's bottom line. You will put your dairy on the leading edge of genomic progress as part of the Alta EDGE program.

ALTA EDGE SIRES – APRIL 2023

511	Code	Bull Name	Pedigree	NM\$	TPI	PTAM	PTAP	PTAF	PTAT	UDC	FLC	SCS	PL	DPR	SSB	A2
	011H016168	AltaJANUS	AltaMAGNIFIQUE X AltaZAZZLE	1108	3118	1197	62	121	1.06	1.35	0.24	2.84	5.7	1.0	6.1	
◆	011H016263	AltaWOODSIDE	AltaWHEELHOUSE X LIONEL	1095	3107	2081	71	115	1.52	1.94	0.51	2.68	5.2	-1.9	6.0	✓
◆	011H016290	AltaSECONDLIN	ZOOTY X TORRO	1153	3121	1441	77	132	1.29	1.45	-0.37	2.87	4.4	-1.6	4.8	✓
◆	011H016329	AltaKALON	AltaKEVLOW X AltaZAZZLE	1190	3070	937	64	107	0.85	1.44	-0.11	2.67	6.8	0.4	5.5	
◆	011H016334	AltaKAWAII	AltaKEVLOW X PURSUIT	1172	3136	1325	72	130	1.20	1.40	0.28	2.79	5.2	-0.6	6.3	
◆	011H016342	AltaSAMSON	AltaKEVLOW X BIG AL	1232	3155	1722	84	128	1.16	0.72	0.05	2.65	6.2	-1.8	6.3	
◆	011H016378	ALTACIMARRON-RED	Star P RDC X AltaALTUVE*RC	1005	2855	1774	62	77	0.47	1.03	1.05	2.63	6.5	-1.3	6.1	
◆	011H016574	AltaMAJESTAD-PP	IMMENSE-P X MONUMENT-P	1007	2851	1408	63	108	0.17	0.15	-0.86	2.84	4.2	-1.2	5.4	✓

Source: CDCB, HA-USA Genetic Evaluations April 2023

511	Code	Bull Name	Pedigree	JPI	NM\$	CM\$	PTAM	PTAP	PTAF	PTAT	JUI™	SCS	PL	LIV	DPR	A2
◆	011JE07464	AltaCARPATHIA {4}	JX STONEY {3} X JX CHIEF {6}	145	746	757	702	38	76	1.6	10.86	2.92	5.1	0.3	-2.9	✓
◆	011JE07502	AltaSIDEREAL-PP	PITTSFIELD-P X DEMOS-P	141	693	706	892	50	69	0.8	0.85	2.96	5.1	0.8	-1.6	✓

Source: CDCB & AJCA Genetic Evaluations April 2023

Alta EDGE FAQ's

WHAT BREEDS WILL BE OFFERED IN THE ALTA EDGE PROGRAM?

We offer elite Holstein and Jersey sires through the Alta EDGE program. Depending on current genetics, both breeds may not always be represented on the program.

WHY IS ALTA REQUIRING SPECIFIC CONTRACTS FOR THIS PROGRAM?

The Alta EDGE program provides key customers with priority access to bulls that Alta expects to be significant contributors and high impact sires for the breed. Normally the AI industry would designate these sires as "mating sires," meaning that semen from these bulls would be reserved from the market and experience a long delay in terms of commercial availability. A contract agreement enables Alta to release semen to interested dairy producers much sooner and more widely with clear terms and conditions for all parties.

WHAT CAN I EXPECT FROM ENROLLMENT IN THE ALTA EDGE PROGRAM?

Alta commits to grant Alta EDGE program clients with the highest priority in semen allocation from these elite level sires. Alta cannot assure the timeliness of fulfilling any orders placed through this program as product inventory and availability cannot be guaranteed.

Furthermore, Alta outlines its commitment should the company choose to exercise the option to purchase any progeny in accordance with the terms and conditions as defined in the Alta EDGE program agreement.

WHICH SIRES ARE DESIGNATED TO ALTA EDGE? WHERE CAN I FIND THIS INFORMATION?

Alta will regularly designate sires to the Alta EDGE program. These sires will be marketed exclusively in North America under the terms and conditions of the contract with the customers in the program. When new sires are added to the Alta EDGE program, that information will be updated on the program website and shared with Alta EDGE contractors via email.

WHAT RESTRICTIONS WILL BE SET UPON THE OFFSPRING?

Details of all restrictions agreed upon regarding all Alta EDGE offspring are specifically outlined in the Alta EDGE agreement. If you are in doubt, please contact our program administrator with any questions by emailing AltaEdge@altagenetics.com.

AM I ALLOWED TO SELL OFFSPRING OR EMBRYOS PRODUCED FROM AN ALTA EDGE SIRE?

Details of all restrictions agreed upon regarding all Alta EDGE offspring are specifically outlined in the Alta EDGE agreement. If you are in doubt, please contact our program administrator with any questions by emailing AltaEdge@altagenetics.com.

IF I AM ENROLLED IN THE ALTA EDGE PROGRAM, AM I GUARANTEED TO GET SEMEN ON THE ALTA EDGE SIRES THAT I WANT?

Semen on bulls designated as Alta EDGE sires can only be purchased if you/your dairy has a signed agreement in good standing with Alta. A signed agreement does not guarantee availability of Alta EDGE sires, since we cannot guarantee production levels. However, your signed Alta EDGE agreement grants you the highest priority to receive the semen that is available, and you will be notified of any production issues that prevent an order from being fulfilled.

HOW LONG IS THE DURATION OF THE ALTA EDGE PROGRAM AGREEMENT?

The Alta EDGE agreement is renewed annually. However, any resulting offspring or embryos from Alta EDGE sires are subject to the terms outlined in the agreement in place when the semen was purchased.

HOW MUCH WILL I PAY PER UNIT OF SEMEN?

The price of all Alta EDGE sires will depend on the availability and demand for their genetics. Please speak with your Alta advisor, or email AltaEdge@altagenetics.com regarding pricing information.

HOW DO I ENROLL?

You can enroll by submitting a request for an agreement to AltaEdge@altagenetics.com.

HOW WILL I GET THE SEMEN?

You will be notified by a client service representative when your order will be filled. All semen must be shipped directly from an Alta Genetics warehouse to the dairy that has signed the agreement and placed the order. A delivery notice from the third-party delivery service will constitute validation that the semen purchased was actually delivered to you.