



## **O Man Reaches the Million Dose Milestone**

World Wide Sires is proud to announce that sales from the genetic giant O-Bee MANfred Justice-ET (EX-94) in the United States and markets around the world has surpassed the one million unit mark. To date, a total of 1,000,646 units of O MAN semen have been sold throughout the globe! At 11-years-old, O MAN joins an elite group of WWS bulls that have achieved this million-unit mark, including Fustead Emory BLITZ-ET in 2006, Robthom INTEGRITY-ET in 2001, Paradise-R Cleitus MATHIE\*CV in 2000 and Fisher-Place MANDINGO-Twin in 1992.

Joining the World Wide Sires' proven lineup in May 2003, O MAN started his active-A.I. career as the breed's best for TPI and held that prestigious spot for three years, setting a record for Holstein sires. He remains among Holstein's Top-10 TPI sires today at an impressive +2030. O MAN also led the Holstein breed for Net Merit Dollars for more than five years. "What O MAN has accomplished is simply unheard of in today's ever-improving Holstein breed," said Blaine Crosser, vice president of dairy sire product line and sales management for Select Sires. "For a bull to lead the breed in any trait for this amount of time is unprecedented and he does it with high reliability. It's an amazing achievement." In addition to his dominance on index lists in the United States, O Man has ranked atop the charts in several other countries in the past couple years, including Canada, United Kingdom, Ireland, Germany, France, Australia, Italy, Denmark, and the Netherlands.

Bred by Gary, Gaylon and Steve Obert, Dakota, Illinois, this Excellent Ha-Ho Cubby MANFRED-ET son is out of an Excellent 92 Emprise Bell ELTON daughter, Meier-Meadows El Jezebel-ET. Jezebel has proven herself an outstanding transmitter, returning nine of 12 sons to active-A.I. The Obert family is extremely proud of having bred a bull that has made such an incredible impact on the breed. "As commercial dairymen, we are thankful we could provide the high health-trait genetics to dairymen around the world," he said. Jezebel has established a powerful cow family, with granddaughters and great-granddaughters that have produced several noteworthy sires. Altogether, the Oberts have sold more than 250 bulls to A.I., 28 of which have graduated to an active lineup.

O MAN has been successful for so many producers because his daughters produce volumes of high-component milk, calve easily, breed back quickly and have great feet and legs and strength to compete well in large, challenging herd environments. "O MAN sires the true type model cow for the commercial dairymen," said Charlie Will, manager Holstein sire program for Select Sires. "He came along at just the right time in history, just when Holstein breeders were looking to reduce calving difficulty and improve cow fertility in their herds. I have heard from one dairyman milking more than 300 O MAN daughters who said they were the most profitable daughters of any bull he has ever used."

While O MAN has established himself as a genetic giant within the Holstein breed, his legacy is certain to continue through his many sons. The first O MAN sons graduated into proven line-ups in the United States in January 2009. After the April 2009 Sire Summary, there were 41 in active service. World Wide Sires is currently marketing semen from 14 O MAN sons, including the top



ranked O MAN sons in the breed for the following traits: TPI, Net Merit \$, Milk, Protein, Fat, Type, Feet and Legs, Daughter Pregnancy Rate and Productive Life. Altogether, almost 320 O MAN sons were sampled in the U.S. so we expect to see several more exciting O MAN sons in the future.

World Wide Sires, Ltd. remains at the forefront in providing exceptional genetics for outstanding type and phenomenal production. A leading exporter of U.S. livestock semen, World Wide Sires represents Accelerated Genetics and Select Sires in Europe, Africa, Asia, the Middle East and Oceania.