

The Muri Planet Popsys

Global fame with a touch of 'Italian Style'

Italy... a country beloved for their incredible food, Italian style and off course great Holsteins. It is where influential sires were born and some of the best global cow families were created. A Canadian background, solid breeding decisions and a lot passion are the ingredients of one of Italy's finest cow families: the Muri Planet Popsys.

Piëmontese to No. 1 production

Ten Canadian cows are the foundation of the Muri Holsteins herd for brothers Mario and Franco Morisiasco. Until the Canadian cows arrived in 1977, the herd was composed of the Italian breed, Piëmontese. One of the newest arrivals was Hillwood Countess Patti and the start of the Popsy pedigree on Italian soil. Today, Muri Holsteins is an extremely well respected name in the Italian dairy industry, managed by sisters Claudia and Stefania Morisiasco and milking 260 cows three times per day. In recent years, they have had great show successes, topped genomic rankings and were the highest production herd in Italy, all successes that can be attributed back to a family started with Patti.

Production, show and GENOMICS

A few generations later in 1987, Muri Complete Navanna was born. A

true example of this family's extreme quality and the eighth generation before Popsy. In these eight generations we see a mix of outstanding attributes. Navanna scored EX-90 and produced more than 95,000 kg milk, her Southwind daughter created a great show type branch with EX-92 and EX-91 daughters by Prelude and Storm. A more important branch started through her EX-92 Commander daughter, Quayanna. A cow that did well at multiple shows for Muri Holsteins but also is the source for the strong index branch of the family.

"We always knew the cow family we worked with had outstanding qualities by the performances we discovered in our barn. In addition, the family already had some animals in the Top 100 PFT. It was a phenomenal reward for us, the experiences we received from this cow family. It was confirmed by the genomics and from there we could show that to the rest of the world," shared Claudia Morisiasco.

Dream Cow - Nutella

The goal at Muri Holsteins is breeding for strong, long-lasting, good looking cows. "Our ideal dairy cow has dairy strength and show femininity along with great udders. We enjoy the good looking cows, but the traits we like also help for high lifetime productions," Morisiasco said. Fulfilling the Muri Holsteins' goal, Bolton Nutella is scored EX-90 and the looks the part. In addition, she has produced more than 80,000 kg of milk and is still active in the herd



Muri Planet Popsy as a two-year-old



Muri Bolton Nutella EX-90-IT
A dream cow for Muri Holsteins



Muri Planet Popsy VG-88-IT
She put the family on the map



All.Nure Numero Uno Pepita
Sold as a First Choice for a European record price: € 101.000

currently completing her fifth lactation. Morisiasco confirms, "She is a dream cow for us."

Dream cow Nutella has multiple daughters at Muri Holsteins and they are still working on to get more progeny out of her, recently she flushed to sexed Jedi which created 5 pregnancies. Beside that there is a 2nd calf Supersonic, a 1st calf Supersire and a daughter out of the golden cross on Nutella Muri Planet Popsy (Popsy's full sister). She is the dam of 3 Doorman daughters from which one sold to the breeding program of the Inseme group and another one recently won the Championship in the Young Cow Class and Champion Best Udder at the regional show. And another member of the family Muri Sanchez Regia has been pre-selected for the All-European Championship in Colmar 2016!

Global fame, thanks to POPSY

The best and most influential combination made on Nutella was easily the mating to Ensenada Taboo Planet, resulting in the star of our article, Muri Planet Popsy. In April 2012, she created a global sensation becoming the No. 1 GTPI Cow in Europe and the No. 1 GTPI Outcross Cow worldwide with no Shottle, Oman and/or Goldwyn in her pedigree. All sires that were very dominant in the pedigrees of the top ranking cows of her time.

"We knew the family performed outstanding in our herd, it was a great reward for us that this was confirmed by the genomics."

These results caused a thunderstorm of interest from all over the world. Giorgio Rosetti, Al-Be-Ro Holsteins, moved quick following Popsys genomic success and became a partner in this global star. Popsy moved to the herd of Al-Be-Ro Holsteins, Piacenza, Italy and joined several other stars both in index and in show. Popsy scored VG-88 in her second lactation is still milking at Al-Be-Ro Holsteins and has already produced 54.192 kg of milk with 4.1% fat and 3.4% protein in two lactations!

Record price and next generation

The storm of interest continued and was on full speed during the Holland Masters Sale in 2012 where Popsy's first choice female (sired by Numero Uno) created a worldwide bidding frenzy and sold for a final price of EUR 101.000, the highest price ever paid in a European auction. The buyer was an international group of

breeders including Diamond Genetics (NL), Eclipse Holsteins (Australia), Cormdale Genetics (Canada), Muri Holsteins and Al-Be-Ro Holsteins (Italy). The result of the combination was just like what every buyer hopes for, it delivered the new No. 1 GTPI in Europe, All.Nure Numero Uno Pepita, and her full sister Popsy. Today, Pepita and Popsy still rank as the No. 2 and No. 3 GTPI Numero Uno daughters in Europe.

Through these Numero Uno sisters the huge genomic branch of the Popsy cow family spread. It is influencing the breed through multiple high ranking sons in A.I. and chart-topping genomic daughters. For example, Pepita's Kingboy son at Intermizoo, DG Popstar, is the No. 1 gPFT sire in the Italian rankings with +3797 gPFT. Popstar is also one of the highest Kingboy sons worldwide for GTPI at +2604 and his full brother sold to German A.I. Commander son, DG Pluto, is at AI Total, combining +149 RZG with 130 RZE (type) and +2459 GTPI. Kingboy daughter DG Pricilla has a unique combination of over +2500 GTPI with over +3 points on type.

Pepita's full sister, Popsy, has multiple sons at Semex and Intermizoo and backs the current highest GTPI females from the family including the No. 1 and No. 2 GTPI Supershot heifers (>9 months) in Europe. All.Nure Supershot Paprika has a GTPI of +2697 and is one of the highest Supershot daughters in the breed for type with a PTAT of +2.50. Paprika is a working on her career in Holland under the ownership of Diamond Genetics and Hul-Stein. Her full sister Paris with a GTPI of +2687 is still owned by Al-Be-Ro Holsteins and Muri Holsteins.



The Next Generation... full sisters All.Nure Supershot Paris, Priska and Paprika. Paprika and Paris are the No. 1 and No. 2 GTPI Supershot heifers (>9 months) in Europe.

The Muri Planet POPSYPsy cow family

♀ Canadian Import: Hillwood Linda Rockman
(s. Rose Vega Rockman Justice)

♀ Erania VG-85-IT
(s. Bollo)

♀ Ginta GP-IT 2yr.
(s. Leadfield Star Chief)

♀ Linda GP-IT 2yr.
(s. Twin-Lawn Elevation Jason)

♀ DIMuri Complete Navanna EX-90-IT
(s. Sunnyside Complete)
Lifetime: 97,092 kg Milk)

♀ Muri Quyanma EX-92-IT 2E
(s. A Dreamstreet Commander)
Lifetime: 60,779 kg Milk)

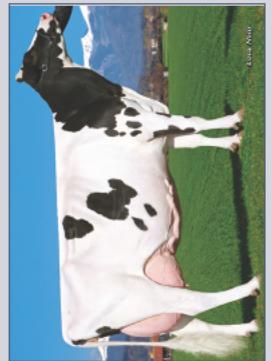
♀ Muri Oscar Taianna GP-83-IT La1.
(s. Art-Acres Ned Boy Oscar)

♀ Muri Juror Vaiana VG-85-IT La1.
(s. Ked Juror)
Lifetime: 65,606kgM

♀ Muri Sbrm Eanna GP-83-IT La1.
(s. Weaver, Benc Eddie)

♀ Muri Mitoto Gindy VG-85-IT La1.
(s. Carol Prelude Mitoto)
Lifetime: 60,621kgM (4La)

♀ Muri Bolton Nutelle EX-90-IT
(s. Sandy-Valley Bolton)
Lifetime: 83,972kgM (5La & Still producing)



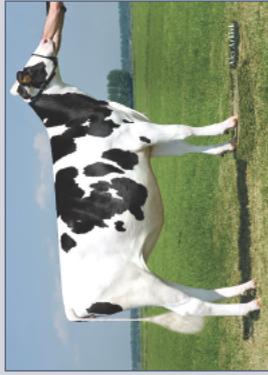
♀ Muri Planet Popsy VG-88-IT
(s. Ensenada Taboo Planet)
Lifetime: 54,192 (La2 & Still producing)



♀ Muri Planet Popsy GP-84-IT 2yr.
(s. Ensenada Taboo Planet)
Multipl daughters & grand daughters by
Doorman, Bryant, Summit & others

♀ Muri Supersonic Selissa
(s. Misty Spring Supersonic)
Multipl daughters & grand daughters by
Facebook, Bayonet & Speaker

♀ AllNure Numero Uno Pepita NC
(s. Amighetti Numero Uno)



♂ DG Popstar @ Intermizoo
(s. Morningview Kingboy)

♂ DG Pluto @ AI Total
(s. Larcrest Commander)

♂ DG Pablo @ RBB
(s. Morningview Kingboy)

♀ AllNure Numero Uno Papsy
(s. Amighetti Numero Uno)



♂ AllNure Papillon @ Semex
(s. St. Odile Pure)

♂ AllNure Piper @ Intermizoo
(s. Seagull-Bay Silver)

♂ AllNure Purley @ Intermizoo
(s. St. Odile Pure)

♀ AllNure Supershot Paprika
(s. Cogent Supershot)

♀ AllNure Numero Uno Paris
(s. Cogent Supershot)

♀ AllNure Numero Uno Tiffany
(s. Amighetti Numero Uno)
Daughter by Lancome