

THE PULSE

Winter 2021 • Holstein Association USA, Inc.



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WE PLAN TO HOLD ELECTIONS AND TO GATHER

While we continue to operate in a virtual environment largely devoid of in-person meetings, plans are underway to hold an in-person National Holstein Convention at the Lancaster Marriott & Convention Center in Lancaster, Pa., from June 19 to 24, 2021. How that meeting unfolds will be a fluid situation. By all projected accounts, even if we meet in person, our annual gathering will look different when compared to previous renditions. That certainly will be the case when it comes to Junior programming and events.

As for the Adult Convention and Association leadership, nominations are now underway for elections to the Holstein Association USA board of directors. There will be two open seats.

John Burket will have served two full terms, and that makes the Region 2 seat serving Holstein breeders in Pennsylvania, Maryland, New Jersey, Delaware, and West Virginia an open position. The same holds true for the at-large director position held by Dale Drendel. I want to personally thank both John and Dale for their outstanding service . . . especially with the added seventh year to all board terms due to the pandemic.

In the Region 3 and Region 7 elections, incumbents Steve Moff of Ohio and Dwight Rokey of Kansas are both eligible for re-election. By all accounts, both men plan on running for a second term, and I also thank them for serving a fourth year of their first term during these challenging times.

The election process kicked off with the January 6, 2021 Nominating Committee meeting chaired by the Association's immediate past president, Boyd Schaufelberger. As he pointed out, we are starting with a clean slate this year. Those individuals who declared their candidacy for the 2020 elections, which were canceled due to the pandemic, will need to go through the nomination process anew. That would simply require those individuals to update nomination documents and once again declare their candidacy.

Recognizing that circumstances have greatly changed for many of us due to the pandemic, I am aware of one regional and one at-large candidate from the 2020 nomination process who have taken a pass on running this time around. That means we definitely need qualified members who have a desire to serve their fellow breeders.

March 1, 2021 is the deadline to declare for the elections.

What about contingency plans?

Should the pandemic continue in its current form and prevent an in-person annual meeting, Association leadership will work with legal counsel to hold an election by either mailed paper ballot or verifiable

electronic means. If that situation comes to fruition, we will follow the spirit of the delegate process, the guidance of the bylaws, and the statutes of the State of New York, which is where Holstein Association is legally incorporated.

Again, it's our plan and hope to have an in-person meeting.

This past November, we were able to hold an in-person board meeting in Hartford, Conn., to conduct business. It wasn't easy. Each director sat at their own 2-foot by 6-foot table and each of us wore masks . . . two additional directors joined virtually. Due to the COVID-19 restrictions on the East coast, only three top Holstein leadership posts from Brattleboro could appear in person, with other Holstein staffers joining us by Zoom. To be candid, it turned out to be the most productive meeting in my eight years on the board. I'm glad so many forged ahead to gather those two days, despite all the hurdles.

Once the pandemic lifts, Association leadership plans to get out and meet with members as much as possible. Many of you who work closely with our state associations know that may still take a few more months. Like the National Association, many states were forced to make tough decisions.

States impacted, too

The California Holstein Association canceled its state convention. The Wisconsin Holstein Association also canceled its annual adult gathering and postponed elections until 2022. The Pennsylvania Holstein Association postponed its state convention until 2022 and will try to host most junior contests yet this year. The New York Holstein Association transformed its senior convention into a 100% virtual event. Meanwhile, the Ohio Holstein Association canceled its annual convention, and the Iowa Holstein Association postponed its junior gathering until a later date due to COVID-19.

Indeed, the past 12 months have been anything but normal. Those of us in state and national leadership are grateful to you, our members, for extending us the necessary grace to work through these trying times.



A handwritten signature in black ink that reads "Corey".

**Corey Geiger, President
Holstein Association USA, Inc.**



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ON THE COVER:
Every dairy product from the South Dakota State University Davis Dairy Plant is made from start to finish by students like Jenna Kerkaert (on the cover) and Calissa Lubben (left). Find out how to watch SDSU's feature on the next *Holstein America* and read about the increase of dairy sales during the pandemic on page 4.

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AMERICA LOVES DAIRY!

While much has been said and written about the trials and tribulations of 2020, and the challenges that face us this year, in this column, I'm going to focus on the positives that came about in the dairy world as a result of the pandemic. Although final 2020 dairy consumption and sales figures were not available at press time, it is clear that milk was one of the staples consumers turned to during the pandemic in 2020.

“Cheese sales gained 15% over 2019 levels during the same time period, and butter was up a whopping 30%. The resurgence of baking in our homes had much to do with the fantastic increase in butter sales.”



From everything I've seen, fluid milk sales increased not only during the initial stock up at the start of the COVID-19 crisis, the escalation of sales continued throughout the year. In August it was reported year-to-date fluid milk sales were up for the first time in many years.

The Milk Processor Education Program (MilkPEP), whose charge is educating consumers and increasing consumption of fluid milk, has become re-energized by the uptick in milk production. MilkPEP reinstituted the iconic “Got Milk?” tagline nationally to a whole new generation of milk drinkers.

Yin Woon Rani, CEO of MilkPEP stated, “I’ve been so inspired by how people have creatively embraced milk this year. From whipping Dalgona coffee to running a mile with a glass of milk in hand, today’s TikTok-ers are finding more ways to connect with milk. All the milk love inspired us to re-imagine “Got Milk?” for today’s social first generation. The re-imagination of this iconic campaign embraces in an iconic line as a fresh start for our industry.”

In March through August, dairy sales in the retail sector were up 20%. Whole milk, organic milk, and lactose free milk sales were up 7%, 9%, and 18% respectively. Meanwhile, cheese sales gained 15%



over 2019 levels during the same time period, and butter was up a whopping 30%. The resurgence of baking in our homes had much to do with the fantastic increase in butter sales.

Any way you slice it, COVID-19 highlighted American consumers' love of dairy. In addition to the dairy products I mentioned earlier, as of July 26, 2020, sales of cream were up 22%, sour cream 17%, ice cream and sherbet sales were up 10%, half-and-half 8%, cottage cheese 4%, and yogurt 3%.

The importance of fluid milk in our diets hasn't been more obvious in years. For many households, milk quickly became the number one must have and was considered more important than other staples like bread, eggs, and vegetables. For those of us who enjoy drinking milk daily, 80% of it is consumed in our homes.

Alan Bjerga, Senior Vice President of Communications for the National Milk Producers Federation, stated, "At the retail level, it's been one of the bright spots for a difficult year. It shows the importance of the product for the consumers. It shows increased dairy consumption at home, and that people are using dairy more for their own meals, and hopefully this will be something that lasts."

I couldn't agree more, and with the momentum we've now established, let's see how much more of the beverage market share milk can gain in 2021! There's lots of room for growth.

Prior to last year, U.S. milk consumption had declined 43% since 1975 and on a per capita basis, 28% since 2000. In 2019, U.S. milk consumption dropped 2%.

Even so, the overall trend in consumption of dairy products has been positive over the past 45 years. The milk equivalent consumption (on a milk-fat basis)

reached 653 pounds per person in 2019, up from its low point of 535 pounds per person in 1974.

As we look back in history, U.S. dairy consumption

peaked during World War II. In 1942, U.S. dairy consumption was 851 pounds per person.

Let's take advantage of the growth in dairy consumption that fell in our lap in 2020 and see if we can get back to 1942 levels!

It should be possible because

in 1942, the population of the United States was just 134 million people. Today we have 330 million mouths to feed in the United States alone.

We have far more delicious, nutritious varieties of milk and dairy products than we've ever had before, and advertising, social media, and promotional opportunities that were not imaginable 79 years ago.

Let's seize the moment and maximize the opportunity we've been given to increase fluid milk and other dairy product sales this year and into the future.



**John M. Meyer, Chief Executive Officer
Holstein Association USA, Inc.**



"The importance of fluid milk in our diets hasn't been more obvious in years. For many households, milk quickly became the number one must have and was considered more important than other staples like bread, eggs, and vegetables."



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Ty Hildebrandt
Hildebrandt Family Farms



A TALE OF TWO COWS

Registered Holsteins® build a foundation for the future at Maple Downs Farms II

In 1990 a 12-year-old boy, eager to increase his Registered Holstein® herd, took out a youth loan for \$5,000 from the Farmer's Home Administration. As part of that loan, he purchased 14 Registered Holstein heifers from his agriculture teacher's father for \$300 per head.

The young man who purchased those heifers is Jason Lloyd, whose family has been farming in Schoharie county New York for over 100 years. Jason's father David Lloyd, a third generation Registered Holstein breeder, started renting Maple Downs Farms II in 1974. Today it is owned by David, his wife Denise, and Jason. Jason's brother Greg Lloyd and Greg's wife Sheri are also involved in the operation.

One of the Registered Holstein calves purchased with the youth loan went on to be the dam of Maple-Downs Linjet Ginny, a three-time 93-point cow that is now pictured on the farm sign at the end of the driveway. Many of her descendants are still on the farm today and have seen show ring success.

Pictured on the farm sign next to Maple Downs Linjet Ginny is MD-Delight Durham Atlee, an iconic cow in the Holstein breed who was named the 2005 Unanimous All-American Senior 3-Year-Old and Reserve Intermediate Champion at World Dairy Expo and the 2010 Holstein International Global Cow of the Year. Atlee, who Jason owned along with Mike Heath and Rick Allyn, was also flushed and produced several prominent sons and daughters including Maple-Downs-I G W Atwood.

There is no doubt both of these incredible cows earned their prominent spot on the farm sign and made a significant impact on the Maple Downs Farms II herd. "Currently of the 275 Registered Holsteins on this farm, over 200 of them either go back to MS Kingstead Chief Adeen, through Atlee or Aneedaa or to Linjet Ginny," Jason said.

Registered Holstein pride

The Lloyd family credits Registered Holsteins for the continuation of their multi-generational dairy farm. Without them, Jason says he does not think his family would be dairy farming. "My stepmother Denise is the first one to the farm every morning, and if it wasn't for the registered cow, I don't think she'd be here," Jason said.

They appreciate the marketability of Registered Holsteins, and Maple Downs genetics can be found in barns and show rings across the country and around the world. The opportunity to be involved in special cows such as MD-Delight Durham Atlee have helped keep the farm – and their love for Registered Holsteins – going strong. "In the history of the farm, I would say Atlee and getting involved in the Adeen family was huge," Jason said.

Classification is another highlight of dairy farming for the Lloyd family, and they enjoy working together to get their cows ready. In addition to the family members involved, Maple Downs Farms II also has four full time employees and four part time employees.

"We take passion in classification," Jason said. "We always wash and clip for classification, it makes us feel good as a team."

Maple Downs Farms II is home to 125 milking cows and 150 head of youngstock, including several boarded animals. To help manage their herd, they utilize Holstein COMPLETE, EASY ID, classification, and genetic testing through Holstein Association USA.

Beyond the farm

The passion the Lloyd family has for the dairy industry is evident both on and off the farm. David and Denise play an active role in the milk marketing board of Agri-Mark and Cabot Creamery Cooperative, where their milk is sold. Greg and Sheri are also involved as Young Farmer Cooperators on the milk marketing board.



Jason Lloyd stands with Maple-Downs D Back Addie, an EX-91 cow who goes back to MD-Delight Durham Atlee. Addie was recently the first place Junior 3-Year-Old and Reserve Intermediate Champion at the Mid-East Fall National Holstein Show.

Jason's dairy industry engagement includes serving as the second vice president for the New York Holstein Association and as a New York State Show committee chairman. Additionally, he is on the Holstein Association USA National Judges List.

"This is a huge opportunity, and it's because of national Holstein I have this opportunity," Jason says. "I am on a national judges list and have been able to go to countries like Ecuador, Brazil, the Dominican Republic, and Peru. I have been able to promote our genetics in these countries, as well as realize that U.S. sires dominate the registered industries in these countries."

No matter where Jason is across the country or around globe, he enjoys being surrounded by Registered Holsteins and their breeders. "The passion of seeing registered cattle, working with the breeders, and knowing that the people who show cattle have a passion for the registered industry, whether it's in this country or others," is what makes judging shows enjoyable for Jason.

Hope after Hurricane Irene

August 28, 2011 is a date Jason Lloyd knows off the top of his head. That day, Maple Downs Farms II was dismantled by a massive flood caused by Hurricane Irene. As the flood waters came rushing in, cows swam over the top of the barn gate and down the stream behind the farm to survive.

Jason, who was exhibiting cattle at the New York State Fair at the time of the flood, was one of the first people back into town when the flood waters started to recede. He arrived home to see equipment, vehicles, and small buildings moved to completely new locations. The Lloyd family's ag bags were floating down the river and their corn fields were flattened, taking away most of their feed supply for the next year.

"I want it to be a place the rest of our fellow breeders within the state and country feel free to stop in and take a look at our genetics."

— Jason Lloyd

"The whole farm was flooded so it was complete devastation. Hutches gone, super hutches gone, every piece of equipment," Jason recalls. "The craziest things that transpired from all of that was the couple hundred people that were here helping."

For close to two weeks, fellow dairy farmers housed and milked the Lloyd family's cows. Just 13 days after the flood, cows were being milked on Maple Downs Farms II again. Two months later, Jason received a phone call asking if they still wanted to host the New York State Holstein picnic, which had previously been planned to be held on their farm the following July.

"I talked to my stepmother Denise and she's like 'absolutely let's host the picnic. That gives us eight or nine months to complete the cleanup.' And we did it, we hosted the picnic. We were completely recovered and cleaned up and everything," Jason said.

Now, almost ten years after Maple Downs Farms II overcame the challenges caused by the flood, the Lloyd family is still looking towards the future of their farm. They are excited to continue to improve the genetics of their herd and share it with anyone who is passionate about the Registered Holstein cow.

Jason says, "I want it to be a place the rest of our fellow breeders within the state and country feel free to stop in and take a look at our genetics, and hope they own a Maple Downs cow at some point."



Pictured on the farm sign are MD-Delight Durham Atlee (left) and Maple Downs Lin Jet Ginny (right), two noteworthy cows who made a significant genetic impact on the Maple Downs herd.

TOP BAA HERDS

The Holstein Breed Age Average (BAA%) value provides a way to compare the score of an animal (and herd average) to the average of the breed, taking into account age of the animal and stage of lactation. All animals receive an individual BAA value based on their herd classification report, and herds participating in the Classic or Standard options of the Holstein Classification program receive an overall BAA for the herd. To learn more about how BAA is calculated, visit the Classification page on our website, www.holsteinusa.com, and click on the BAA tab.

The following lists were created to recognize members of all herd sizes and all areas of the country:

A. 2020 Overall Top 200 BAA Herds

B. Top 25 BAA Herds by Region

C. Top 25 BAA Herds by Herd Size

D. Top 15 BAA Herds for Colleges & Universities

For the purposes of these lists, if a herd classified twice in a year (between 1/1/2020 and 12/31/2020) and received an official herd BAA for both classifications, only the most recent BAA was used. To appear on these lists, a herd must have at least 10 cows included in the BAA calculation.

In 2020, 947 herds had a BAA value eligible for inclusion in these lists. The average number of cows included in the BAA calculation for the entire group was 68, and the average BAA% was 107.2.

2020 Overall Top 200 BAA Herds

Rank	Herd Name	St	BAA	# Cows
1	Matthew T. Mitchell	TN	116.5	11
2	Arethusa Farm, LLC	CT	115.9	10
3	Conant Acres, Inc.	ME	115.2	85
4	Eaton Holsteins	NY	114.9	13
5	Eric A. Topp	OH	114.8	10
6	Triple-T Holsteins	OH	114.7	19
7	Milk Source LLC	WI	114.3	41
8	Juniper Farm Inc	ME	114.2	24
9	Michael & Julie Duckett	WI	114.1	57
10	Douglas S. & Jennifer K. Boop	PA	113.9	34
11	CLF, LLC	NJ	113.8	27
	Rocco Cunningham	CA	113.8	12
13	Allen L. & Carolee McClure	NY	113.7	32
14	Brian J. Oster	NY	113.4	48
	Jeffrey Wallace Sharts	NY	113.4	13
16	Phillip W. Topp	OH	113.3	21
17	D. Ludwig Farms LLC	IL	113.1	21
	Gregory A. & Marcia L. Clark, JT	NH	113.1	23
	Kenneth & Charles McEvoy	NY	113.1	22
20	Richard Nisen	IN	113.0	36
	Scarlet Summer Holsteins	PA	113.0	84
	Springhill	OH	113.0	20
23	Crisdhome Farm, Inc.	WI	112.9	93
	Ridgedale Farm	NY	112.9	103
25	Dorsland Farms	WI	112.8	24
26	Humdinger Holsteins	NY	112.7	36
27	Gordon Jr. & Gordon Cook III	MA	112.6	48
	Lloyd M & Denise M Pease	PA	112.6	61
	Lookwell Farm	IN	112.6	21
30	Jeffrey A. & Kate Hendrickson	WI	112.5	111
	Nick Depew	NY	112.5	25
32	Erbacres Holsteins	IL	112.4	52
33	Brandon Ferry	WI	112.3	62
	Michael & Chris McCullough	WI	112.3	55
35	Bruce R. Gingerich	IN	112.2	29
36	P. Morey Miller, Jr.	CT	112.1	27
	Randell D. Rummage, Jr.	TN	112.1	25
38	Mark O. Brantner	PA	112.0	41
	Steven R. Landis	IN	112.0	29
	Velvet-View Farms	OH	112.0	36
41	Josh Skipton	MD	111.9	10
	Loren & Luke Olson	MN	111.9	50
43	Dan Moon	IA	111.8	45
44	Ben Sloan	WA	111.7	16
	Carpdsdale Farms Ltd.	VT	111.7	71
46	Amanda Kennedy	PA	111.6	13
	Andrew J. Rupprecht	MI	111.6	18
	Kevin M. & Annetta R. Herrington	NY	111.6	18
49	Steven & Debra Heuer	MN	111.5	26
	Timothy Baker	MI	111.5	72
51	Adam J. & Lisa Ann Sonnen	PA	111.4	59
	Mikelholm Holsteins	NY	111.4	26
	Skyhart Farms	WA	111.4	28
	Tiberio Azevedo	CA	111.4	21
	Todd J. Whittier	MA	111.4	48
	Troy D. Opsal	WI	111.4	67
	Zachary James Johnson	WI	111.4	13
58	Elm-Spring Farm LLC	NY	111.3	65
	Joseph A. Brantmeier	WI	111.3	78
	Ken & Ashley Kishman	IA	111.3	15
	Todd Adam Hoesly	WI	111.3	64
62	Christopher J. Van Dyk	WI	111.2	45
	Weis Way Dairy	WI	111.2	43
	William A. Minot II	NH	111.2	12
65	Joseph Pavelski	PA	111.1	32
	Michael A. & Kathy D. Stiles	TN	111.1	36
	Mikayla Endres	WI	111.1	19
	Rick Frozene	WI	111.1	19

Rank	Herd Name	St	BAA	# Cows
	Scott Culbertson & James McFarland	MN	111.1	32
70	Andrew D. Stuewe	MN	111.0	104
	Bonnie L. Van Dyk	WI	111.0	86
	David E. Butler	IL	111.0	72
	Elmvue Farm	NY	111.0	42
	Intrigue Holsteins	MN	111.0	34
	James R. Putman	NY	111.0	28
	Molly J. McGuire	OH	111.0	15
	Tyler James Etgen	OH	111.0	54
	Wide Open Holsteins	WI	111.0	24
79	Albert W. Buckbee II	NY	110.9	40
	Austen Schmidt	WI	110.9	85
	Dean W. & Rebecca Jackson	PA	110.9	78
	Plum-Line Holsteins	PA	110.9	72
	Randell N & Meredith K Shores	PA	110.9	46
84	Chris & Stephanie George	NY	110.8	18
	Donald McNeil	NY	110.8	45
	Todd T. Stanek	WI	110.8	66
87	Brandon Perna	NY	110.7	41
	Daniel L. Vandertie	WI	110.7	36
	Dennis V. Christoph	WI	110.7	77
	Eric & Lorelle Sherman	NY	110.7	57
	Galen C. Martin	PA	110.7	42
	Irwindale Farms	IL	110.7	27
	Karla J Stumpf	WI	110.7	11
94	Adam T. Borchert	WI	110.6	66
	Dale & Sherri Rupprecht	MN	110.6	77
	Dale J. Christoph	WI	110.6	53
	Lauber Farm	WI	110.6	41
98	Benjamin & Elizabeth Cashell	PA	110.5	43
	Charles Clark	PA	110.5	24
	Dennis & Kaly Buse	SD	110.5	28
	Gildale Holsteins	WI	110.5	52
	James & Krisanne Koebke	MA	110.5	10
	John Mark Weaver	OH	110.5	45
	Pappys Farms, LLC	UT	110.5	86
	Ralph Lamar Petersheim	WI	110.5	71
	Richard A. Schweer	SD	110.5	37
107	Chelsea Skidmore	OH	110.4	12
	Donald E. Simpson	OH	110.4	90
	Gregory B. Johnson	MN	110.4	45
	Jeffery Alan Knoop	OH	110.4	35
111	Estate of John R. Stookey	IN	110.3	43
	Gracin & Chesney Speich	WI	110.3	19
	Howe Holsteins	MN	110.3	56
	John W. Donnay	MN	110.3	47
	Larry D. Dykstra	IA	110.3	61
	Trent Henkes	IA	110.3	53
	Walter A. Young	ME	110.3	16
118	Andrew D. Engstrand	WI	110.2	15
	Charles L. & Brenda L. Charron, JT	VT	110.2	49
	David K. Stoltzfus	PA	110.2	53
	David L. Klingensmith	OH	110.2	58
	Kenneth John Beneke	NY	110.2	95
	Ourway Holsteins	WI	110.2	14
	Patty Jo & Ronald Strobel	MN	110.2	35
	Robert M. & Judi A. Hauck	PA	110.2	47
	Robeth Holsteins, LLC	VT	110.2	102
127	Alan OBrien	ME	110.1	28
	Greta Koebel	IL	110.1	32
	Thomas F. Atherton	MI	110.1	11
130	Glenmar-Dale Farms	WI	110.0	28
	Howard W. Wolfe	NY	110.0	82
	James & Richard Davis Jr,	ME	110.0	45
	Silver Valley Farm			
	Jeffrey L. Raney	PA	110.0	47
	Walk-Era Farms, Inc.	WI	110.0	99
135	Douglas & Joanne Wesneski	PA	109.9	46

Top 25 BAA Herds by Region

Rank	Herd Name	St	BAA	Cows
	Kevin Beiler	NJ	109.9	75
	Maple-Downs Farms II	NY	109.9	105
	Robert J. & Jeannette M. Sheehan	MN	109.9	52
	Thomas F Murphy	MA	109.9	31
	Walter & Joanna Zimmerman	OH	109.9	44
	Walter Gremel & Darwin D. Sneller	MI	109.9	81
142	Blue Ridge Dairy	CO	109.8	16
	Brian & Lori Rote	IL	109.8	50
	Clyde M. & Charlene McWilliams	PA	109.8	65
	D Miguel, R Teixeira & J Leonardo	CA	109.8	11
	David R. Banicky	PA	109.8	50
	Eric J. Havens LTD	OH	109.8	31
	Fischerdale Syndicate	WI	109.8	65
	Jeffrey A. Winton	NY	109.8	34
	Kurt & Sarah Loehr	WI	109.8	106
	Kyle Van Dyk	WA	109.8	10
	Leroy C. Eggink	IA	109.8	53
	Lowell J., Jr. & Karen D. Davenport	NY	109.8	25
	Plynn Beattie	VT	109.8	16
155	Brian & Koral Harbaugh	IA	109.7	45
	James A. & Dennis L. London	PA	109.7	58
	Kaylen Rae Miller	IL	109.7	21
158	Glenn-Ann Holsteins	WI	109.6	72
	Jeffrey H. Zuck	PA	109.6	107
	Keystone Farm	PA	109.6	61
	Kristen K. Broege	WI	109.6	10
	Reuben G. & Elizabeth Everitt	PA	109.6	27
	Robert F. Durant	NY	109.6	28
	Trent & Kelsey Hendrickson	WI	109.6	108
165	Douglas James Lyons	IA	109.5	49
	Glenn Ubbelohde	WI	109.5	63
	Harold K. Christensen, Jr.	WI	109.5	82
	Margaret & Marvin L. Pearson	MN	109.5	73
	Michael Hosking	NY	109.5	18
	Penn-Dell Farms	PA	109.5	67
	Robert Miller	IL	109.5	56
	Steven & Sara Schneider	WI	109.5	27
	William L. Stoltzfus	ID	109.5	81
174	Dale L. Zimmerman	PA	109.4	84
	Dogwood Farm, L.P., LLP	VA	109.4	91
	Hildebrandt Family Farm LLC	WI	109.4	89
	Lowell J., Jr. & Karen D. Davenport	NY	109.4	25
	Marshland Farms, Inc.	WI	109.4	89
	Matthew Kyle Leak	UT	109.4	76
	Matthew S Linehan	PA	109.4	10
	Tim R. Smith	WI	109.4	74
182	Adam J. Hovland	WI	109.3	41
	Alfred & Mark Schmitt	MN	109.3	81
	Brian Edward Rohloff	WI	109.3	32
	Charles J. Bean	PA	109.3	81
	Glen S. Zimmerman	PA	109.3	74
	Joleanna Holsteins LLC	NY	109.3	127
188	Brandy Brook Dairy	NY	109.2	21
	Dave Lemke	MN	109.2	30
	David T. & Donna Gaige	NY	109.2	45
	Folts Farms	NY	109.2	31
	George L & Marcia C Merrill	NY	109.2	15
	Jason R Tooley & Lucy Stockwell	NY	109.2	45
	Jerry Schmidt	WI	109.2	44
	John K Lapp Jr	PA	109.2	42
	Kamphuis Farms LLC	WI	109.2	277
	Mark & Angie Ulness	WI	109.2	72
	Rebekah & Miles Schraufnagel	WI	109.2	45
	Scott M. Evans	NY	109.2	72
	Shawn & Steven Styer	WI	109.2	10
	Thomas & Elizabeth Kearns	WI	109.2	122
	Todd & Brad Groves	MO	109.2	152

Region 1: NY & New England

Rank	Herd Name	St	BAA	Cows
1	Arethusa Farm, LLC	CT	115.9	10
2	Conant Acres, Inc.	ME	115.2	85
3	Eaton Holsteins	NY	114.9	13
4	Juniper Farm Inc	ME	114.2	24
5	Allen L. & Carolee McClure	NY	113.7	32
6	Brian J. Oster	NY	113.4	48
	Jeffrey Wallace Sharts	NY	113.4	13
8	Gregory A. & Marcia L. Clark, JT	NH	113.1	23
	Kenneth & Charles McEvoy	NY	113.1	22
10	Ridgedale Farm	NY	112.9	103
11	Humdinger Holsteins	NY	112.7	36
12	Gordon Jr. & Gordon Cook III	MA	112.6	48
13	Nick Depew	NY	112.5	25
14	P. Morey Miller, Jr.	CT	112.1	27
15	Carpdsale Farms Ltd.	VT	111.7	71
16	Kevin M. & Annetta R. Herrington	NY	111.6	18
17	Mikelholm Holsteins	NY	111.4	26
	Todd J. Whittier	MA	111.4	48
19	Elm-Spring Farm LLC	NY	111.3	65
20	William A. Minot II	NH	111.2	12
21	Elmvue Farm	NY	111.0	42
	James R. Putman	NY	111.0	28
23	Albert W. Buckbee II	NY	110.9	40
24	Chris & Stephanie George	NY	110.8	18
	Donald McNeil	NY	110.8	45

Region 3: IL, IN, OH & MI

Rank	Herd Name	St	BAA	Cows
1	Eric A. Topp	OH	114.8	10
2	Triple-T Holsteins	OH	114.7	19
3	Phillip W. Topp	OH	113.3	21
4	D. Ludwig Farms LLC	IL	113.1	21
5	Richard Nisen	IN	113.0	36
	Springhill	OH	113.0	20
7	Lookwell Farm	IN	112.6	21
8	Erbacres Holsteins	IL	112.4	52
9	Bruce R. Gingerich	IN	112.2	29
10	Steven R. Landis	IN	112.0	29
	Velvet-View Farms	OH	112.0	36
12	Andrew J. Rupprecht	MI	111.6	18
13	Timothy Baker	MI	111.5	72
14	David E. Butler	IL	111.0	72
	Molly J. McGuire	OH	111.0	15
	Tyler James Etgen	OH	111.0	54
17	Irwindale Farms	IL	110.7	27
18	John Mark Weaver	OH	110.5	45
19	Chelsea Skidmore	OH	110.4	12
	Donald E. Simpson	OH	110.4	90
	Jeffery Alan Knoop	OH	110.4	35
22	Estate of John R. Stookey	IN	110.3	43
23	David L. Klingensmith	OH	110.2	58
24	Greta Koebel	IL	110.1	32
	Thomas F. Atherton	MI	110.1	11

Region 2: DE, MD, NJ, PA & WV

Rank	Herd Name	St	BAA	Cows
1	Douglas S. & Jennifer K. Boop	PA	113.9	34
2	CLF, LLC	NJ	113.8	27
3	Scarlet Summer Holsteins	PA	113.0	84
4	Lloyd M & Denise M Pease	PA	112.6	61
5	Mark O. Brantner	PA	112.0	41
6	Josh Skipton	MD	111.9	10
7	Amanda Kennedy	PA	111.6	13
8	Adam J. & Lisa Ann Sonnen	PA	111.4	59
9	Joseph Paveleski	PA	111.1	32
10	Dean W. & Rebecca Jackson	PA	110.9	78
	Plum-Line Holsteins	PA	110.9	72
	Randell N & Meredith K Shores	PA	110.9	46
13	Galen C. Martin	PA	110.7	42
14	Benjamin & Elizabeth Cashell	PA	110.5	43
	Charles Clark	PA	110.5	24
16	David K. Stoltzfus	PA	110.2	53
	Robert M. & Judi A. Hauck	PA	110.2	47
18	Jeffrey L. Raney	PA	110.0	47
19	Douglas & Joanne Wesneski	PA	109.9	46
	Kevin Beiler	NJ	109.9	75
21	Clyde M. & Charlene McWilliams	PA	109.8	65
	David R. Banicky	PA	109.8	50
23	James A. & Dennis L. London	PA	109.7	58
24	Jeffrey H. Zuck	PA	109.6	107
	Keystone Farm	PA	109.6	61
	Reuben G. & Elizabeth Everitt	PA	109.6	27

Region 4: Southeastern States

Rank	Herd Name	St	BAA	Cows
1	Matthew T. Mitchell	TN	116.5	11
2	Randell D. Rummage, Jr.	TN	112.1	25
3	Michael A. & Kathy D. Stiles	TN	111.1	36
4	Dogwood Farm, L.P., LLP	VA	109.4	91
5	Joyce Goode	KY	108.5	68
6	Wall Bros. Dairy, Inc.	VA	107.4	62
7	Dusty Schilling	LA	107.3	68
8	Gregory H. Langley	NC	107.2	27
9	Stephen M. Weaver	KY	107.0	38
10	Benjamin D. Leach	TN	106.9	20
	Donald A. Newberry	GA	106.9	84
12	Eastern Kentucky University	KY	106.7	34
	Fowler Branstetter	KY	106.7	31
14	Kraig W. Smith	VA	106.5	36
15	Stephen Allen Zirkle	VA	106.2	45
16	John T. Faunce, Jr.	LA	106.1	122
17	N C Mtn Cattle Co LLC	NC	105.9	21
18	Arrowhead Farms	TN	105.8	16
19	Melvin L. Ronk	VA	105.5	92
	North Carolina St. Univ. College Of Vet. Med.	NC	105.5	24
21	Seth W. & Ruth F. Jamison	VA	105.3	67
22	Brandon Fields	KY	105.0	102
	Clemson University Dairy	SC	105.0	99
	Embrys Longview Farm, Inc.	KY	105.0	159
25	University of Kentucky	KY	104.9	52

Top 25 BAA Herds by Region *continued*

Region 5: Wisconsin

Rank	Herd Name	St	BAA	# Cows
1	Milk Source LLC	WI	114.3	41
2	Michael & Julie Duckett	WI	114.1	57
3	Crisdhome Farm, Inc.	WI	112.9	93
4	Dorsland Farms	WI	112.8	24
5	Jeffrey A. & Kate Hendrickson	WI	112.5	111
6	Brandon Ferry	WI	112.3	62
	Michael & Chris McCullough	WI	112.3	55
8	Troy D. Opsal	WI	111.4	67
	Zachary James Johnson	WI	111.4	13
10	Joseph A. Brantmeier	WI	111.3	78
	Todd Adam Hoesly	WI	111.3	64
12	Christopher J. Van Dyk	WI	111.2	45
	Weis Way Dairy	WI	111.2	43
14	Mikayla Endres	WI	111.1	19
	Rick Frozene	WI	111.1	19
16	Bonnie L. Van Dyk	WI	111.0	86
	Wide Open Holsteins	WI	111.0	24
18	Austen Schmidt	WI	110.9	85
19	Todd T. Stanek	WI	110.8	66
20	Daniel L. Vandertie	WI	110.7	36
	Dennis V. Christoph	WI	110.7	77
	Karla J Stumpf	WI	110.7	11
23	Adam T. Borchert	WI	110.6	66
	Dale J. Christoph	WI	110.6	53
	Lauber Farm	WI	110.6	41

Region 7: AR, KS, MO, NM, OK & TX

Rank	Herd Name	St	BAA	# Cows
1	Todd & Brad Groves	MO	109.2	152
2	Dwight J. & Anita J. Rokey	KS	109.1	115
3	Four Streams Dairy, Inc	KS	108.6	19
	Janice T. Ling	MO	108.6	81
	Larry & Jodi Wright	MO	108.6	59
6	The College of The Ozarks	MO	108.5	27
7	Anthony L. Musser	MO	107.4	73
	Nathaniel & Rose Graber	MO	107.4	35
9	Wilson Martin	MO	107.1	98
10	Leo A. Hoff, Jr.	TX	106.9	172
11	John Koster	TX	106.8	242
12	Oklahoma State University	OK	106.7	49
13	Toecky Farm	MO	106.6	101
14	Alfred J. Brandt	MO	106.4	120
15	Elmer Martin	MO	106.3	40
	Swan Bros Dairy Inc	OK	106.3	32
17	Joseph W. Osinga	TX	106.2	131
18	Shatto Farms, Inc.	MO	106.1	123
19	Clifford M Oberholtzer	MO	105.9	77
20	University of Missouri	MO	105.8	152
21	Stanley J. Haedge	TX	105.6	180
22	Gene Hall, Jr.	OK	105.1	25
23	James L. & Novalee Coats	MO	105.0	63
24	Lin-Lea Farms, Inc.	KS	104.9	132
	Oberholtzer Dairy	MO	104.9	81

10 to 25 Cows

Rank	Herd Name	St	BAA	# Cows
1	Matthew T. Mitchell	TN	116.5	11
2	Arethusa Farm, LLC	CT	115.9	10
3	Eaton Holsteins	NY	114.9	13
4	Eric A. Topp	OH	114.8	10
5	Triple-T Holsteins	OH	114.7	19
6	Juniper Farm Inc	ME	114.2	24
7	Rocco Cunningham	CA	113.8	12
8	Jeffrey Wallace Sharts	NY	113.4	13
9	Phillip W. Topp	OH	113.3	21
10	D. Ludwig Farms LLC	IL	113.1	21
	Gregory A. & Marcia L. Clark, JT	NH	113.1	23
	Kenneth & Charles McEvoy	NY	113.1	22
13	Springhill	OH	113.0	20
14	Dorsland Farms	WI	112.8	24
15	Lookwell Farm	IN	112.6	21
16	Nick Depew	NY	112.5	25
17	Randell D. Rummage, Jr.	TN	112.1	25
18	Josh Skipton	MD	111.9	10
19	Ben Sloan	WA	111.7	16
20	Amanda Kennedy	PA	111.6	13
	Andrew J. Rupprecht	MI	111.6	18
	Kevin M. & Annetta R. Herrington	NY	111.6	18
23	Tiberio Azevedo	CA	111.4	21
	Zachary James Johnson	WI	111.4	13
25	Ken & Ashley Kishman	IA	111.3	15

Region 6: IA, MN, ND, NE & SD

Rank	Herd Name	St	BAA	# Cows
1	Loren & Luke Olson	MN	111.9	50
2	Dan Moon	IA	111.8	45
3	Steven & Debra Heuer	MN	111.5	26
4	Ken & Ashley Kishman	IA	111.3	15
5	Scott Culbertson & James McFarland	MN	111.1	32
6	Andrew D. Stuewe	MN	111.0	104
	Intrigue Holsteins	MN	111.0	34
8	Dale & Sherri Rupprecht	MN	110.6	77
9	Dennis & Kalyn Buse	SD	110.5	28
	Richard A. Schweer	SD	110.5	37
11	Gregory B. Johnson	MN	110.4	45
12	Howe Holsteins	MN	110.3	56
	John W. Donnay	MN	110.3	47
	Larry D. Dykstra	IA	110.3	61
	Trent Henkes	IA	110.3	53
16	Patty Jo & Ronald Strobel	MN	110.2	35
17	Robert J. & Jeannette M. Sheehan	MN	109.9	52
18	Leroy C. Eggink	IA	109.8	53
19	Brian & Koral Harbaugh	IA	109.7	45
20	Douglas James Lyons	IA	109.5	49
	Margaret & Marvin L. Pearson	MN	109.5	73
22	Alfred & Mark Schmitt	MN	109.3	81
23	Dave Lemke	MN	109.2	30
24	Matt Timmer	MN	109.1	105
	Olmar Farms	MN	109.1	149

Regions 8 & 9: Western States

Rank	Herd Name	St	BAA	# Cows
1	Rocco Cunningham	CA	113.8	12
2	Ben Sloan	WA	111.7	16
3	Skyhart Farms	WA	111.4	28
	Tiberio Azevedo	CA	111.4	21
5	Pappys Farms, LLC	UT	110.5	86
6	Blue Ridge Dairy	CO	109.8	16
	D Miguel, R Teixeira & J Leonardo	CA	109.8	11
	Kyle Van Dyk	WA	109.8	10
9	William L. Stoltzfus	ID	109.5	81
10	Matthew Kyle Leak	UT	109.4	76
11	Utah State University	UT	109.0	59
12	TMK Farm	OR	108.9	10
13	Duncan & Jodi McKay	WA	108.5	10
14	Hath Dairy	CA	108.4	11
15	California State University, Fresno	CA	108.1	59
	Portmann Dairy Farm	WA	108.1	95
17	Dan Maur Farms, Chris & Janice Baginski	WA	108.0	25
18	Moretti Dairy	OR	107.6	39
19	Mow-Ten-Vue Holsteins	MT	107.5	63
20	Douglas R. Beretta	CA	107.1	10
21	Durrer Dairy	CA	106.3	213
	Pacheco Dairy, Inc.	CA	106.3	309
23	Patricia Hurtgen & Richard Hurtgen	OR	106.2	32
24	Double W Dairy	CO	106.1	200
25	Silveira Dairy	CA	105.9	74

26 to 50 Cows

Rank	Herd Name	St	BAA	# Cows
1	Milk Source LLC	WI	114.3	41
2	Douglas S. & Jennifer K. Boop	PA	113.9	34
3	CLF, LLC	NJ	113.8	27
4	Allen L. & Carolee McClure	NY	113.7	32
5	Brian J. Oster	NY	113.4	48
6	Richard Nisen	IN	113.0	36
7	Humdinger Holsteins	NY	112.7	36
8	Gordon Jr. & Gordon Cook III	MA	112.6	48
9	Bruce R. Gingerich	IN	112.2	29
10	P. Morey Miller, Jr.	CT	112.1	27
11	Mark O. Brantner	PA	112.0	41
	Steven R. Landis	IN	112.0	29
	Velvet-View Farms	OH	112.0	36
14	Loren & Luke Olson	MN	111.9	50
15	Dan Moon	IA	111.8	45
16	Steven & Debra Heuer	MN	111.5	26
17	Mikelholm Holsteins	NY	111.4	26
	Skyhart Farms	WA	111.4	28
	Todd J. Whittier	MA	111.4	48
20	Christopher J. Van Dyk	WI	111.2	45
	Weis Way Dairy	WI	111.2	43
22	Joseph Pavelski	PA	111.1	32
	Michael A. & Kathy D. Stiles	TN	111.1	36
	Scott Culbertson & James McFarland	MN	111.1	32
25	Elmvue Farm	NY	111.0	42
	Intrigue Holsteins	MN	111.0	34
	James R. Putman	NY	111.0	28

Top 25 BAA Herds by Herd Size

51 to 75 Cows				
Rank	Herd Name	St	BAA	# Cows
1	Michael & Julie Duckett	WI	114.1	57
2	Lloyd M & Denise M Pease	PA	112.6	61
3	Erbacres Holsteins	IL	112.4	52
4	Brandon Ferry	WI	112.3	62
	Michael & Chris McCullough	WI	112.3	55
6	Carpssdale Farms Ltd.	VT	111.7	71
7	Timothy Baker	MI	111.5	72
8	Adam J. & Lisa Ann Sonnen	PA	111.4	59
	Troy D. Opsal	WI	111.4	67
10	Elm-Spring Farm LLC	NY	111.3	65
	Todd Adam Hoesly	WI	111.3	64
12	David E. Butler	IL	111.0	72
	Tyler James Etgen	OH	111.0	54
14	Plum-Line Holsteins	PA	110.9	72
15	Todd T. Stanek	WI	110.8	66
16	Eric & Lorelle Sherman	NY	110.7	57
17	Adam T. Borchert	WI	110.6	66
	Dale J. Christoph	WI	110.6	53
19	Gildale Holsteins	WI	110.5	52
	Ralph Lamar Petersheim	WI	110.5	71
21	Howe Holsteins	MN	110.3	56
	Larry D. Dykstra	IA	110.3	61
	Trent Henkes	IA	110.3	53
24	David K. Stoltzfus	PA	110.2	53
	David L. Klingensmith	OH	110.2	58

Over 150 Cows				
Rank	Herd Name	St	BAA	# Cows
1	Kamphuis Farms LLC	WI	109.2	277
	Todd & Brad Groves	MO	109.2	152
3	J. Steven Arbaugh	MD	108.9	333
4	Selz Farm, Inc.	WI	108.5	296
5	Bradley Cates	NY	108.3	432
6	Kuehnert Dairy, Inc.	IN	107.7	256
	Oneeda Farms, LLC	IN	107.7	171
	Steven D. Harre	IL	107.7	225
9	Wargo Acres	WI	107.5	261
10	Mellwood II LLC	WI	107.3	198
	Srnka Farms LLC	WI	107.3	414
12	Synergy Farm LLC	WI	107.2	419
13	Leo A. Hoff, Jr.	TX	106.9	172
14	John Koster	TX	106.8	242
15	Vista Grande Farms, LLC	PA	106.7	207
16	Loron K. Bock	WI	106.6	152
	Sugar Creek Dairy	WI	106.6	524
18	Kellercrest Reg. Hol., Inc.	WI	106.5	296
19	Durrer Dairy	CA	106.3	213
	Lakecrest Farms, Inc.	WI	106.3	218
	Pacheco Dairy, Inc.	CA	106.3	309
	Royal Vista Holsteins	WI	106.3	343
23	Voight Acres, LLC	WI	106.2	176
24	Double W Dairy	CO	106.1	200
	Junlyn Farms, Inc.	WI	106.1	226

Top 15 College & University Herds

Top 15 College & University Herds				
Rank	Herd Name	St	BAA	# Cows
1	Utah State University	UT	109.0	59
2	The College of The Ozarks	MO	108.5	27
3	California State University, Fresno	CA	108.1	59
4	University of Maine	ME	107.8	28
5	University of Connecticut	CT	107.0	31
6	Eastern Kentucky University	KY	106.7	34
	Oklahoma State University	OK	106.7	49
	UVM-Cream	VT	106.7	40
9	University of Wisconsin-Platteville	WI	106.4	144
10	North Dakota State University	ND	106.1	86
11	University of Missouri	MO	105.8	152
12	North Carolina St. Univ. College Of Vet. Med.	NC	105.5	24
13	Clemson University Dairy	SC	105.0	99
14	University of Kentucky	KY	104.9	52
15	South Dakota State University	SD	104.8	81

CONTRACT CLASSIFICATION

Herds classifying at least three times annually may benefit by contracting their classification. A 10% discount to the herd's annual classification costs is applied at the completion of the contract. Holstein COMPLETE® herds are eligible for this program, with the 10% discount applying to the two classifications not included as a part of COMPLETE. All herds on Contract Classification are guaranteed to be scheduled.

ENROLL BY NOVEMBER 1ST TO BE SCHEDULED FOR A CONTRACT CLASSIFICATION IN 2022.

Herds not on COMPLETE or less than 750 cows on COMPLETE

- Classify 3 or more times a year
- 10% discount applied to contract classifications once contract is fulfilled
- Herds on COMPLETE receive one area classification during enrollment year

COMPLETE herds with 750-999 cows enrolled

- 2 Area Limited classifications covered with COMPLETE benefit
- At least one non-area classification with 10% discount

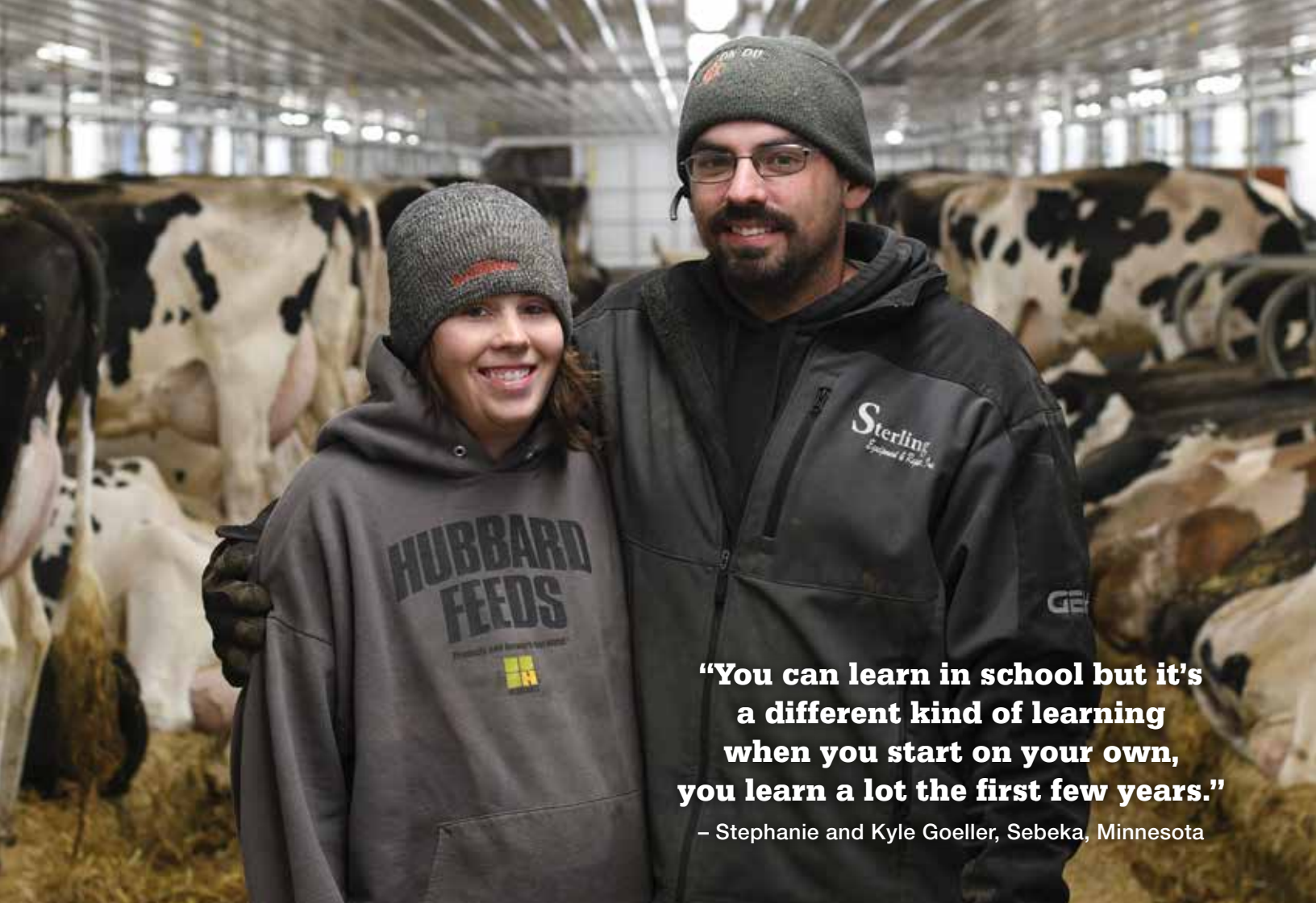
COMPLETE herds with 1000+ cows enrolled

- 3 Limited classifications covered with COMPLETE benefit (2 Area, 1 Non-Area)

Please contact the Classification department at ext. 4263 with questions and inquiries.



76 to 150 Cows				
Rank	Herd Name	St	BAA	# Cows
1	Conant Acres, Inc.	ME	115.2	85
2	Scarlet Summer Holsteins	PA	113.0	84
3	Crisdhome Farm, Inc.	WI	112.9	93
	Ridgedale Farm	NY	112.9	103
5	Jeffrey A. & Kate Hendrickson	WI	112.5	111
6	Joseph A. Brantmeier	WI	111.3	78
7	Andrew D. Stuewe	MN	111.0	104
	Bonnie L. Van Dyk	WI	111.0	86
9	Austen Schmidt	WI	110.9	85
	Dean W. & Rebecca Jackson	PA	110.9	78
11	Dennis V. Christoph	WI	110.7	77
12	Dale & Sherri Rupprecht	MN	110.6	77
13	Pappys Farms, LLC	UT	110.5	86
14	Donald E. Simpson	OH	110.4	90
15	Kenneth John Beneke	NY	110.2	95
	Robeth Holsteins, LLC	VT	110.2	102
17	Howard W. Wolfe	NY	110.0	82
	Walk-Era Farms, Inc.	WI	110.0	99
19	Maple-Downs Farms II	NY	109.9	105
	Walter Gremel & Darwin D. Sneller	MI	109.9	81
21	Kurt & Sarah Loehr	WI	109.8	106
22	Jeffrey H. Zuck	PA	109.6	107
	Trent & Kelsey Hendrickson	WI	109.6	108
24	Harold K. Christensen, Jr.	WI	109.5	82
	William L. Stoltzfus	ID	109.5	81



**"You can learn in school but it's
a different kind of learning
when you start on your own,
you learn a lot the first few years."**

– Stephanie and Kyle Goeller, Sebeka, Minnesota

THE SKY'S THE LIMIT

Style-Heaven Holsteins is a dream come true for the Goeller family



Growing up on a dairy farm, Stephanie Goeller says she has always enjoyed being outside and working with animals. It only took one summer working off the farm during high school for Kyle Goeller to realize dairy farming was the right career choice for him.

Kyle and Stephanie met while attending Ridgewater College in Willmar, Minnesota. It was here their vision of Style-Heaven Holsteins started to take shape and their interest in Registered Holsteins® began.

“Neither one of us grew up with a registered herd... but when we were in college Spencer Hackett came and spoke in one of our classes and it kind of intrigued us,” Stephanie shared. Fellow Registered Holstein breeder Spencer Hackett of Melarry Farms in Rice, Minnesota continues to be an important mentor to the Goellers today.

As young adults, both Kyle and Stephanie knew dairy farming was the way of life they loved. Together, they made their dairy farming dream a reality.

A herd to call their own

After graduating in 2010, the young couple began renting a dairy farm near Lucan, Minnesota from Stephanie’s uncle, who was nearing retirement. The Goellers purchased 40 Registered Holsteins from Stephanie’s uncle and gradually grew the herd from 40 to 80 cows over the course of the next seven years.

“You can learn in school but it’s a different kind of learning when you start on your own,” Kyle said. “You learn a lot the first few years.”

Stephanie agreed they had much to learn but said having cows and equipment already on the farm made the transition easier. Support from both Stephanie’s uncle and her parents, who lived nearby, also helped the young couple tremendously.

“My advice for younger people getting started is, there are enough older people that want someone to take over. Find those people and they’ll do a lot for you,” Kyle shared.

Taking the next step

Today, Kyle and Stephanie milk 150 Registered Holsteins on their farm near Sebeka, Minnesota alongside their young children.

“Opportunity comes to you every day,” Kyle said. “It’s whether you want to take it or if you want to let it go by.” When the opportunity came to purchase a farm of their own, Kyle and Stephanie took it. In the spring of 2017, they purchased their current farm and began renovations.

“I was down there taking care of those cows for two months while Kyle was up here working on the barn,” Stephanie said.

On May 13, 2017, the Goeller family’s hard work paid off and they began milking cows in their newly

renovated tie stall barn. Since then, additional renovations to the farm have included adding headlocks to the heifer pen and starting improvements on the feed pad.

Kyle and Stephanie hope current and future improvements will enable them to work more efficiently. Accomplishing day to day tasks is a team effort for the couple and their employees. Stephanie concentrates on milking cows, feeding calves, and doing bookwork while Kyle works on feeding, field work, and other chores around the farm.

“Milking is my favorite thing to do,” Stephanie says. “I take care of the calves too, so I think it’s kind of fun for me to see those calves develop into cows.”

Continuing to develop the genetics of their herd is another combined effort for the Goellers. Kyle concentrates on making mating decisions, while Stephanie does the breeding. Kyle finds joy in following cow families and breeds for trouble free cows with longevity and good transmitting ability.

“It’s an art and I’m still learning it,” Kyle said. “You have to have those type cows in there to get you up in the morning, but you also have to have your workforce to pay the bills.”

Dairy community connections

It is evident that Kyle and Stephanie’s commitment to life-long learning is a large component of their success. Whether it is a phone call to a long-time mentor or a tour of a farm they have never seen, the Goellers are open to hearing about new ways to do things.

“You always want to take one thing away from that conversation or trip, good or bad,” Kyle said. “You always want to be continuously learning.”

While Kyle jokes that his phone is often dead by 5 p.m., he says benchmarking their herd against other farms is a good way to determine areas of accomplishment and improvement. “We try to surround ourselves with successful people,” Kyle says. “You are who you hang around.”

Since their childhoods, both Kyle and Stephanie have found a sense of belonging and purpose in the dairy community. Now, they hope to instill the values growing up on farms has given them in their own children.

“I’m thankful for the qualities growing up that I attained, the work ethic and responsibility, doing things as a family, teamwork,” Stephanie explained. “Hopefully, our kids can attain those things.”

Dairy farming has its ups and downs, but even during tough times, the Goellers are grateful dairy farming is something they can enjoy doing together as a family. “You always have your days, but that makes you appreciate the better days that much more,” Kyle said. “You’re doing what you love every day. There’s probably a lot of people who can’t say that.”

Celebrating 30 Years

Progressive Genetics Herd Award

Sixteen outstanding herds — recognized with the Progressive Genetics Herd Award every year since it began.

**For the past
30 years, Holstein
Association USA has
honored outstanding
Registered Holstein®
herds with the
Progressive Genetics
Herd Award.**

Given to the top 500 herds in the country, this prestigious award is based on TPI level. To be eligible for this award, herds must be state and national association members, enrolled in Deluxe or Premier TriStar, and participate in a classification program.

“Our members understand laying a solid foundation of genetics as a cornerstone of their dairy farms is the key to taking their performance and profitability to the next level,” says Lindsey Worden, Executive Director of Genetic Services at Holstein Association USA. “This separates our members from other top managers across the country, and the Progressive Genetics Herd Award honors those herds excelling in the genetic progress arena.”

A remarkable 16 herds have received the Progressive Genetics Herd Award every year for the past 30 years. This shows exceptional sustainability and a proven commitment to the genetic progress of the Holstein breed among these breeders. The high performance these herds have sustained year after year is a testament to their dedication and passion for Registered Holsteins.

The following 16 herds have been awarded the Progressive Genetics Herd Award all 30 years. Congratulations to these breeders on their well-deserved accomplishment! To view a full list of Progressive Genetics Herd Award recipients for both current and past years, visit www.holsteinusa.com and click on Awards, then Herds.

30 Year Progressive Genetics Herd Award Recipients

Prefix	Herd Name and Family Name	Location	Avg. CTPI
BOMAZ	Bomaz, Inc., The Zwald Family	Hammond, WI	2508
DARITA	The Richard Family	Goshen, IN	2338
DE-SU	De Su Holsteins LLC, The Meyer Family	New Albin, IA	2455
FUSTEAD	Brian & Wendy Fust	Wausau, WI	2257
GIL-GAR	Stelling Farms, Inc., The Stelling Family	Millville, MN	2457
JALODA	Jaloda Farms, The Sheffield Family	Wellington, OH	2204
LATUCH	Roger & David Latuch	Rockwood, PA	2275
LIRR	Lirr Farm, The Nigh Family	Viroqua, WI	2232
MAINSTREAM	Randy W. Kortus	Lynden, WA	2285
O-BEE	Gaylon, Gary & Steve Obert	Dakota, IL	2248
RALMA	Alfred & Mark Schmitt	Rice, MN	2328
REGANCREST	Regancrest Holsteins, LLC, The Regan Family	Waukon, IA	2289
TEEMAR	Mark P. Paul	Luxemburg, WI	2440
VEAZLAND	Veazland Farms, The Veazie Family	Corinna, ME	2210
WALHOWDON	Walhowdon Farm, Inc., The Patch Family	Lebanon, NH	2213
WELCOME	Welcome Stock Farm, LLC, The Peck Family	Schuylerville, NY	2458

Stelling Farms, Inc.

Stelling Farms, Inc. is one of just sixteen herds to receive Holstein Association USA's Progressive Genetics Herd Award each of the 30 years since the program's inception. The continued excellence and sustainability of the Stelling's herd and other Progressive Genetics Award winners is truly amazing.

The first Holsteins arrived on the Stelling's farm in Millville, Minnesota by chance. "My parents went up to northern Wisconsin to see some of the relatives. They had Holsteins and we had Shorthorns," Henry Stelling recalled. "They got into a card game, and my dad was a character, so they traded two Shorthorn heifers for two Holstein heifers."

Henry's parents were so impressed by the new additions they decided to transition to an entirely Holstein herd. "I remember when those Holsteins calved, my gosh, they made so much more milk," said Henry, who was about ten years old at the time.

Today the century farm is operated by Henry's son and nephew, Brent and Jake, and their families. Henry, a retired large animal veterinarian, remains involved on the farm and manages their breeding and genetics program.

A Focus on Genetics

The Stelling family bought their first Registered Holsteins® and began doing embryo transfers in the early 1980's. Since then, they have sold embryos to countries around the world including Japan and Germany, heifers in top sales throughout the United States, and bulls to A.I. companies.

Receiving the Progressive Genetics Herd Award each year reinforces to the Stelling family the time, effort, and investment put into improving their herd's genetics is worth it. "Investment being reproduction, genomic testing, semen, and all the stuff that you put towards that," Brent explains.



Henry, Sophie, Sawyer, and Brent Stelling on their farm in Millville, Minnesota. Stelling Farms, Inc. has received the Progressive Genetics Herd Award every year it has been given.

It also gives them a blueprint of how the genetics of their herd and the Holstein breed have improved over the past three decades. "We can definitely see the advances in the breeding that have gone on the past 30 years," Brent said. "The animals are so

much more sound and ready to work," Jake added.

Their 300-cow herd is milked three times a day and averages around 100 to 105 pounds of milk per cow per day, with a 4% butterfat and 3.2% protein test. This is a result of their emphasis on good genetics, cow comfort, and high-quality forages. "We've seen things progress genetically and production wise with the cows every year," Brent said.

Tools for Success

In addition to production, the Stelling family breeds for good feet and legs and udders and take health traits into consideration. "The health traits have been phenomenal," Brent said. "The DPR, somatic cell, and productive life, they really do work."

Henry says he uses genetic testing and reports from Holstein Association USA to help guide breeding decisions. "As far as mating is concerned, you can only change three things in each generation," Henry explains. "So, you look through the report and find out what three things are majorly lacking, and then you find a bull that will accommodate that."

The Stelling family has seen exceptional genetic progress in their herd since the first Registered Holsteins arrived many years ago. Their goal for the future is to continue advancing their herd's genetics while producing a great product for consumers and caring for the land and animals. "We just like working with the cows and taking care of the land," Brent said.



"We wouldn't be where we are at today, in terms of milk production or genetic profile, without the help of the Holstein Association."

– Ken McCarty, McCarty Family Farms

EYES ON THE HORIZON

McCarty Family Farms finds opportunity, value with U.S. Registered Holsteins

In 1914 on a farm near Sugar Run, Pennsylvania, the McCarty family set in motion what would become a longstanding tradition of milking dairy cows. Over the years, the McCarty's would be recognized for their herd's outstanding milk production, their progressive nature and leadership.

Now more than a century later, the same pioneering spirit and entrepreneurial savvy have provided great opportunity for a new generation of the McCarty family.

"My parents, Tom and Judy McCarty, realized that our family's future to maintain a presence in the agriculture industry was going to be very limited," says Ken McCarty, one of four brothers active in managing the operation. "In the early 90s, they began to look for other areas of opportunity. In 1999, we moved and settled here in northwest Kansas."

The wide expanse of Kansas wheat fields provided an ideal backdrop for growing their business. McCarty Family Farms today includes five dairies in three states — which are home to around 22,000 cows — that generate a total 1,125,000 pounds of milk per day.

Essential to achieving this progress has been finding the right partners, at the right time.

"Traditionally, McCarty Family Farms has been a market-based dairy," Ken says. "As we saw an increasing amount of volatility in the ag markets, we knew our business wasn't financially strong enough to withstand that volatility."

Deciding to seek out new market options, in 2010 they met with the milk procurement team at Danone North America. The McCarty's farm vision and the company's vision were immediately aligned, Ken explains. Their shared goals were aimed toward stability, transparency, continuous improvement and collaborating to make things better every day.

"It's really pulled back the veil of where our milk goes, what our milk does, what our milk goes into — and ultimately, how we can make our milk better to fit those needs," Ken says.

On their Rexford, Kansas, location, the McCarty's built a milk condensing plant. It's responsible for taking in milk from the outlying farms, separating it into the skim and cream portions, and then evaporating a large percentage of water from the skimmed portion.

"That reduces our environmental impact in terms of trucks over the road to move our product, but beyond that, it keeps water over top of the ground from which it came," Ken says. "In northwest Kansas, water conservation, water reclamation and water stewardship is really critical."

As their relationship with Danone North America continued to grow, the McCarty's began looking to the next horizon, the next opportunity. They set their sights on Ohio and the chance to help meet demand in one of Danone North America's milk sheds.

"Luckily, we met some like-minded brothers to become our partners in Ohio," says Clay McCarty, Ken's brother. "They brought expertise on the cropping side, the land-based side, and gave us a unique opportunity to build a new dairy within about 20 miles of Danone's largest plant."

The result was MVP Dairy near Celina, Ohio, which stands for the McCarty/VanTilburg Partnership. They began operations in November 2018.

Combining the strength of two, fourth-generation farming families, the dairy is among the most state-of-the-art in the country.

Partners in progress

MVP Dairy milks around 3,800 cows three times per day on a 80-stall DeLaval rotary platform. Production of this scale requires a well-trained crew, and team members at MVP take pride in what they do.

"We are a large facility, but we are a family-owned facility," says MVP Dairy General Manager, Brock Peters. "We all have children, and there are members of the community working for us. We want our business to be viable for long into the future, and that takes a lot of effort and care for the animals."

A top priority when building MVP Dairy was also showcasing dairy production with the larger community and consumer audience. MVP's Dairy Learning Center provides just that in an engaging, interactive way.

"There's a lot of love and effort that goes into making a cup of yogurt that you're buying on the store shelf, and we hope that visitors to the Dairy Center realize what it actually takes," Brock says.

At the center of this story is the Registered Holstein® cow.

Brock explains the breed works well for them because Holsteins provide the most versatility in terms of what they consume and how they convert that into milk volume and components.

"We're very pleased with the output of the animals," Brock says. "They are easy to care for, and they are built to last."

Registration drives value

Both McCarty Family Farms in the West and MVP Dairy in the East are moving toward 100 percent Registered Holsteins.

"Our great grandfather, grandfather and father all believed in good genetics and good cattle," Clay says. "When we got to the point of growth in Kansas, that was one of our main goals — breeding and identifying good cows. We wanted that to be part of our brand."

To achieve their goal, an investment in genetics was essential.

"We can only control so many factors that go into making milk on our farms, but the cornerstone of that milk production is ultimately, the cow," Ken says. "Without investing in her future and a better cow, we're going to reach a ceiling in our level of milk production."

The McCarty's began working closely with Holstein Association USA to identify the best cows in the herd, allowing them to chart a course for each third of their animals, based on quality.

"We believe that working with the Holstein Association is ultimately an investment in our future," Ken says. "The best way that we felt we could achieve our goals was by working with people who were more knowledgeable in that area than we were, and that led us to the Holstein Association."

With a closer eye toward genetics and performance, McCarty Family Farms is at a point today where they can begin flushing animals and marketing them, Ken explains. An avenue they never would have realized without a relationship with Holstein Association USA.

"We wouldn't be where we are at today, in terms of milk production or genetic profile, without the help of the Holstein Association," Ken says.

When they first started with Danone North America, 72 pounds of milk per animal was their standard result. Today at MVP Dairy, cows are generating nearly 103 pounds of milk.

"To see a 30 pound increase in your animals over less than an eight to ten year span, I know we are doing something right," Clay says. "Genetically speaking, our cattle have just gotten better. We see it not only on the production side, we see it in health events and in every aspect of cow care — it's almost surreal at times."

To continue to thrive into the next generation and beyond, the McCarty's will remain focused on the ideals that brought them where they are today: always improving, always looking ahead, and always providing the best possible care for their animals and the environment.

"On the weekends when the dairy is quiet and I can just spend time with high-quality, well-cared-for dairy cattle — that's just a great day," Ken says. "Registration helps us achieve continual improvement for our cows, a more traceable cow herd, and a more traceable food supply chain. We think those things are going to be valuable for us to market milk in the future."



"We're very pleased with the output of the (Registered Holsteins). They are easy to care for, and they are built to last."

— Brock Peters, MVP Dairy General Manager

BUILDING ON A PARTNERSHIP

Paul Koffman, North America Lead, Allflex Livestock Intelligence

The Greek philosopher, Heraclitus, has been credited with saying, “The only constant in life is change.” While this was said in approximately 500 B.C., it certainly holds true today. As we enter 2021 and pause to reflect on 2020, we can think about the massive amount of change and uncertainty that we have encountered in our personal and professional lives, as well as around the world. Yet, through the persistence and resilience of our colleagues, partnerships and organizations, we have created new avenues and approaches for our business and come together in unexpected ways to address the challenges ahead of us. We have even explored new opportunities to collaborate, especially with our customers. With that spirit of change in mind, I am honored to take on the role of leading the North America

Operations for Allflex Livestock Intelligence. For 30 years, Allflex has considered the Holstein Association as a valuable partner in helping us shape the future of animal health, and I look forward to a bright future of continuing to deliver on our combined expertise to serve our customers.

As we grow and develop our partnership with the Holstein Association, we are grateful for how we have come together and embraced innovative ways of working to help meet the growing and ever-changing needs of our business and our customers. Over the past 35 years, Glenn Fischer helped develop a substantial partnership with the Holstein Association as well as provided industry leading products, services and technology, to our joint customers. Glenn frequently reminded me that the Holstein Association was one of his most valued relationships as both our organizations have come together with a strong sense of partnership and adaptability to deliver on the customer experience. We wish him well, as he retires in Western Oregon and starts a new chapter, as a vineyard and winery owner.

On our journey with you are several individuals on my team – some you know and some who are new to our organization

- Donna James-Tejes continues her significant behind-the-scenes work on Commercial Services and systems integration, as we move forward with many new initiatives.

- Nathan Stewart now leads our identification business for North America, and Commercial Operations in Dallas, TX to meet the growing needs of your business.
- Joe Torres is heading up our Production Operation efforts, despite the challenges encountered with the pandemic, to bring us to new heights in our operations.
- Brandt Kruescher leads our dairy business with an unconditional commitment to connecting our products to care for your animals.



The journey that starts with a tag, now leads to a growing tool chest of solutions, services and technology that includes monitoring, genomics and overall animal health, designed to support your dairies and the animals that you've invested in.

Allflex Livestock Intelligence is now part of a new operating unit, called Merck Animal Health Intelligence, that is within Merck Animal Health. We've taken a new view of our livestock business by leveraging our base ID products, as well as our electronic identification devices and readers into a more seamless part of animal health and management. We're bringing

new tools to the genomics piece of our business with our Tissue Sampling Unit product and leveraging our monitoring capabilities for 24-hour care of your animals. Additionally, we have a seamless way of working within our company in order to provide innovative products and services backed by scientific research, deep technical expertise and strong technology and platform capabilities to our customers. We're excited about the future and are confident that you'll appreciate the journey, we have embarked upon, as we are both focused on the larger picture of preserving and improving the health, well-being and performance of animals.

The journey that starts with a tag, now leads to a growing tool chest of solutions, services and technology that includes monitoring, genomics and overall animal health, designed to support your dairies and the animals that you've invested in.

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Livestock Intelligence™

Merck Animal Health **Intelligence**

A woman with short brown hair and glasses, wearing a grey t-shirt and blue jeans, is kneeling on a bed of straw in a barn. She is smiling and gently holding the head of a black and white calf. To her left, the head of another cow is visible, partially covered by a large blue tarp. The background shows the interior of a barn with wooden posts and hay.

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