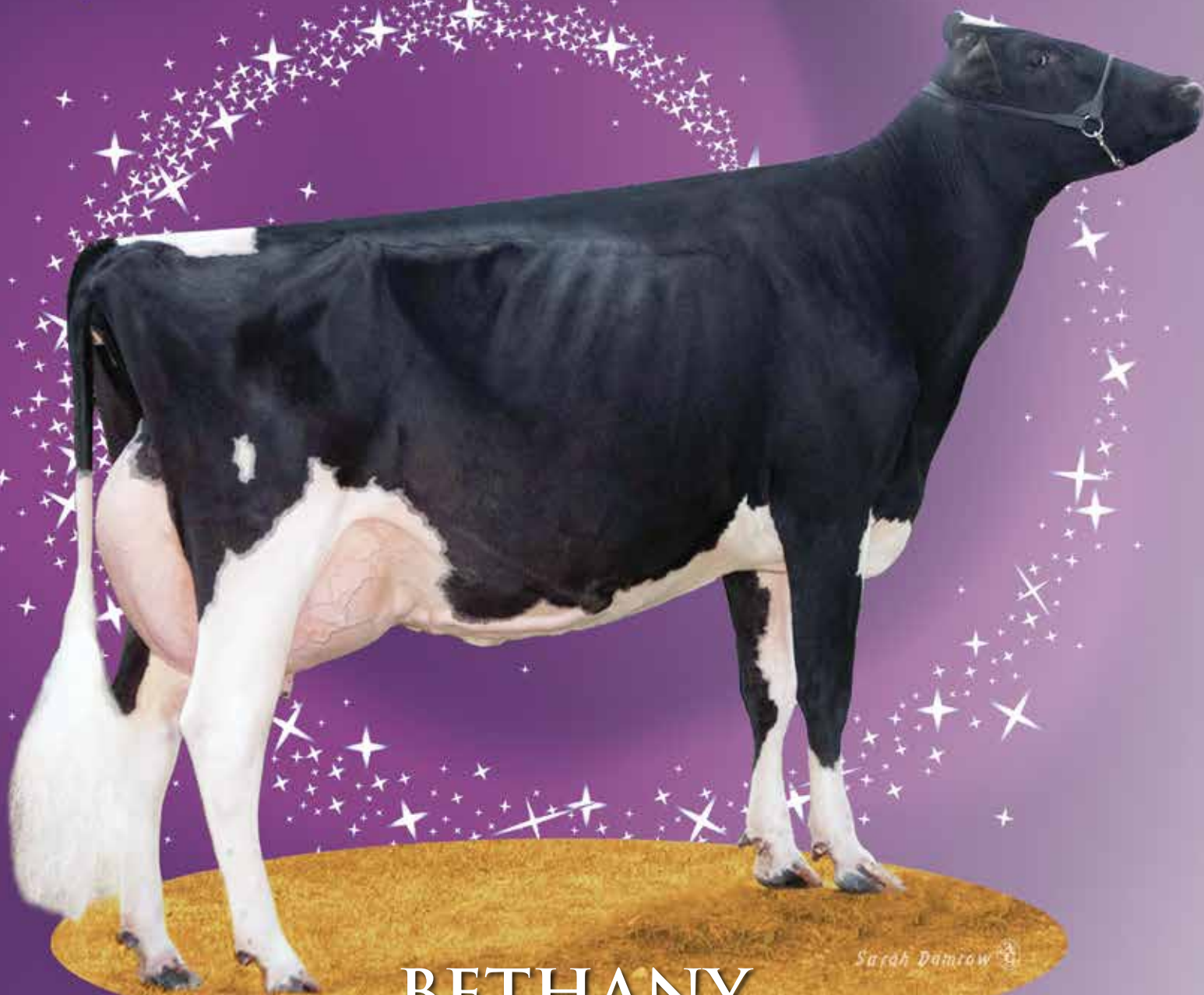


Star of the Breed



BETHANY

Pineylawn Jasper Bethany EX-94

4-04 2X 365d 46,920M 4.5%F 2,130F 2.9%P 1,366P

5th 5-Year-Old – 2014 Midwest Spring National Holstein Show

5th 5-Year-Old – 2014 Midwest Fall National Holstein Show

Bred by Pineylawn Acres, Fond du lac, Wis. • Owned by Heatherstone Enterprises, Baraboo, Wis.

2014 Star of the Breed

Enjoying the Journey: Pineylawn Jasper Bethany

It was lucky for Mike Holschbach that he listened to a friend two years ago and took a look at a Registered Holstein named Pineylawn Jasper Bethany. Mike was reading pedigrees for the Barron County, Wisconsin, spring sale, when Jerry Muzzy stopped in. He told Mike about an exciting young cow that he had worked with at World Dairy Expo the previous fall. The owners were dispersing the herd. “He was very convincing that I needed to go look at her. So I took him at his word. And when I left the barn, I knew that was a very special cow,” Mike says.

Mike purchased her at the dispersal and, two years later, Bethany is Holstein Association USA’s 2014 Star of the Breed. Classified Excellent-94, she’s a consistently high producer for the Holschbachs’ Heatherstone Enterprises in Baraboo, Wisconsin, peaking at 175 pounds a day and very consistent on butter fat and protein, with a reliably low SCC. In her last lactation, Bethany produced 46,920 pounds of milk, with 4.5 percent fat and 2.9 percent protein. “She’s everything you want in a cow,” Mike says. “She knows her job and she’s also a cow that likes to go to shows, very willing to jump on the trailer without missing a beat. She enjoys the journey.”

Mike bought Bethany at a dispersal sale for Pineylawn Acres, owned by Ed Monstma, a long-time Holstein breeder in Fond du Lac, Wisconsin. Ed’s father immigrated from Holland, where he raised Registered Holsteins and where Ed’s grandfather was known for walking his cows seven miles to breed them to a particular bull.

Ed is thrilled by Bethany’s honor. “I always showed cattle so I always aimed for type without trying to sacrifice a lot of production—those are the bulls I tried to use,” he says. A veteran semen salesman had advised him that Wilcoxview Jasper-ET [Bethany’s sire] was going to be a good bull. “So I jumped on him a little early, and lucked out—I used him before he ever got hot.”

Since Bethany has been at Heatherstone, she’s calved twice. One was a Maple Downs-I GW Atwood-ET heifer she was carrying when they bought her; the other is a heifer, born in April, by their own Heatherstone Malicious-ET, a high-type genomic bull.

The Holschbachs plan to flush Bethany in her current lactation, but she’ll have to wait in line for recipients behind her barnmate, another stellar Holstein: Brookhill Goldwyn Cecile, one of the few new 95-point cows this year.

The Holschbachs milk 130 Registered Holsteins, with a rolling herd average of about 30,408 pounds on 2X, with 1,267 pounds of fat and 973 pounds of protein. Their son Chase, 29, is in charge of feed and forage production on the farm’s 300 acres. He has won the World Forage Analysis Superbowl (2012, for baleage) and often places in the top five.

Their daughter Brienne, 32, is a teacher and administrator for the Madison, Wisconsin, school district, and a wife and mother of two. Their daughter Chelsea, 26, is an intern in DVM livestock medicine and surgery at Colorado State University, and will return to Wisconsin this summer for a residency.

“We are extremely proud of our children and the young adults they have become, each passionately pursuing their own dreams,” Mike says. They have all been actively involved on the farm, showing and judging cattle. “We feel so fortunate to have raised our family on this farm.”

The Holschbachs’ breeding strategy is diversified. Their best young cows are sired by Atwood, Regancrest Gv S Bradnick-ET, Apples Absolute-Red-ET, and Pine-Tree Sid; their best heifers by Val-Bisson Doorman, Mr Chassity Gold Chip-ET, and the young sire of their own breeding, Heatherstone Malicious-ET. Higher genomic animals are individually mated using the current top genomic young sires. Show cows and heifers are correctively mated in hopes of creating the next “great one.” Sires include Braedale Goldwyn, Regancrest Elton Durham, Mr Atwood Brokaw, Oh-River-Syc Byway-ET, Atwood, and Malicious. The remainder of the milking herd is bred to both proven and young sires. The key factors they use

to select sires for this group include type, components, Productive Life, daughter pregnancy rate, sire conception rate, and cow families.

Heatherstone Enterprises’ farmstead gets a great deal of attention—it’s a picturesque dairy along busy Route 12

between Wisconsin Dells and Madison which Valerie’s parents, Duane and Carol Jean Hegna, bought in 1974. Mike grew up in Sheboygan County, where his dad managed a show herd and Mike quickly got involved in showing. After Mike and Valerie married, he worked for International Holstein Sales and Service in Lake Mills, Wisconsin, for several years before coming back and purchasing Heatherstone from the Hegnas in 1994. At 80 years old, Duane still puts in his hours on the farm.

Bethany placed fifth in the Midwest Spring National Show last year, and at the Midwest Fall National Show, and fourth at the Wisconsin State Champion Show. “She’s coming into her own,” Mike says. “We really believe this should be her best year, because she’s aging very gracefully; she will be a very competitive aged cow.”

The Holschbachs chalk up their success to attention to detail and their passion for dairying. “We’re extremely dedicated—it’s our dedication and the details that I think make a difference,” Mike says. Valerie agrees. “Mike has an extreme passion for what he is doing, and that’s the key.” 🐄



Herdspersons Raymundo Valentin-Cruz and Megan Slayton with Bethany, above. Chelsea Holschbach, right.

