

2025

Holstein Association USA



Products & Services Guide

www.holsteinusa.com

Table of Contents	Page
Membership	3
Holstein COMPLETE	4
Identification	6
Tag ID	8
Classification	10
Genetic Testing	13
Genetic Information	14
Genetic Tools	15
TriStar SM	16
AgriTech Analytics	17
Holstein Marketplace SM & HOLSim TM	18
Consulting Services & Merchandise	19

OUR MISSION:
“To provide leadership, information, and services to help members and dairy producers worldwide be successful.”

Whether you milk 50, 500, 5,000 or 50,000 cows, our programs will help you manage your herd to maximize profit potential.



HEAR IT FROM OUR MEMBERS:
Scan the code with your smartphone.

JOIN THE WORLD’S LARGEST DAIRY CATTLE BREED ORGANIZATION TODAY!

Adult Membership Benefits

- Add value to your cattle
- Join a network of progressive dairy producers across the country
- Receive one-on-one assistance from your Regional Sales Representative & Customer Service
- Have a voice in the dairy industry

Junior Membership Benefits

- The National Junior Holstein Association is a dynamic organization for youth under the age of 21. Members can participate in a variety of engaging and educational activities.
- ✓ Increase knowledge of the dairy industry
 - ✓ Strengthen self-confidence
 - ✓ Build leadership skills
 - ✓ Form lifelong friendships and connections

Receive a complimentary subscription of **The Pulse** with your adult membership.

Membership	Price
Annual Adult Membership	\$40.00
Junior Membership up to 21 years of age	\$30.00

Scan the code or visit www.holsteinusa.com to learn more or download a membership application.

Access a wealth of information about Holstein Association USA on our website: www.holsteinusa.com. To obtain a user name and password, sign up online or call 800.952.5200. Many valuable products and services are available immediately over the internet!

Dam of MeritSM, Elite PerformerTM, Gold Medal DamSM, Holstein COMPLETE[®], Holstein MarketplaceSM Sires, Official Holstein PedigreeTM, Progressive Breeders RegistrySM, Progressive Genetics HerdSM, Red Book Plus/MultiMateTM, Registered Holsteins[®], TPI[®] and all variations, and TriStarSM are all servicemarks of Holstein Association USA, Inc.
Enlight[®] is a trademark of Holstein Association USA, Inc. and Zoetis LLC.



“We’re members of Holstein Association USA because we really believe in the quality of the data. Data basically drives every decision on this farm.. and if we don’t have good data, then we can’t make good decisions, and the Holstein Association is a big part of that data for us.”
— **Scott Ruby**, Fir Ridge Holsteins, Scio, OR



“Everything that we do is hinges around these Holsteins, and I don’t think that we would be nearly as successful as we are today without the support of all of the people I got to know as a young Junior Holstein member, and the continued support as an adult member.”
— **Heather Moore**, Moore Family Farms, Maquoketa, IA

Holstein COMPLETE

Holstein COMPLETE® integrates Holstein Association USA's core products and services into one convenient package, enhancing your farm's profitability and maximizing the value of your Registered Holsteins®.



Holstein COMPLETE provides savings on:

- ✓ Registration
- ✓ Classification
- ✓ Pedigrees
- ✓ Membership
- ✓ Genetic Reports
- ✓ Mating Information
- ✓ Production Records
- ✓ Genomic Testing



Annual Holstein COMPLETE Fees

\$150 base herd fee plus	
Registered Holsteins in milking herd	Cost per cow
1 – 50*	\$17.00
51 – 200*	\$13.00
201 – 1,000*	\$11.00
1,001 – 5,000*	\$8.50
5001+*	\$7.00

*Enrollment based on all Registered cows that have had at least one calf. Must be a Holstein Association USA member. No refunds.

“ We also do Holstein COMPLETE so that everything is included in our bundle, and that’s been really handy too with registrations. Pay a little bit every month with the bill and it’s all right there.”

— Sarah Loehr, Forest Ridge Holsteins, Eden, WI



Holstein COMPLETE

The table below compares the cost of Holstein COMPLETE® and paying for each of the products and services included in Holstein COMPLETE separately.

The fees in this example are based off a herd milking 200 Registered Holsteins.

Included in Holstein COMPLETE	Holstein COMPLETE Fees	Fees if Services Purchased Separately	Fee Explanation
One Annual National Membership	✓	\$40.00	Standard Fee
Herd Fee	\$150.00		Standard Fee
Bundled COMPLETE fee (1-50 cows)	\$850.00		\$17.00 for cows 1 - 50
Bundled COMPLETE fee (51-200 cows)	\$1,950.00		\$13.00 for cows 51 - 200
Registration of heifers less than three months of age*	✓	\$1,300.00	100 @ \$13/heifer
Internet Pedigrees* (Three generation)	✓	\$800.00	200 @ \$4/pedigree
TriStar PremierSM*	✓	\$756.00	\$36 fee + \$3.60/cow/year
One area classification each year* (classic, standard or limited)	✓	\$2,060.00	\$60 fee + \$10/cow classified
Choice of Sire Summaries™ or Red Book Plus/MultiMate™ Software	✓	\$90.00	Standard fee
Total Annual Cost	\$2,950.00	\$5,046.00	
If paid in full with 3% discount	\$2,861.50		
Or monthly payments***	\$2,950.00		\$737.50 down and \$245.83/month

Additional COMPLETE Savings	Included in Holstein COMPLETE Fees
Regular registration fees reduced to \$11 for heifers 3-5 months of age and to \$21 for heifers 6-11 months of age*	✓
\$31 price cap on registration fees for females over 12 months of age	✓
Bull registration reduced to \$6/bull if registered at less than 3 months of age	✓
Pedigrees at time of registration for \$2	✓
AgriTech Analytics processing fees will be discounted by \$0.02/cow/test day for each animal enrolled in Holstein COMPLETE**	✓

*Up to the number of cows enrolled in the program

**Savings will be applied at the end of your COMPLETE enrollment year as a credit to your Holstein account. Agritech Analytics (ATA) is the Dairy Records Processing Center owned by Holstein Association USA.

***25% down plus nine monthly payments



Identification

Registration Fees

Age at Registration	State & National Member	National Member	Non-Member
Under 3 months	\$13.00	\$21.00	\$36.00
3-5 months	\$19.00	\$25.00	\$46.00
6-11 months	\$31.00	\$41.00	\$56.00
12-23 months	\$46.00	\$61.00	\$76.00
24+ months	\$61.00	\$86.00	\$116.00
Dead (female only)	\$16.00	\$16.00	\$16.00



Software submits identification applications and orders individual animal customized ear tags.

Basic ID	\$2.00
Basic ID animals are recorded for lineage tracking, but are not eligible for Official Holstein Pedigrees™ and recognition.	
Cattle Identification Database (CID)	\$10.00
Records breed composition and performance data for any breed or a combination of breeds	

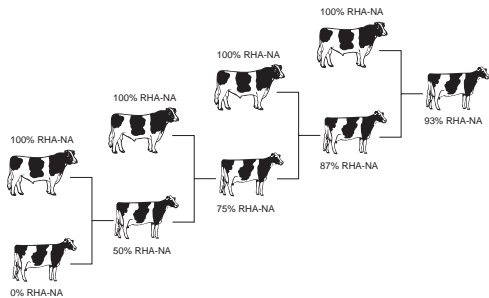
Start-Up Program

The Start-Up Program builds lineage records for an animal without a registered dam through an automated records search to gather information from DHIA and other industry stakeholders.

Age at Registration	State & National Member
Under 3 months	\$13.00
3 months and older	\$19.00
Upgrading an animal from ancestor to registered status	\$19.00

If the animal's owner is a Holstein Association USA member, and the dam is not registered, it is eligible for special start-up registration rates. The application process will include an automated lineage search to maximize % Registered Holstein Ancestry (RHA). Non-members will be subject to normal registration fees based on the age of the animal.

Registered Holstein Ancestry Diagram



Streamline Program

All animals are enrolled in Basic ID and those that meet the herd's specified criteria for age and %RHA, NM\$ or TPI are automatically upgraded to Registered. Basic ID and Registration fees apply.

Identification

Ownership Transfers

All transfers come with a free 3-generation Official Holstein Pedigree™. For transfers submitted online, the buyer receives a free updated duplicate certificate.

Transfer Type	Price
Regular transfer within 30 days of sale	\$10.00
Regular transfer more than 30 days from sale date	\$15.00
No sale family transfer (seller must be Holstein USA member)	\$5.00
Junior Lease	\$20.00
Embryos (per recovery with same buyer and sale date)	\$10.00

Whole Herd Update

If all the animals in an ownership are being transferred to another single ownership, the fees will be the lesser of the regular transfer fee, or the following fees:

Ownership	Price
Family	\$100.00
Non-Family	
First 200 animals	\$100.00 + \$2.00/animal
201 - 1,000	\$1.50/animal
1,001 - 3,000	\$1.00/animal
Animals 3,001+	No charge

Partial Herd Update

If anything less than the whole herd is being transferred to one buyer at one time, the fees will be the lesser of the regular transfer fee or the following:

Ownership	Price
Family	\$100.00 + \$1.50/animal
Non-Family	\$100.00 + \$4.00/animal

For both whole and partial herd transfers, ownership will be updated in the database. Updated registration certificates are an additional \$1 per animal.

Canadian Re-registration Fees	
1-24 animals	\$20 each
25-49 animals	\$15 each
50+ animals	\$10 each

Other Services

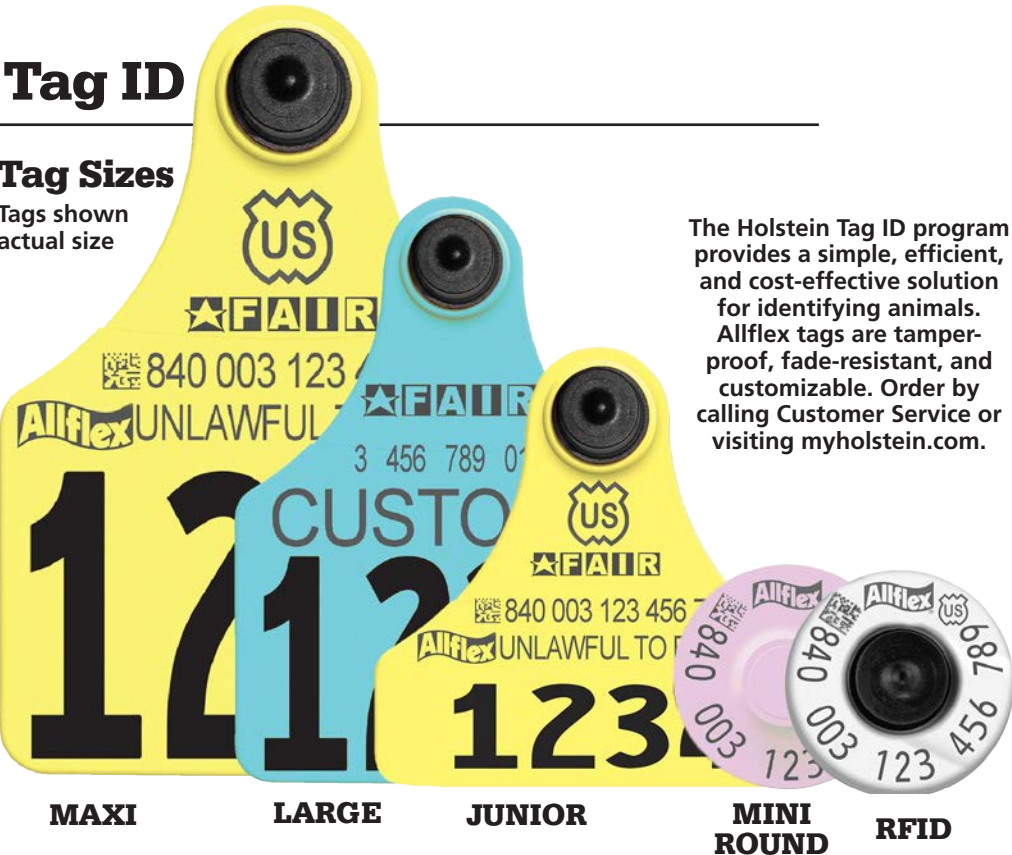
Service	Price
Clerical Fee	\$50 per hour
Labor and Materials	
Animal Name Change	\$20.00
Only available as Bylaws allow	
Genomic Correction Fee	\$10.00
Animals not tested through Holstein Association USA. Includes corrected certificate.	
Duplicate Certificates	\$10.00
Rush Service	\$20.00
per application/animal	
Phone-in registration or transfer	\$5.00
Service fee per application	
Rush Shipping fees will be applied when necessary.	
2nd day	\$35
Overnight	\$48
Saturday delivery	\$70

If animals registered with Holstein Canada are being transferred into U.S. ownership, Holstein Canada must first process the transfer, then they are re-registered with Holstein USA in the new ownership.

Tag ID

Tag Sizes

Tags shown actual size



The Holstein Tag ID program provides a simple, efficient, and cost-effective solution for identifying animals. Allflex tags are tamper-proof, fade-resistant, and customizable. Order by calling Customer Service or visiting myholstein.com.

Official Holstein Ear Tags & Tag ID

Official 840 ear tags are tamper-proof and available in both visual and RFID (Radio Frequency ID) options. A premises identification number (PIN) is required to order official 840 tags. The premises identification number is a unique code that is permanently assigned to a single physical location and can be obtained from your State Department of Agriculture. Official 840 tags are marked with the USDA shield and the UNLAWFUL TO REMOVE statement, and include the entire 15-digit 840 number. No customization is allowed on the official tag.

840 Official Inventory Tags

Standard ID Tag					
Maxi (with large or button male)	1-49	50-99	100-499	500-1,999	2,000+
	\$2.15	\$2.00	\$1.87	\$1.75	\$1.65
Large (with large or button male)	\$1.88	\$1.74	\$1.63	\$1.53	\$1.44
Junior (button male only)	\$1.48	\$1.37	\$1.28	\$1.20	\$1.13
Mini Round (button male only)	\$1.25	\$1.25	\$1.25	\$1.25	\$1.25
Electronic ID (RFID)					
Radio Frequency ID	1-49	50-99	100-499	500-1,999	2,000+
	\$3.15	\$3.05	\$2.95	\$2.85	\$2.70

Tag Color Options

Visual tags are available in eight colors. RFID tags are available in white only.



Tag ID

Farm Custom Tags

Add your farm name to your tags. A corresponding Large or Maxi tag can be ordered with the official 840 tag. The Large tag allows for one line of custom information, and the Maxi tag can include one or two lines. The same custom information is printed on all secondary tags in the order.

Individual Custom Tags

Add custom information, unique to each calf, to a secondary tag. Only Large or Maxi tags can be customized. The Large tag allows for one line of custom information, and the Maxi tag can include one or two lines. Choose from a variety of options, including calf barn name, date of birth, dam name or number, or sire short name to print on your individual custom tag. Individual custom tags must be ordered through EASY ID.



Individual Animal Customized ID Tag (customized for an individual calf)		
Maxi (with large or button male)	1-49	50+
	\$2.35	\$2.15
Large (with large or button male)	\$2.05	\$1.90

*Custom tags are not considered official by the USDA Animal Disease Traceability rule. Space limitations on the tags do not allow for all necessary information with the custom lines. Custom tags are allowed as a second identifier for Holstein Tag ID purposes.

Tag Combinations / Tag & TSU Combinations

Choose to order tag combinations for added convenience. When ordered as a tag combination, the matching tags are nested together in the same packing tray, for easy application when tagging the newborn calf. A Farm Custom tag can be ordered as part of the tag combination. Customers can also add a tissue sampling unit (TSU) to their tag combination for convenient genetic testing. Not only is the TSU nested in the packing tray with the ear tags for each calf, it also has the calf's herd management number printed on the TSU tube for easy identification of the genetic sample.



Tagger \$29.00

MyHolstein Tag Store

Tags can now be conveniently ordered online. The functionality and information available on the site make ordering tags easy and efficient. Create a login and place an order at myholstein.com.



Classification

Classification

Schedule your classification online

and view the non-area classification list at www.holsteinusa.com

Herd Classification Participation Programs	Required Cows ^{*1+2}	Optional Cows ^{*1}	Official BAA	Scheduling Options	Interval Since Last Classification	Herd Rate	Required Cows (per cow)	Optional Cows (per cow)	Volume Discounts (required or optional)	Minimum Rate	Classifier Travel Time/ Expenses ^{*3}
**Classic	All cows that have ever freshened normally within 36 months	None	Yes	Area	≤7 mo.	\$60	\$10		\$9 > 300 cows	n/a	n/a
					> 7 mo.	\$70	\$11		\$10 > 300 cows	n/a	n/a
				Non-Area		\$130	\$12		\$11 151-300 cows \$10 > 300 Cows	\$550	Yes
Standard	All non-permanent cows in milk.	All Other Cows	Yes	Area	≤7 mo.	\$60	\$10	\$10	\$9 > 300 cows	n/a	n/a
					> 7 mo.	\$70	\$11	\$11	\$10 > 300 cows	n/a	n/a
				Non-Area		\$130	\$12	\$12	\$11 151-300 cows \$10 > 300 cows	\$550	Yes
Limited	All unscored cows in milk less than 43 months of age. Scored cows in milk less than 43 months of age whose previous scores were not usable for genetic evaluations.	All Other Cows	No	Area	≤7 mo.	\$120	\$12	\$12	\$11 151-300 cows \$10 > 300 cows	\$500	n/a
					> 7 mo.	\$130	\$13	\$13	\$12 151-300 cows \$11 > 300 cows	\$500	n/a
				Non-Area		\$200	\$14	\$14	\$12 151-300 cows \$11 > 300 cows	\$550	Yes
Breeders Choice	None	All Cows	No	Area	≤7 mo.	\$400		\$25	\$20 > 10 cows	\$550	n/a
					> 7 mo.	\$500		\$25			
				Non-Area		\$550		\$35	\$30 > 10 cows	\$700	Yes
Introductory	All 1 st and 2 nd lactation cows in milk. <i>(Available only to breeders who have not classified within the past four years.)</i>	All Other Cows	No	Area (Non-Area Not Offered)		\$60	\$11	\$11		n/a	n/a

*1 Only the scores assigned to the required cows can be used for calculating genetic evaluations (cow and bull PTATs). Scores assigned to Optional cows cannot be used for this purpose. Required cows will be noted on your Classification Herd Inventory with an "R" following their ID number.

*2 In addition to the normal group of Required cows, all other nonpermanent cows in milk and less than 43 months of age that have not previously been assigned a score usable for genetic evaluations will be Required to be presented in all participation programs except the Breeder's Choice and Introductory Programs.

*3 \$75/hour travel and other expenses.

** Classic option - required checked cows are \$5.00 < 7 mo. and \$6.00 > 7 mo. in Area and Non-Area

Classification

Contract Classification

If you are interested in receiving a discount for classifying multiple times a year, our Contract Classification can benefit your operation. Please contact the Classification department at ext. 4263 with questions.

Contract Classification Benefits:

- Classify three or more times in calendar year
- 10% discount applied to all three classifications once contract is fulfilled

Excludes non-area classifier travel expenses

- Guarantees you'll be scheduled during chosen months
- Typically two Area and one Non-Area classification are scheduled

Non-Area classification is usually scheduled when nearby

- Enroll by November 1st for upcoming year

Special Benefits for Holstein COMPLETE members:

- 10% discount applied to all classification fees not included in COMPLETE.
- Herds with 1-749 cows enrolled in COMPLETE – One Area classification covered under COMPLETE (Classic, Standard or Limited program)
- Herds with 750-999 cows enrolled in COMPLETE - Two Area classifications covered under COMPLETE (Limited program)
- Herds with 1,000+ cows enrolled in COMPLETE – Three classifications covered under COMPLETE (Limited program)



“ I enjoy going through with the classifier and getting his view of the conformation of the cows in the herd. We can get an overview of where we're at with our breeding goals by looking at what our classification scores are.”
— **Luke Werner**, Hendel Farms, Caledonia, MN

Genetic Testing

Holstein Association USA offers professional, efficient and reliable service for all your genetic testing needs, from genomic testing, to parentage verification and individual genetic condition testing.


Genomic Testing

Genomics is an ever-evolving science, and Holstein Association USA is committed to providing modern testing options at affordable prices.

We work with recognized and reputable DNA testing laboratories that meet maximum standards for accuracy. Visit www.holsteinusa.com for pricing and the most up-to-date information about genomic testing options or call Customer Service at 800.952.5200.

Other Genetic Testing

Holstein Association USA is pleased to facilitate a variety of genetic testing to meet breeders' needs. We offer testing for all of the genetic conditions listed below, which may be ordered at the same time as a genomic test, or individually.

Brachyspina	DUMPS (Deficiency of Uridine Monophosphate Synthase)	Scan to see pricing  www.holsteinusa.com
Cholesterol Deficiency	Mulefoot (Syndactylism)	
Coat Color (Recessive Red & Dominant Red)	Beta Casein A2	
Horned/Polled	Beta Lactoglobulin	
CVM (Complex Vertebral Malformation)	Kappa Casein	
BLAD (Bovine Leukocyte Adhesion Deficiency)		

Tissue Sampling Units

Efficient alternative for DNA sample collection. Call Customer Service for more information or to order.

	Price
Box of 10 TSUs	\$32.50
Box of 100 TSUs	\$325.00
TSU Applicator	\$99.00

“ The Holstein Association has been an integral part of our growth. When we first started with genetic testing, Holstein was right there giving us advice and fulfilling our direction of where we were heading with a good, mature dairy cow that's functional, eats feed, and produces 100 pounds of milk.”
— **Ken Smith**, Cool Lawn Farm, Remington, VA



Genetic Information

	Price
Official Holstein Pedigrees™	
3-Generation Printed	\$5.00
4-Generation Printed	\$7.00
5-Generation Printed	\$15.00
Text Format Internet Pedigrees	\$4.00
PDF Format Internet Pedigrees	\$4.00
International Format PDF Pedigrees	\$4.00
Additional Second Copies	
Legalization and certification fees by Notary, Secretary of State and/or Consulate for export shipment to select countries are additional.	\$0.50
Classification Update Pedigrees	
Produced after classification scores are processed and put on Association files. Owner may specify type or production criteria to initiate pedigree update.	\$4.00
Lactation Update Pedigrees	
Herd must be enrolled in TriStar. Owner may specify type or production criteria to initiate pedigree update.	\$4.00
Three-Generation Pedigree at time of registration	
	\$2.50
Animal Fact Sheet	
View the genetic and phenotypic info for an animal and much more.	\$2.00

Other Inquiries	Price
Cow Family Performance Summary	
Includes type and production performance of cow, dam, offspring, and maternal sibs, along with a 3-generation pedigree.	\$15.00
Production & Type Inquiry	
(for each animal requested)	\$2.00
Progeny Inquiries	
Per Sire or Dam	\$2.00
Plus Per Offspring Listed	\$0.50

Locator List™	Price
Top 5,000 CTPI SM Cows	\$1,000.00
Also available online	
Additional Copies of Book	\$110.00
Individual State Listing, Printed	\$75.00
Top 10,000 CTPI SM Cows	\$2,000.00
Also available online	
Available Bull Population	\$150.00
All Active and Limited bulls with type or production evaluation as well as Inactive bulls with reliability of 95% from the last 20 years.	

Holstein Type & Production Sire Summaries™

Red Book subscription per issue. Published three times per year in April, August and December.

Subscription	Per Issue	Per year
Regular	\$30	\$90
Discounted*	\$25	\$75
International	\$50	\$150

Volume discounts available on shipments of 10 or more books. Additional charge for express mail services.

*Discount available for customers enrolled in TriStar Premier or Deluxe service options or classification.



Genetic Tools

Holstein Association USA offers software programs to better manage your herd's genetic program. From sire selection and mating, to managing your genomic data and tracking genetic progress, the programs below provide a complete solution to put you in the driver's seat.

Red Book Plus/MultiMate™

Red Book Plus/MultiMate is a PC-based sire selection and mating software program that gives users a tool to select bulls that meet their individual breeding goals, using information on over 180 different traits. This program allows you to select from thousands of available AI sires and is updated three times per year, after each official genetic evaluation.

Learn more at www.holsteinusa.com/software/red_multi.html

	Price
Annual Subscription CD mailed out three times per year	\$240.00
Individual update downloaded from web site	\$65.00
Available in April, August and December Classification Files	\$25.00

Subscribers to the full version of Red Book Plus/MultiMate are able to create a log-in for Red Book Plus Online for no additional charge, and will receive first access to enhanced MultiMate tools as they become available.

Enlight® Enlightenment is a web-based program designed to help Holstein breeders more efficiently manage herd genetics. Through Enlightenment, dairy producers have unprecedented access to powerful reporting and analytics including animal reports, updated genetic and genomic information, benchmarking tools, interactive graphs, and much more. Enlightenment access is free to customers ordering their testing through Holstein Association USA or Zoetis. Learn more at www.enlightdairy.com. Enlightenment® is a trademark of Holstein Association USA, Inc. and Zoetis LLC.



“The genetics of our herd have really changed throughout my life. The biggest change has been being an early adaptor of genomic testing. We really want to breed the cows that are profitable, that are going to last, and that aren't going to be problem cows.”

— **Annette Schalla**, Bomaz Farms, Hammond, WI

Red Book Plus Online

Red Book Plus Online is a web-based sire selection program that allows users to easily find complete information on hundreds of genetic traits, pedigree information, ancestor, and progeny performance information, and more, for over 50,000 bulls. This tool helps Holstein breeders refine their breeding programs and simplifies the process with flexible and customizable searching and reporting that helps breeders find the right bulls to fit their goals.



Visit Red Book Plus Online at www.holsteinusa.com/software/rbo.html

	Price
Introductory Price Billed at each official genetic evaluation (3 times per year)	\$33.00



TriStarSM Production Records allow producers to easily manage and market their genetics efficiently. TriStar adds value to your animals by including milk records and recognition awards on pedigrees.

U.S. records will only be eligible for publication on pedigrees if the herd is enrolled in a TriStar service option. Cows are eligible for Gold Medal DamSM (GMD), Dam of MeritSM (DOM) and Elite PerformerSM recognitions with all TriStar options.



TriStar AMR (Automated Milk Records) is a program for producers with robotic milking systems who have chosen to no longer participate in DHIA programs, but want to have their information recorded at Holstein Association USA for publication on Official Holstein PedigreesTM.

	Price
AMR Monthly Fee	\$30.00/month
plus \$2 per completed 305-day lactation record loaded	

Other TriStar Services:	
TriStar Lactation Pedigree Service	\$4.00
First year on TriStar Pedigree	\$3.00

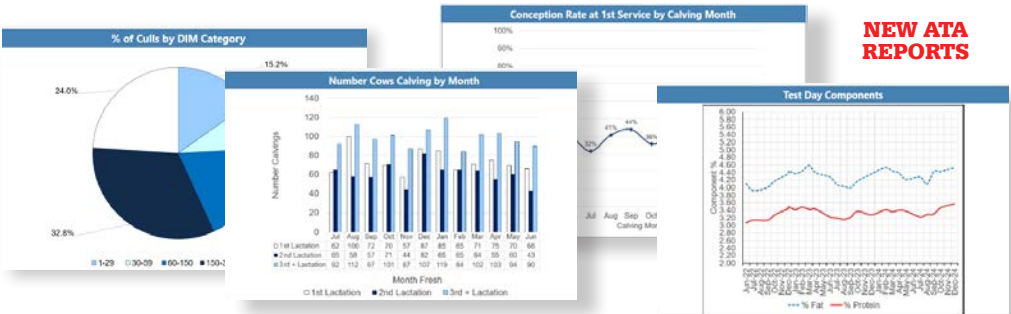
	Price
Custom (ATA customers)	\$20.00/year
Custom (other DRPC customers)	\$50.00/year
Add 365 day record to pedigree	\$5.00/record
Genetic Herd Report	\$10.00
Young Stock Report	\$10.00
Lactation Average Report	\$10.00
Deluxe (ATA customers)	\$20.00/year
plus 15 cents per cow/month	
Deluxe (other DRPC customers)	\$30.00/year
plus 20 cents per cow/month	
Genetic Herd Report	\$10.00
Young Stock Report	\$10.00
or \$15/report, updated twice/year	
Lactation Average Report	
Cows eligible for Locator List	Free
Herd eligible for recognition/awards	
Premier (ATA customers)	\$30.00/year
plus 25 cents per cow/month	
Premier (other DRPC customers)	\$36.00/year
plus 30 cents per cow/month	
<ul style="list-style-type: none">All Reports included in the feeCows eligible for Locator ListHerd eligible for recognition/awards	

All cows and herds enrolled in TriStar are subject to Holstein Association USA, Inc. records verification at the owner's expense.

If you are on DHIA test, consider AgriTech Analytics (ATA) for your records processing needs. A division of the Holstein Association USA, ATA offers same day turnaround on data received from your DHIA service provider.



- ATA utilizes the most current programs for record calculations and has a wide selection of reports that can be delivered via the internet, e-mail, or postal service. ATA interfaces with several of the most popular herd management software systems.
- As a DHIA certified Dairy Records Processing center, ATA provides reports to producers and transmits data to the Council on Dairy Cattle Breeding and can work with you to assure you receive the genomic testing fee discounts.
- Having a direct line to the Brattleboro office, ATA works in conjunction with your Holstein Association to resolve issues that may arise with your dairy production records and understands why that data is important.
- ATA serves dairy producers by providing reporting options that offer timely, relevant decision support tools for their herds.



- Processing rates vary depending upon the number of reports provided and are extremely competitive. Holstein COMPLETE herds receive a \$0.02 per cow per test discount for each cow enrolled on Holstein COMPLETE.
- ATA continues to add value to the dairy industry, including Weigh Day, a new app for milk testers to collect test day production data. Fast, intuitive, and easy to use, Weigh Day is the gold standard for test day data collection.

Call 800.532.0900 or visit www.agritech.com for more information about processing production records with ATA.

Holstein Marketplace

Holstein Marketplace Sires

Bulls with deep pedigrees, high type, and solid components.

Holstein Marketplace Sires assists Holstein breeders in marketing semen from their bulls to fellow breeders. Under the program, the bull owners retain ownership of their bulls, and Holstein Marketplace Sires coordinates the marketing and sales of the bulls' semen. Learn more about individual bulls and their breeders or place an order on our website or by contacting your Regional Sales Representative.

www.holsteinusa.com/marketplacesires

Holstein Marketplace

Your ultimate source for buying or selling Registered Holsteins.

Holstein Association USA provides effective, affordable advertising through the Holstein Marketplace. Ads for Registered Holstein can fit into four categories: females, breeding bulls, embryos, and sales or dispersals.

PRICING PER AD	Cost
50-100 words	\$25.00/month
Over 100 words	\$25.00 plus 10¢ per additional word

www.holsteinusa.com/marketplace

Registered Holstein Heifers

Your farm name here: Heifers are ready for free stalls or we offer younger aged calves. High genomic tested heifers from high type cow families. Inquiries call, 123-456-7890

www.yourwebsite.com

Call between 8-11:30 a.m.

HOLSim™ Bull List

For Holstein producers using beef in their breeding programs, the HOLSim™ branded beef program identifies SimAngus bulls most complementary to a Holstein female to produce a more profitable terminal animal. Bulls qualifying for the HOLSim list are specifically selected to address the economic challenges associated with Holstein cattle — in particular, calving ease, grading ability, ribeye size and a sensitivity to carcass length.

To view the current list or learn more visit www.holsteinusa.com and look for the HOLSim button or scan the QR code with your phone.

Consulting Services & Merchandise

Consulting & Clerical Services

Members can take advantage of Holstein Association USA's team of knowledgeable field to help them make decisions on the farm. In addition to serving as a trusted advisor, Regional Sales Representatives can provide on farm data entry services and assist in marketing members' Registered Holsteins.

	Price
Hourly Clerical Fee	\$75.00
Animal Marketing Fee	\$50.00/head

Find a Regional Sales Representative

Scan the QR code to find a list of Regional Sales Representatives by region and their contact information.

Holstein Association USA Merchandise

Check out a large selection of Holstein apparel, gifts, and more from the new Holstein Store! Visit holsteinusa.com and click on the Holstein Store button to place an order.

We've enjoyed working with all of the people at Holstein Association USA. Holstein is always there, always helpful, always kind, and always right on task."

— **Gin Kestell**, Ever-Green-View Farm, Waldo, WI

HELPING DAIRY PRODUCERS WORLDWIDE BE SUCCESSFUL



**Stay up to date with the
latest news from Holstein
Association USA!**



Holstein Association USA, Inc.

www.holsteinusa.com • info@holstein.com • 800.952.5200
1 Holstein Place, PO Box 808 • Brattleboro, Vermont 05302-0808

All prices reflected in this Guide are effective January 1, 2025 and are subject to change without notice.

©2025 Holstein Association USA, Inc. 2111391 1/2025