

U.S. Registered Holsteins

FOR MAXIMUM PROFIT



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Holstein Association USA, Inc.

Registered Holsteins®



Registered Holsteins® dominate the U.S. and world dairy industry. The reasons for their popularity are clear: unequalled production, greater income over feed costs, unequalled genetic selection and progress, more lifetime profit per cow and adaptability to a wide range of environmental and management conditions. Added up, these advantages mean maximum profit for dairy producers who milk U.S. Registered Holsteins.

THE ASSOCIATION

With over 30,000 members, Holstein Association USA, Inc. is the largest dairy breed organization in the world, and has provided dairy producers with products and services to help them breed better Registered Holsteins for more than 120 years. The Holstein Association is the industry's single source for complete performance and genetic information on officially identified Holstein cattle. Gathering, processing and recording data on Holsteins from across the country, the Association translates this into information dairy producers can use to make profitable business decisions. The programs and services offered by the Holstein Association help producers make accurate breeding and management decisions, set realistic herd goals, evaluate management practices, determine market value of breeding stock, and predict future performance and profitability.



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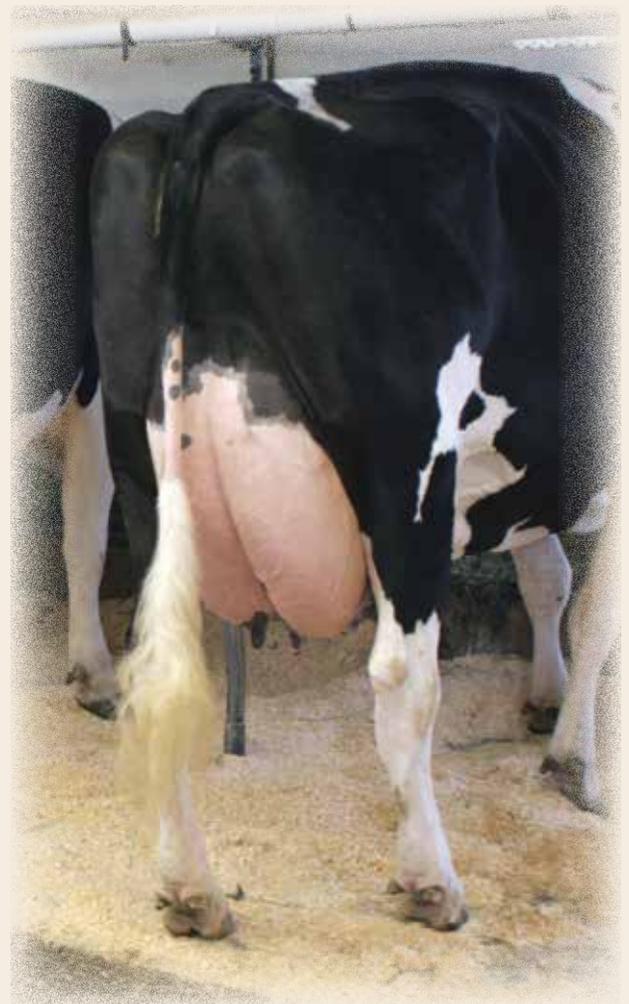
Why should you choose Registered Holsteins? Use this brochure as a guide to the many benefits and profit opportunities Registered Holsteins can offer you in maximizing your bottom line earnings.

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Study Shows U.S. Holsteins are More Profitable

In a recent study published in the June 2005 *Journal of Dairy Science*, a herd of 100 Holstein cows generated **\$31,221 more income over feed costs (IOFC)** per year than a herd of 100 Jersey cows.

The study, conducted by Kenneth Bailey, C.M. Jones and A.J. Heinrichs at Pennsylvania State University, evaluated the economic returns for Holstein and Jersey herds under the current multiple component pricing system. Using milk production, component levels and price data from Federal Order 33, the study was run from January 2000 through December 2002. Federal Order 33 includes herds mainly in Ohio, Michigan, Illinois, Indiana and Western Pennsylvania. Information relating to the breed and production per cow was obtained from Dairy Records Management Systems (DRMS) in Raleigh, N.C.

The study sought to define the economic returns for milk production under alternative component and production levels for each breed. Using a simulation model that computed gross revenue by production and component level, feed costs and income over feed costs (IOFC), the Holstein herd fared better in almost all the scenarios. Breed averages for milk production and component levels were used.

For the baseline scenario, Holstein production for 100 cows was 66.0 lbs/d with 3.72% fat and 3.03% protein, resulting in annual production of 2.41 million pounds of milk, gross revenue of \$315,853, total feed costs of \$107,514, and \$208,339 in annual IOFC.

The baseline Jersey production for 100 cows was 46.2 lbs/d with 4.67% fat

and 3.57% protein. This resulted in annual production of 1.69 million pounds of milk, \$261,323 in gross revenue, \$84,205 in feed costs, and annual IOFC of \$177,118.

The baseline results indicate that a herd of 100 Holstein cows generated \$31,221 more IOFC than a herd of 100 Jersey cows.

Jersey milk had a higher gross value per hundredweight than Holstein milk, \$15.49/cwt and \$13.12/cwt, respectively; however, the total volume of milk and components produced by Holsteins offset this price difference.

"In all of the scenarios analyzed, the most important factor affecting income over feed cost was the total amount of milk, fat and protein produced, not the component percentage levels."

Dr. Kenneth Bailey
Associate Professor of Agricultural Economics
Penn State University

What happens to IOFC in different scenarios? Researchers simulated several different changes, including increasing/decreasing milk production one standard deviation (keeping baseline component levels) and increasing/decreasing components one standard deviation (keeping baseline production levels). In each case, the Holstein herd had a larger IOFC than the Jersey herd (see chart below).

"In all of the scenarios analyzed, the most important factor affecting income over feed cost was the total amount of milk, fat and protein produced, not the component percentage levels," said Dr. Kenneth Bailey, Associate Professor of Agricultural Economics at Penn State University and lead researcher of the study. "Although milk price is determined in part by the percentage of each component, **it is the volume of milk components sold each month that results in higher levels of gross revenue.**"

This study clearly illustrates that the most important factor affecting IOFC is the total amount of milk, fat and protein produced, not the component percentage levels. Regardless of breed, increasing milk volume improved IOFC more than increasing component levels.

"This study demonstrates what we would logically conclude, that the more volume of milk, the more volume of components produced, and therefore, more money in your milk check. **For Holstein breeders, that could be as much as \$31,000 more a year,**" said Bailey.

Source: K. W. Bailey, C. M. Jones and A. J. Heinrichs. 2005. *Economic Returns to Holstein and Jersey Herds Under Multiple Component Pricing*. *J. Dairy Sci.* 88:2269-2280

Annual production, gross revenue, feed cost, and income over feed cost for various Holstein and Jersey scenarios.

		Annual production						Gross revenue		Feed cost		Income over feed cost	
		Milk/cow lb per d	Fat %	Protein %	Milk	Fat	Protein	\$/cwt	\$/yr	\$/cwt	\$/yr	\$/cwt	\$/yr
Holstein	Baseline ¹	65.96	3.72	3.03	2,407,172	89,591	72,893	\$13.12	\$315,853	\$4.47	\$107,514	\$8.65	\$208,339
Jersey	Baseline ¹	46.22	4.67	3.57	1,686,882	78,810	60,139	\$15.49	\$261,323	\$4.99	\$84,205	\$10.50	\$177,118
Holstein	Increase components ²	65.96	4.09	3.18	2,407,172	98,354	76,654	\$13.94	\$335,449	\$4.61	\$111,014	\$9.32	\$224,435
Jersey	Increase components ²	46.22	5.17	3.80	1,686,882	87,160	64,101	\$16.64	\$280,704	\$5.18	\$87,357	\$11.46	\$193,347
Holstein	Increase production ²	77.08	3.72	3.03	2,807,135	104,477	85,004	\$13.12	\$368,333	\$4.24	\$119,107	\$8.88	\$249,226
Jersey	Increase production ²	55.60	4.67	3.57	2,025,420	94,627	72,208	\$15.49	\$313,768	\$4.66	\$94,383	\$10.83	\$219,384
Holstein	Decrease production ³	54.84	3.72	3.03	2,007,209	74,705	60,781	\$13.12	\$263,372	\$4.86	\$97,617	\$8.26	\$165,756
Jersey	Decrease production ³	36.84	4.67	3.57	1,348,344	62,994	48,070	\$15.49	\$208,879	\$5.43	\$73,186	\$10.06	\$135,693

¹ Baseline scenarios assume 100 cows with production and components at the mean of the DHIA data obtained from Dairy Records Management Systems, Raleigh, NC.

² Increase scenarios assume 100 cows with production or components increased one standard deviation above the mean.

³ Decrease scenarios assume 100 cows with production or components decreased one standard deviation below the mean.

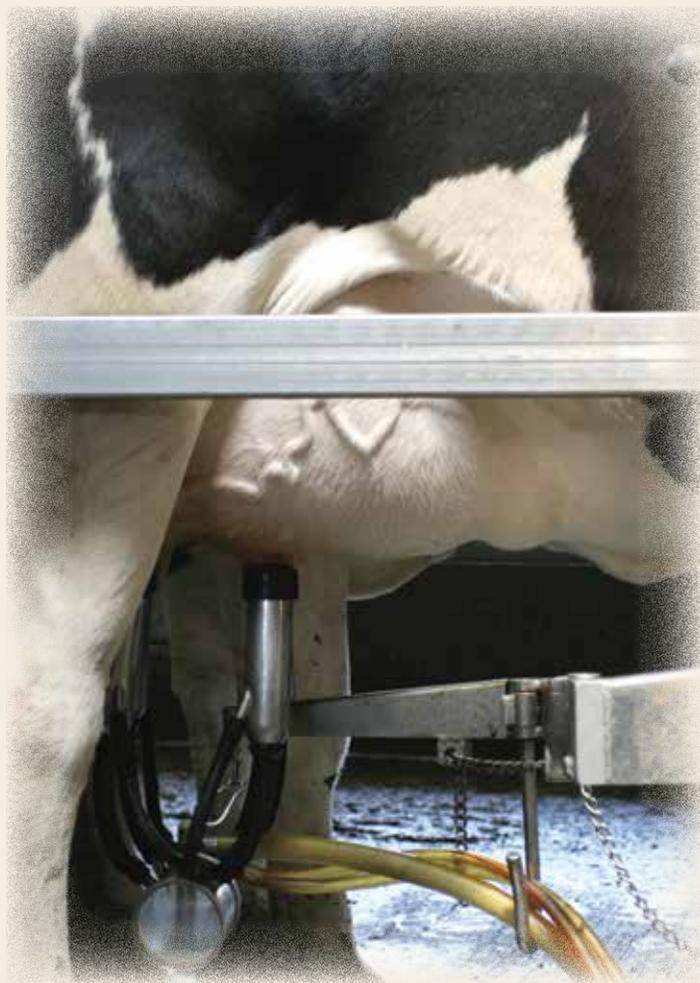


Registered Holsteins are the Best Choice For Profit

MORE POUNDS OF MILK, PROTEIN AND FAT

As a dairy producer, you know the most important income factor on your dairy is the milk check. "The milk check pays the bills" is an often heard statement. Holsteins produce the greatest volume of milk compared to the other dairy breeds (see Chart 1). Some dairy breed organizations claim that with today's component milk pricing that higher components are more important to increasing your milk check. Simple calculations help you quickly realize that it's not the component percent that matters, but rather the POUNDS of components.

Holsteins out-produce every other breed in pounds of components – thereby, making your milk check bigger.



MORE LIFETIME PROFIT PER COW

Holsteins produce **\$422 more** in lifetime profitability than Jerseys.

Holsteins produce **\$289 more** in lifetime profitability than Holstein/Jersey crosses.

Source: USDA-AIPL. References: VanRaden, P.M., Tooker, M.E., and Cole, J.B.. 2004. Heterosis and breed differences for daughter pregnancy rate of crossbred dairy cows. Journal of Dairy Science. 87(Suppl. 1):284 (abstr. 532). P. M. VanRaden and A. H. Sanders. 2003 Economic Merit of Crossbred and Purebred US Dairy Cattle. Journal of Dairy Science. 86:1036-1044

SOMATIC CELL COUNT (SCC)

A lower somatic cell count translates into fewer cases of mastitis in your herd, reducing milk loss and treatment costs. Holsteins have the ability to produce high volumes of low somatic cell count milk. A lower herd SCC may make it possible for your dairy to qualify for quality premiums offered by your milk buyer. The linear SCC scores listed in Chart 2 are based on animals born in 2002.

Chart 1

2005 DHIA Cow Summary						
	Number of Herds	Milk Pounds	Butterfat Percent	Butterfat Pounds	Protein Percent	Protein Pounds
Holstein	21,659	22,347	3.64	817	3.05	685
Ayrshire	122	15,625	3.85	602	3.15	493
Brown Swiss	270	17,925	4.04	732	3.37	610
Guernsey	180	15,101	4.51	681	3.37	508
Jersey	1,148	16,099	4.60	741	3.57	576
Milking Shorthorn	43	14,299	3.64	520	3.11	445

Source: Averages of DHI Cow Herds, 2005 By Breed and Category of Testing Plan

Chart 2

Linear SCC Scores	
Holstein	2.98
Ayrshire	2.69
Brown Swiss	2.81
Guernsey	3.12
Jersey	3.26
Milking Shorthorn	2.78

Source: aipl.arsusda.gov/dynamic/trend/current/ttrndx.html

LESS INBREEDING

The lifetime economic loss from inbreeding is calculated from the percent of inbreeding and is generally considered to cost about \$24 for each percent. The performance of inbred animals results in reduced profitability. Using the average inbreeding percentage of 4.9 for Holsteins and 7.0 for Jerseys, Jerseys will lose on average, \$51 more over their lifetime than Holsteins. Multiplying \$51 by an average herd size of 100 results in **\$5,100 of lost profit if you milk Jerseys** (see Chart 3).

“It’s easy to see why Registered Holsteins are my choice: more milk, more money and more value.”

– Mark S. Mlsna
Cashton, Wis.



MOST GENETIC PROGRESS OVER FIVE YEARS

In the last five years, Holsteins have made more genetic progress in lifetime Net Merit dollars (NM\$) than any other breed. The NM\$ index is defined as the expected lifetime profit compared to cows born in 1995 (see Chart 4). Net Merit measures the additional net profit that an offspring of an animal will provide over its lifetime.

Today’s average Holstein cow has a superiority of +155 NM\$ over the average Holstein cow born in 1995.

MORE CHOICES

Holstein breeders are in the enviable position of having a wide array of animals for genetic selection. Population size is an important advantage when it comes to having access to top genetics. More bulls to select from means a less inbred population (see Charts 5-7).

Chart 3

Average inbreeding loss of cows born in 2003	
Holsteins – 4.9%	Jerseys – 7.0%
4.9 x \$24 = \$117.60	7.0 x \$24 = \$168

Source: USDA

Chart 4

Net Merit by Breed	
Holstein	\$ 155
Ayrshire	\$ 76
Brown Swiss	\$ 146
Guernsey	\$ 100
Jersey	\$ 128
Milking Shorthorn	\$ 57

Source: USDA

Chart 5

Number of Active AI Bulls available in the U.S.	
Holstein	665
Ayrshire	25
Brown Swiss	47
Guernsey	22
Jersey	94

Source: USDA

Chart 6

Average number of bulls being progeny tested around the world:	
Holstein	8,440
Ayrshire	982
Brown Swiss	637
Guernsey	79
Jersey	658

Source: Interbull

Chart 7

Number of countries with a major breeding program (testing more than 100 bulls/year).	
Holstein	16
Ayrshire	2
Brown Swiss	3
Guernsey	0
Jersey	3

Source: Interbull



Earn More Profit with Registered Holsteins

Your milk check is your most important source of income. If you are thinking about milking Registered Holsteins, you want to know how your milk check will really look, with regional factors taken into consideration. The charts below can help you calculate your income potential when you join the majority of dairy producers nationwide who are already reaping the benefits of the Holstein cow's outstanding profit earning power.

PROFIT POTENTIAL

Chart 1 reflects the Federal Order 1 market price for July 2006. Using these price figures, the average 100 cow Holstein herd would see a gross payment of \$27,493 at \$12.88/cwt. Compare this to the average 100 cow Jersey herd gross payment of \$23,830 at \$15.07/cwt (see Chart 2). If a Jersey dairy producer switched to Holsteins, they could expect to earn \$3,663 more a month in their milk check. Multiplying that by 12 months, the average Jersey herd could earn **\$43,960 more per year by milking Holsteins.**

With Holsteins, your profit potential will only continue to grow as the number of cows you choose to milk increases. A Holstein herd of 3,000 cows would earn **\$109,462 more per month** than a Jersey herd of 3,000.

To find out how much more profit you could make by switching to Registered Holsteins, contact your Holstein Association Regional Representative today by calling 800.952.5200.



Chart 1

Multiple Component Price Worksheet

Product Prices for: July 2006

Butter \$/lb	\$1.1340
Cheese \$/lb	\$1.1793
Whey \$/lb	\$0.2810
Producer Price Differential	\$1.87 (est. @ \$2.50 zone)
(\$/cwt Adjusted to location:)	
Class III \$/cwt	\$12.79

Holstein Test Averages

Butterfat Test	3.65%
(True) Protein Test	3.06%
Other Solids Test	5.65%
Somatic Cell (000s)	322

	\$/cwt	100 Cow Herd	3,000 Cow Herd
Total Pounds Sold		213,393	6,398,400
Producer Price Differential	\$ 1.87	\$3,990.45	\$119,650.08
Butterfat \$/lb @ \$1.2228	4.4632	\$9,524.20	\$285,574.67
Protein \$/lb @ \$1.9807	5.8488	\$12,480.95	\$374,230.20
Other Solids \$/lb @ \$0.1257	0.6853	\$1,462.48	\$43,851.30
SCC adjust. \$/cwt @ \$0.00059	0.0165	\$35.25	\$1,057.02
Gross payment per month:	\$12.88	\$27,493.33	\$824,363.26

Chart 2

How Much Profit Could Be Made Milking Holsteins?

	Holstein Averages	Jersey Averages
Days	31	31
Cows	100	100
lbs/day	68.8	51.0
Total lbs	213,393	158,100
Butter Fat%	3.65%	4.60%
Protein%	3.06%	3.59%
SCC	322	298
\$/cwt	\$12.88	\$15.07
Gross payment	\$27,493.33	\$23,830.01

Income Potential For Holstein Producers:

\$3,663.32 more per month
\$43,960 more per year

U.S. Holstein Breeders Supply World's Premier Genetics

The U.S. remains the world's premier source of profitable Registered Holstein genetics. With the U.S. Holstein population's size and diversity, and effective national data collection and genetic evaluation systems, producers can be assured this superiority will continue. More importantly, U.S. Registered Holstein breeders continue to make positive genetic improvement in all traits of economic importance. As a country, U.S. Registered Holstein breeders have developed a balanced breeding goal focused on both TPI and NM\$ to maximize lifetime profitability.

TOP 100 BULLS

The International Bull Evaluation Service (Interbull) uses multitrait cross-country evaluation (MACE) to combine bull evaluations from 25 countries to provide international bull evaluations based on each country's scale. According to Interbull, the U.S. has the most Holstein bulls in the top 100 in ten different traits, making it the number one worldwide source of premier genetics (see Chart 1).

BALANCED TRAITS

U.S. Registered Holstein genetics are the most balanced in type and production traits in the world. Information obtained by calculating the TPI of all the bulls in each country and averaging each trait for the country's top 100 bulls, puts the U.S. in the lead. On average, the top 100 U.S. bulls for the following traits exceed the average top 100 bulls from other countries: TPI, PTA Milk, PTA Fat, PTA Protein, Udder Composite, Feet and Legs Composite, Productive Life and Daughter Pregnancy Rate.

Chart 1

THE U.S. IS THE LEADING SOURCE OF THE WORLD'S TOP 100 BULLS									
Milk	Fat	Protein	PTAT	UDC	FLC	SCS	PL	SCE	DCE
USA: 57	USA: 36	USA: 38	USA: 52	USA: 56	USA: 48	USA: 33	USA: 59	USA: 64	USA: 59
NLD: 9	NLD: 23	NLD: 19	CAN: 36	CAN: 28	CAN: 14	DEU: 23	DEU: 19	CAN: 15	CAN: 17
ITA & FRA: 6	DEU: 9	FRA: 15	DEU: 5	DEU: 5	DEU: 14	ITA: 9	DNK: 7	DNK: 11	NLD: 19

Source: USDA

KEY	NLD=Netherlands	CAN=Canada	DEU=Germany	DNK=Denmark	ITA=Italy	FRA=France
	PTAT=Predicted Transmitting Ability Type	UDC=Udder Composite	FLC=Feet & Legs Composite	SCS=Somatic Cell Score		
	PL=Productive Life	SCE=Sire Calving Ease	DCE=Daughter Calving Ease			



Profit Through the Sale of Registered Holsteins

For over 120 years, Registered Holstein breeders have known their animals are the most valuable and profitable. Public and private treaty sales offer merchandising opportunities, giving dairy producers the ability to market the cow families and genetics they have worked hard to develop, and earning them extra income along the way.

Thousands of cattle sales are held across the country each year by local, state and national organizations. The Pennsylvania State Holstein Association hosts a unique Holstein heifer sale entitled "Know What You Buy." This sale includes Registered Holsteins, sire-identified Holsteins and grade Holsteins. In 2006, as has consistently been the case, Registered Holsteins sold for more money than sire-identified and grade Holsteins.



U.S. Registered Holsteins will turn an \$8 investment into a \$250 return.

Chart 1 illustrates why investing in Registered Holsteins is a smart and profitable choice. On average, Registered Holsteins at the 2006 Pennsylvania State Holstein Association's Know What You Buy sale sold for \$250 more than either the sire-identified or grade Holsteins. If you are currently milking a herd of grade Holsteins, you could be losing over \$250 per cow by not making the investment in an \$8 registration fee! Even if you don't plan on selling any animals, the extra dollar value in Registered Holsteins is building your herd's net worth, today and for the future.

Chart 2 illustrates summary pricing information from Registered Holstein sales conducted across the country each year. Since 1910, *Holstein World* has collected data from public sales and published an annual summary of Registered Holstein activity. In 2005, 112 sales in 26 different states averaged \$3,834 per lot, a new record. The average sale price for Registered Holsteins has climbed steadily in the past ten years, showing the demand for Registered Holsteins is stronger than ever.

Chart 1

	Bred Heifers (1-4 Months)	Bred Heifers (5+ Months)	Open Heifers
Registered Holsteins			
Top Seller	\$ 1,925	\$ 2,200	\$ 1,800
Average per Head	\$ 1,546	\$ 1,771	\$ 1,393
Sire Identified			
Top Seller	\$ 1,725	\$ 1,875	\$ 1,525
Average per Head	\$ 1,493	\$ 1,674	\$ 1,171
Grade Holsteins			
Top Seller	\$ 1,500	\$ 1,875	\$ 1,350
Average per Head	\$ 1,360	\$ 1,550	\$ 1,207

Source: Pennsylvania State Holstein Association
"Know What You Buy Sale" April 27, 2006

Chart 2

	Number Sold	Total Volume	Average Price
2005	9,377	\$ 35,954,284	\$ 3,834
2004	10,578	\$ 32,968,333	\$ 3,117
2003	8,335	\$ 22,202,815	\$ 2,653
2002	6,755	\$ 22,046,030	\$ 3,264
2001	7,543	\$ 20,924,395	\$ 2,774
2000	8,196	\$ 20,360,717	\$ 2,484
1999	7,494	\$ 19,613,915	\$ 2,617
1998	8,467	\$ 19,261,505	\$ 2,275
1997	10,316	\$ 21,977,033	\$ 2,130
1996	10,299	\$ 20,616,095	\$ 2,002

Source: Holstein World

Superior Production with Registered Holsteins

Each year *Hoard's Dairyman* compiles a comparison of breed activity and publishes the results in conjunction with reports of each breed's annual meeting. **Registered Holsteins showed the greatest increases in pounds of milk, fat and protein in 2005**, according to the August 10, 2006 *Hoard's Dairyman*. This latest news solidifies Registered Holsteins' standing as the most popular dairy breed for maximizing producer profit.

Chart 1 shows that Registered Holsteins led all other dairy breeds in increased pounds of milk, fat and protein.

From 2004 to 2005, Registered Holstein milk production rose from 24,957 pounds to 25,248 pounds, a 1.2% increase, butterfat pounds increased from 920 to 929, a 1.0% increase and protein pounds increased from 748 to 757, a 1.2% increase.

Dairy producers are paid for pounds of milk, fat and protein, making Registered Holsteins the most profitable breed.



Chart 1

Breed Association Production Figures 2004 & 2005

	Milk 2005 <small>(305, 2x, M.E.)</small>	Milk 2004 <small>(305, 2x, M.E.)</small>	% Change	Fat 2005 <small>(305, 2x, M.E.)</small>	Fat 2004 <small>(305, 2x, M.E.)</small>	% Change	Protein 2005 <small>(305, 2x, M.E.)</small>	Protein 2004 <small>(305, 2x, M.E.)</small>	% Change
Holstein	25,248	24,957	+1.2%	929	920	+1.0%	757	748	+1.2%
Ayrshire	18,388	18,755	-2.0%	692	706	-2.0%	569	582	-2.2%
Brown Swiss	21,242	21,043	+0.9%	840	834	+0.7%	695	687	+1.2%
Guernsey*	16,075	15,925	+0.9%	717	711	+0.8%	532	524	+1.5%
Jersey	18,042	18,090	-0.3%	822	826	-0.5%	640	641	-0.2%

*The Guernsey breed reported actual production numbers, while all other breeds reported mature equivalent numbers.

Source: *Hoard's Dairyman*, August 10, 2006



Holstein Beef: Another Income Opportunity

Since the early 1960s, Holstein bull calves have been recognized as a profitable option to raise as steers. The Holstein breed has gained a reputation for the high quality carcasses they provide at slaughter. Of over 28 million U.S. finished steers and heifers harvested each year, 8.0 – 8.5%, or 2.35 million, are Holstein steers.¹

WHY IS HOLSTEIN BEEF IN DEMAND?

The value of Holstein beef lies in a Holstein steer's ability to produce excellent and predictable gain and efficiency which produces a consistent carcass size. In packing plants, a consistent carcass size improves plant efficiencies, allowing for large numbers of Holstein steers to be processed quickly and efficiently. With beef cattle, the popular use of crossbreeding has resulted in various sized animals and carcasses, decreasing packing plant efficiencies.

BEEF QUALITY AUDIT

Every five years, the Beef Quality Assurance program sponsors a national beef quality audit to benchmark management, genetics and end-products of beef production. At the 2006 Cattle Industry Summer Conference, the results of the 2005 audit were presented by Dr. Gary Smith of Colorado State University. The audit collected data from 16 of the 25 largest slaughter plants across the country in two different time frames, June through September 2005 and March through June 2006.

The results show that of the 9,475 steer/heifer carcasses analyzed, 2.9% of the beef animals graded Prime, while 13% of the dairy beef animals graded at the same level.

"Of all carcasses identified by in-plant auditors as dairy-type, I would estimate that 95-percent were from Holstein steers," said Smith. "For many years, the majority of dairy bull calves were used for veal production. But today, Holstein bull calves are being finished in feedlots. The beef industry owes a great debt to those pioneers who learned to grow, feed, finish and harvest Holstein steers, for they are fulfilling industry demand for high quality beef," concluded Smith.

RESEARCH STUDIES

In a study conducted at Michigan State University,² researchers compared feedlot closeout information from Holstein and beef cattle at different slaughter weights. Their findings suggest that at the desired carcass weights, Holstein steers grade better than beef steers.

In another study conducted by the University of Kentucky Department of Agricultural Economics³, researchers conducted interviews with industry stakeholders who worked within the Holstein beef sector, including backgrounders, feedlot operators, managers of packing plants and buyers of Holstein steers. The researchers concluded that Holsteins are as likely to grade Prime as beef steers and that Holstein beef is being used to fill market needs that the traditional beef sector cannot readily fill. As the market reward for Prime carcasses increases, packers are responding by paying more for Holstein steers.

"Dairy steers have a valuable role in fulfilling demand for high quality beef – thank heaven for Holsteins."

– Dr. Gary Smith, Colorado State University



THE PRICE OF BULL CALVES

Another benefit Holstein breeders have is the price they receive for bull calves.

"I've been an auctioneer for over 25 years, and during that time, Holstein bull calves have consistently topped the market," said Mike Bourke, Vice President of Market Operations at Equity Markets in Wisconsin. "Holstein bull calves are dual purpose animals being used for veal or beef steers. Each market is competing for the chance to raise the calves into a high-quality, profitable end-product, driving up the sale price."

Sale markets across the country have recorded increasingly high Holstein bull calf prices in the last several years. The Wisconsin Department of Agriculture Market News reported an average price for 90-100 pound Holstein bull calves as \$2.11 per pound in 2005 and \$2.51 per pound for the first seven months of 2006.

"I've been an auctioneer for over 25 years, and during that time, Holstein bull calves have consistently topped the market."

– Mike Bourke
Vice President of Market Operations
Equity Markets, Baraboo, Wis.

According to Dale Chambers, Empire Livestock Market of New York, his markets are seeing similar results. "The Holstein bull calves coming through our markets are averaging \$2.00 a pound."

"Our markets in the western U.S. are consistent with those across the country," said Ike Muir, Producers Livestock Marketing Association, Jerome, Idaho.

"We are seeing an average of \$150-160 for day-old Holstein bull calves weighing about 80 pounds that are contracted to calf ranches."

The value of Holstein steers in the beef market give Registered Holstein breeders an additional profit opportunity.

1. *Cattle-Fax, 2005*
2. "Comparison of Dairy Versus Beef Steers" Steven R. Rust and Cassie S. Abney, Michigan State University
3. "Understanding the Market for Holstein Steers" Kenneth H. Burdine, Leigh J. Maynard and A. Lee Meyer, University of Kentucky Department of Agricultural Economics.

U.S. REGISTERED HOLSTEINS ARE THE CHOICE WORLDWIDE FOR DAIRY PRODUCERS WHO WANT COWS WITH:

- Maximum production — producing more pounds of milk, fat and protein.
- Greater income over feed costs.
- Milk that is valued in all markets.
- The greatest array of superior genetic selection, meaning faster genetic progress and less inbreeding.
- More lifetime profit per cow.
- Adaptability to a wide array of environmental and management conditions.



U.S. Registered Holsteins are
THE CHOICE FOR MAXIMUM PROFIT.





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