Get the Edge on Genetic Progress
Choose Alta EDGE!

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.

STEP 01

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.

STEP 02

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.

STEP 03

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.

STEP 04

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 – AUGUST 2022

511	Code	Bull Name	Pedigree	GLPI	PRO$	Milk	Pro	Fat	Conf	Mamm	F&L	SCS	MS	Temp	DF	HL	A2A2
◆	011H016263	AltaWOODSIDE	AltaWHEELHOUSE X LIONEL	3752	3467	1935	89	136	6	6	1	107	103	102	104	106	✓
	011H016088	AltaFIRSTTIME	AltaZAZZLE X ACURA	3634	3160	406	64	133	4	5	3	104	103	103	105	108	
◆	011H016082	AltaYOUBETCHA	AltaWHEELHOUSE X SOLUTION	3786	3657	1473	88	127	4	1	8	108	100	100	105	110	✓
◆	011H016080	AltaMAINSTREAM	AltaWHEELHOUSE X RIVETING	3611	3093	1593	90	138	2	−2	4	106	100	98	101	106	✓
◆	011H015932	AltaPOWERBUCK	AltaTIKI X PURSUIT	3643	3429	2226	88	100	4	4	3	108	101	102	105	110	
◆	011H015874	AltaEXQUISITE	AltaZAZZLE X PURSUIT	3570	3228	1001	76	110	3	2	4	106	107	103	106	108	
◆	011H015830	AltaOVERTAKE	AltaZAZZLE X GRANITE	3616	3160	995	69	118	3	5	0	107	100	101	104	110	

canada.altagenetics.com/dairy/alta-edge

Source: Canadian Dairy Network August 2022

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 RETRICTIONS 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.

Alta
Create Value ▲ Build Trust ▲ Deliver Results