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FOR MAXIMUM PROFIT



Holstein Pulse

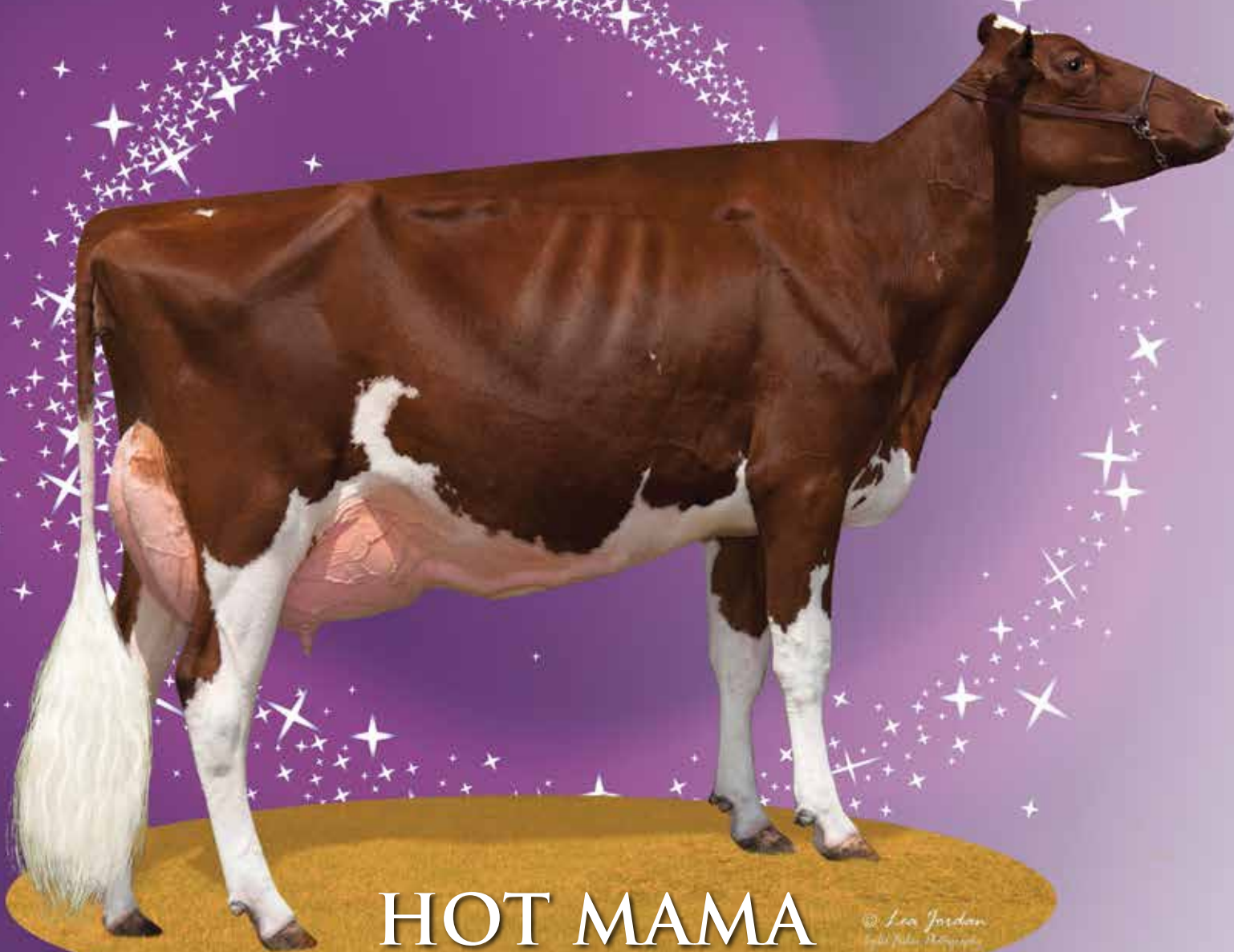
SPRING 2017 • HOLSTEIN ASSOCIATION USA, INC.



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2016

Star of the Breed



Miss Hot Mama-Red-ET EX-92

1-11 2X 274d 33,520M 5.8%F 1,940F 3.5%P 1,162P

4th Senior 2-Year-Old- 2016 Eastern Fall National Holstein Show

Bred by: Nathan Thomas, Michael Heath and Will Iager

Owned by: Smith-Crest Holsteins, Watertown, Wis.; Majestic View Genetics LLC, Sun Prairie, Wis.; Rhonda Shore, Sun Prairie, Wis.; Randy Connery, Sun Prairie, Wis. and Crailoo Dairy Farm LLC, Brownsville, Wis.

2016 Star of the Breed

Holstein Association USA is pleased to honor Miss Hot Mama-Red-ET with the 2016 Star of the Breed award. This award recognizes a cow that is the total package – a Holstein cow that excels in both the showing and milking barn. In her first lactation, Hot Mama produced 33,520 pounds of milk, with 5.8 percent fat (1,940 pounds) and 3.5 percent protein (1,162 pounds) on a 274-day record.

To be eligible for the Star of the Breed award, a cow must place in the top five in her class at a National Holstein Show, be in a herd enrolled in the TriStarSM program and have an official classification score. Once the eligible cows are determined, the following calculation is used to determine the award recipient: Combined ME Fat and Protein + Age Adjusted Classification Score x (Breed Average ME CFP/ Breed Average Age Adjusted Score).

Sired by Mr Apples Armani-ET, Hot Mama classified VG-88 (VVVEE) at two years and two months of age. In her second lactation, Hot Mama saw the classifier and was raised to Excellent-91 (VEVEE) and recently she scored Excellent-92 (EEEEEE).

Hot Mama is owned in a partnership by Smith-Crest Holsteins, Watertown, Wis.; Majestic View Genetics LLC, Sun Prairie, Wis.; Rhonda Shore, Sun Prairie, Wis.; Randy Connery, Sun Prairie, Wis.; and Crailoo Dairy Farm LLC, Brownsville, Wis. Matt and Travis Smith of Smith-Crest Holsteins house Hot Mama.

Hot Mama was a senior calf when she was acquired in Columbus, Ohio during The Best of Triple T & Heath sale in 2014. She was consigned and bred by Nathan Thomas, Michael Heath, and Will Iager.

Matt Lintvedt, Majestic View Genetics LLC, saw a Facebook post by Michael Heath featuring Hot Mama and thought, “what a pretty little red calf with a really great pedigree.” He called his partners to start the conversation about purchasing her which led to the trip to Ohio. It was her deep pedigree that attracted the partners to bid last on that little red calf.

Hot Mama completes nine generations of Excellent cows. Her dam, Starmark Ad Hotstuff-Red-ET, is an Excellent-94 2E daughter of KHW Kite Advent-Red-ET. Hotstuff has a five-year-old record over 33,000 pounds of milk.

Hot Mama has a strong show record, having been the second-place Fall Calf at both the 2014 International Red and White Show and the 2014 Midwest Spring National Red and White Show. In 2015, she was the first-place Milking Yearling in the International Red and White Show and second place in the Royal Winter Fair Holstein Milking Yearling class. Last fall, she placed fourth in the Senior Two-Year-Old class at the Eastern Fall National Holstein Show.



Rhonda Shore, Travis Smith, Matt Smith holds Miss Hot Mama-Red-ET and Matt Lintvedt.

“Hot Mama is one of the easiest cows I have worked with. She travels easily, and adapts well to new environments. She blends great dairy strength with her flashy type; she truly has the will to milk.”
- Matt Smith

Matt Smith says, “Hot Mama is one of the easiest cows I have worked with. No matter where she goes, she does well. She travels easily, and adapts well to new environments. She blends great dairy strength with her flashy type; she truly has the will to milk.”

The partners are currently flushing Hot Mama and marketing embryos to Japan. They also plan to start her on an IVF program. Her offspring include daughters sired by KHW Elm-Park Acme-ET, GS Alliance O Kalif-Red-ET and Mr D Apple Diamondback.

Smith-Crest Holsteins is owned in partnership between Matt and Travis Smith and their wives, Kate and Holly. They currently milk 125 cows and grow 550

acres of crops. Their most recent Breeder's Choice classification totaled 15 Excellent cows and 23 Very Good animals.

The barn at Smith-Crest Holsteins is full of deep pedigreed, high type Registered Holsteins®. The Smiths do an outstanding job of combining excellent type and high production in the same package. Housing cattle for non-family members is an important part of Smith-Crest Holsteins.

Majestic View Genetics LLC is owned by Matt Lintvedt and Ron Abing. Their farm started in 2006 after purchasing a few embryos from the Sale of Stars during the Royal Winter Fair in Toronto, ON. They currently milk 1,100 cows.

Sisters Rhonda Shore and Randy Connery grew up on their well-known family dairy, Crescent Beauty Farm. The herd produced numerous All-American winners and exhibited the Grand Champion Holstein at the first World Dairy Expo show. Their herd dispersed in 1988. Matt Lintvedt is Rhonda's son.

Crailoo Dairy Farm LLC is owned by Rose Vander Zwan and her husband, Tom Byl. In 2000, they emigrated from the Netherlands to Brownsville, Wis. They milk 500 cows and farm 1,000 acres.

Rhonda speaks of the value of housing Hot Mama at Smith-Crest, “Communication is a key part of this partnership. It's a combination of Matt and Travis's hard work and their ability to keep us informed. Under their management, Hot Mama has done everything you can ask a cow to do and more.” 🐄

Herds of Excellence

Holstein Association USA is proud to present our 2017 Herds of Excellence award recipients. These thirteen herds have all achieved the rigorous criteria to qualify for this honor.

For the first time, since the award started nine years ago, the award is broken into three herd size divisions and is based on the number of cows included in production averages. The categories are as follows:

- Division 1: 500+ cows
- Division 2: 100-499 cows
- Division 3: 10-99 cows

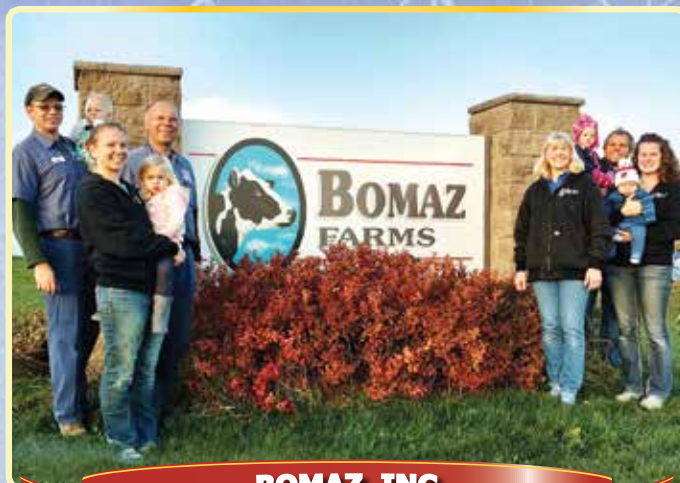
Herds receiving the award must:

- Have classified within the last year and have an age adjusted classification score of 83 points or higher;
- Have at least 70 percent of the herd homebred;
- Be enrolled in the Association's TriStarSM program

Additionally, qualifying herds must meet the following production criteria:

- 10 to 99 cows – 25 percent above breed average Mature Equivalent for milk, fat and protein
- 100 to 499 cows – 20 percent above breed average Mature Equivalent for milk, fat and protein
- 500+ cows – 15 percent above breed average Mature Equivalent for milk, fat and protein

**CONGRATULATIONS
TO THE
FOLLOWING HERDS!**



BOMAZ, INC.

DIVISION 1 • 500+ COWS

Zwald Family • Hammond, WI

First-Year Honoree • 99% Homebred
Milk: 32,199 Fat: 1,237 Protein: 1,023
Average Classification Score: 84.6

Bob Zwald grew up on his parent's dairy farm and in 1967 he purchased his first Registered Holstein calf as a 4-H project. Most of the Bomaz herd traces back to that calf.

Bomaz, Inc. is a family operation consisting of Bob and his wife, Kay, their daughter Annette and her husband, Steve Schalla, and son Tom and his wife, Ashley. Their son, Nate, works off the farm but is still involved with their herd's mating decisions.

The family milks 700 cows three times a day in a double-10 parallel parlor. They raise 800 head of replacement heifers, and all animals six months and older are housed in sand-bedded freestall barns. They raise their own forages on 2,300 acres. The Zwald's goal is to be good dairy farmers who are stewards of both their cattle and land.

Their herd continues to make strong genetic and milk-production progress. Bob emphasizes, "Having a freestall setup, we look for sturdy cows with good feet and legs. Longevity is also important. We aren't worried about cow families during our decisions. We breed our cows to good bulls and the families come on their own."

Bob recognizes the added value of Registered Holsteins. They have developed a marketing program to help capitalize on their outstanding genetics. They have received the Progressive Genetics Herd award the past 26 years.

Two cows that have had a great impact on their herd are Dalse Bomaz-1551 EX-90 GMD DOM and Bomaz Valiant Daphne, VG-88 GMD DOM.

Two of the bulls bred by Bomaz, Inc. that have had a tremendous influence on the herd are Bomaz Skywalker-ET, +2952 GTPI, and Bomaz Altarobson-ET, +2733 GTPI. Skywalker traces back to Dalse Bomaz-1551 and topped the High Ranking Genomic Young Bulls list in April of this year.

Steve Schalla holding Abby, Annette Schalla holding Katelyn, Bob Zwald, Kay Zwald, Tom Zwald holding Hannah, Ashley Zwald holding Noah



EMERALD ACRES

DIVISION 1 • 500+ COWS

Paul, Theo & Donald Ossmann • De Pere, WI

First-Year Honoree • 93% Homebred

Milk: 31,450 Fat: 1,215 Protein: 949

Average Classification Score: 83.5

Emerald Acres was started by Emerald and Luella Ossmann in 1946. Today, Emerald Acres is a partnership between Ossmann brothers, Paul, Don, and Theo, and their wives Debbie, Joyce, and Lana. Don's son, Shannon, and his wife Cindy, along with Paul's daughter, Sarah and son-in-law Darrel Cappelle, are also part of the operation.

Registered Holsteins first came to Emerald Acres in 1965 when Paul, at age 12, bought his first calf, Milkmaid Clover Monica-Twin. Since then, they have worked on developing solid pedigrees and cow families which have in turn improved the herd's genetics and milk production.

They milk 520 cows twice daily on two different farms. They crop 1,300 acres of corn, hay and soybeans.

In 2006, Emerald Acres built a freestall barn with a herringbone parlor. The freestall barn holds 400 cows with the remaining cows housed in their tiestall barn.

The Ossmanns feed a diet of primarily forages, as they like cows with big frames and good capacity. Paul states, "When we select bulls, we like to see them at 2.5 points on type with at least 800 pounds of milk. We are looking for high deviations in milk and protein. We strive to develop high-producing, long-living cows, with good type."

Ripvalley NA Bell Tammy-ET EX-94 2E GMD DOM is the backbone of the Emerald Acres herd, with 30 percent of the herd tracing back to her. She brought a strong pedigree, solid components and good type for multiple generations to Emerald Acres. Two members of her family, Emerald-Acr-SA T-Baxter and Curtmaid Emerald Target, were sold into A.I.

The Ossmann family's dedication, perseverance, and hard work have had much to do with their continued success.

The Ossmann Family: Theo, Lana, Paul, Debbie, Don and Joyce

photo: Karen R. Rockey



SIEMERS HOLSTEIN FARMS INC.

DIVISION 1 • 500+ COWS

Siemers Family • Newton, WI

First-Year Honoree • 95.9% Homebred

Milk: 36,851 Fat: 1,376 Protein: 1,091

Average Classification Score: 85.2

Siemers Holstein Farms Inc. is a team operation, comprised of siblings Dan, Paul and Sherry, and their families. Their farm was established in 1890 and registered cattle came to the farm in 1905. They have received the Progressive Genetics Herd award the past 25 years.

"Over the years there have been many reasons why we register our Holsteins. We felt it was important to know the type of cattle we were working with. Registered Holsteins have always been our passion," says Dan.

The Siemers milk 2,400 cows, averaging over 37,000 pounds of milk. They grow their own haylage, corn silage, wheat and corn on the 5,000 acres they farm.

Aside from the main dairy, they have a small farm down the road which allows them to provide more individualized care for their show cattle and other select animals. This dairy provides an opportunity for the kids to work hands-on with the animals.

Gen-I-Beq Shottle Bombi EX-94 and Tri-Day Ashlyn-ET EX-96 2E GMD DOM, are among their favorite cows. Each of these cows has provided the Siemers with over 100 offspring.

Another of their favorites is Cherry Crest Manoman Roz-ET EX-91. Roz was acquired as a calf during the World Classic Sale back in 2010. She has six Excellent and eighteen Very Good offspring. Dan notes it doesn't matter which bull they use; her offspring have always exceeded expectations.

The Siemers family has bred high index cattle, show cattle, outstanding registered commercial cows and Red and White Holsteins. Their goal is to make every generation better than the last. The Siemers have over 1,000 Very Good and Excellent cows in the current herd.

The Siemers siblings look forward to having their children become the sixth generation on the farm as they graduate from college. Another joy of the Siemers' is watching their employees grow and develop and seeing them enjoy what they do.

Dan, Paul holds Siemers Gsun Haya-Dream-ET and Sherry Siemers



SUGAR CREEK DAIRY LLC

DIVISION 1 • 500+ COWS

Adams Family • Elkhorn, WI

First-Year Honoree • 95% Homebred
Milk: 32,322 Fat: 1,330 Protein: 1,004
Average Classification Score: 84.7

For Rick and Marleen Adams' Sugar Creek Dairy LLC, exceptional production, quality genetics and calf care are the focus. Rick grew up on his parents' diversified operation including, dairy, pigs and beef cattle. In 1997, Rick and Marleen partnered with a farmer who had Registered Holsteins and purchased an existing farm, which is now known as Sugar Creek Dairy LLC. Later they bought his half of the business.

The Adamses currently milk 630 Registered Holsteins in a double-12 herringbone parlor and raise 570 replacement heifers. They purchase all their forages from a neighbor.

At Sugar Creek Dairy LLC, high milk production starts in the calf barn. Three years ago, a new calf barn was built to provide more individualized care. Since then, they have observed an increase in first lactation milk production.

Rick and Marleen also believe that comfortable cows are those who will be the most productive. Rick says, "We want to provide our cows with lots of comfort. On our farm, reducing cow stress is the number one priority. After we built our on-farm hoof trimming barn, the cow stress was tremendously reduced."

Ms Sugar-C Alexndr Queen-ET EX-92 2E is "The Queen" of Sugar Creek Dairy LLC. Rick is most proud of her family for having nine out of eleven generations named Gold Medal Dams. After their March classification, the Queen has two Excellent Amighetti Numero Uno-ET daughters.

Queen creates flashy offspring with wide, deep frames, attributes Rick seeks. When he selects bulls, he is looking for powerful, open and deep cows that will produce extremely high levels of milk production.

Starting in the calf barn, the Adams' consistency and attention to detail are two ways they create a Herd of Excellence. Rick also credits their employees for having a strong influence on the farm's success.

Marleen and Rick Adams



KOESTER DAIRY INC.

DIVISION 2 • 100-499 COWS

Koester Family • Dakota, IL

First-Year Honoree • 98.5% Homebred
Milk: 33,789 Fat: 1,311 Protein: 1,061
Average Classification Score: 84.6

Family farming and Registered Holsteins are long-standing traditions for Dan Koester. Growing up on his parents' dairy farm, he established the K-Star prefix as he became interested in showing and merchandising his cattle.

Today, Koester Dairy Inc. is operated by Dan, his wife Amber, and their children Lance and his wife Cynthia, Kyle, Brent and Bria. The Koester family milks 300 cows three times a day in a double-12 parallel parlor and raise 400 replacement heifers.

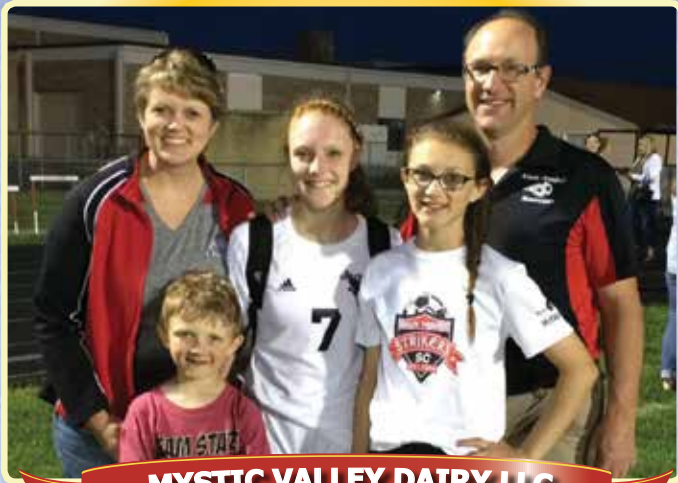
The Koesters continually work on maintaining and improving cow comfort, nutrition and genetics for their herd. In January 2010, the dairy transitioned from a 55-cow tiestall barn to a sand-bedded freestall barn. This change resulted in increased efficiency of time and labor, and provided more cow comfort.

K-Star Supersire Limelite VG-85, just two years old, is having a major impact on the herd with ten offspring over 2700 GTPI. These offspring are sired by Mr Mogul Delta 1427-ET, De-Su Ferdinand 12489-ET, Wa-Del Yoder Bandares-ET and Bacon-Hill Pety Modesty-ET. Three of her sons were sold to the A.I. industry. They have plans to use IVF on Limelite to increase her influence in the herd.

Koester Dairy Inc. combines attention to detail and aggressive decisions in their mating selections for positive outcomes. When choosing service sires, they select based on GTPI and Net Merit\$ with increased emphasis on health traits such as DPR and SCC. To keep current with market demands, they use a variety of high genomic young bulls.

Koester Dairy Inc. has received the Progressive Genetics Herd award the past 25 years. Dan and Amber are pleased that their children have chosen to be a major part of the operation and look forward to the future.

*Brent, Kyle, Bria, Lance and Cynthia Koester;
sitting: Amber and Dan Koester*



MYSTIC VALLEY DAIRY LLC

DIVISION 2 • 100-499 COWS

Breunig Family • Sauk City, WI

First-Year Honoree • 83.1% Homebred

Milk: 33,119 Fat: 1,291 Protein: 994

Average Classification Score: 84.9

Mystic Valley Dairy LLC is operated by Mitch Breunig, his wife, Jacquie, and their children, Allison, Lauren and Brayden. Passion and dedication are two words that can be used to describe the Breunig family.

Mitch began farming with his parents on their grade Holstein farm. It wasn't until the early 1980s that they began showing and decided to transition the herd to Registered Holsteins.

They milk 390 cows three times a day in a double-24 parallel parlor. In the past 10 years, they have sold over 900 cows as milking replacements.

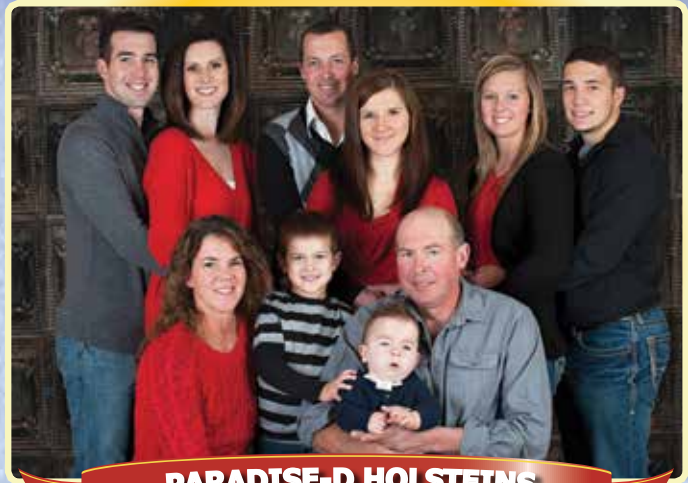
A highlight of their breeding program was Jenny-Lou Mrshl Toystory-ET. This bull put Mystic Valley Holsteins LLC on the map after making his November 2005 debut. The farm had recently expanded and the release of Toystory helped guide the farm's path to focus on producing high quality genetics.

Toystory's dam, Jenny-Lou Patron Toyane VG-89 GMD DOM, has made her mark in the dairy's genetic legacy; at its peak, 40 percent of the herd traced back to Toyane. She is a prime example of the cow Mitch breeds for — balanced, a good udder, legs that track well and has refinement of her bones to increase dairy strength.

Mitch places emphasis on production, milk components, especially protein, somatic cell count, and daughter pregnancy rate when selecting sires. Most of their genetic improvement is focused on their heifers, using many young genomic sires. They have been a Progressive Genetics Herd for the past 16 years.

Mitch describes his Herd of Excellence, "For us to be successful we work to have good cows, good facilities and good people working for us. These pieces need to fit together in order for our farm to run smoothly."

Jacquie, Brayden, Allison, Lauren and Mitch Breunig



PARADISE-D HOLSTEINS

DIVISION 2 • 100-499 COWS

Daniel J. & Nancy Pagenkopf • Lancaster, WI

First-Year Honoree • 93.9% Homebred

Milk: 32,879 Fat: 1,463 Protein: 1,007

Average Classification Score: 85.3

Dan and Nancy Pagenkopf alongside their son, Craig, and his wife, Ela, own and operate Paradise-D Holsteins LLC. Their farm has been in the Pagenkopf family for 52 years. Dan and Nancy married in 1985 and purchased half of the farm from Dan's parents. Creating an LLC allowed Craig and Ela to continue the Pagenkopf legacy.

They currently milk 140 Registered Holsteins twice daily in a 58-cow tiestall barn. Over the years, the Pagenkopfs acquired an additional 616 acres used for housing and crops.

Through their life mantra, "surround yourself with positive friends and family and always keep the faith," the Pagenkopf family continues to grow a flourishing dairy operation. Dan's father, Burdette, is involved with the operation as needed. Their other children, Scott and Andrea, own cattle and assist with farm activities.

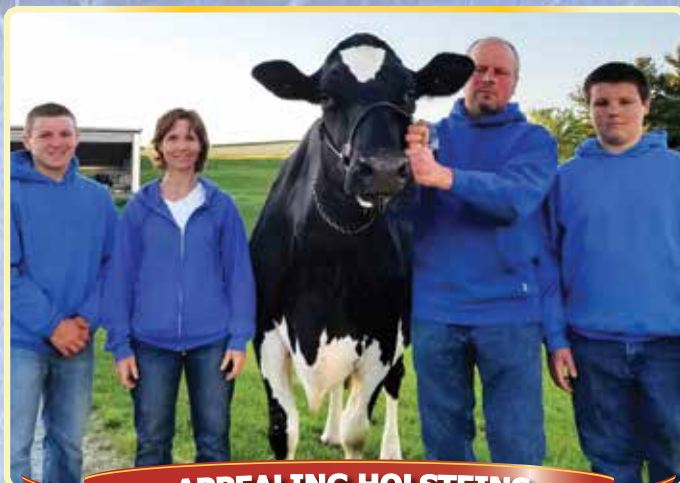
Over 75 percent of the herd traces back to Plackes-Svf Luke Gail-ET EX-92 4E. They value the way she transmitted her longevity, strong genetics and high type while making sound cows.

"When making breeding decisions, we strive to make a cow with high milk components as well as strong type and health traits. The health of our herd and the cow's longevity are our goals with every mating," says Dan.

Some notable cows in the herd are Paradise D Shotl Glystali-ET EX-94, Reserve Junior All American three-year-old, Paradise D Shotl Powder-ET EX-94, Paradise D Gldwn Gilda-ET EX-92, Paradise D Shotl Good EX-93, and Paradise-D MrBurns Gusta EX-93.

They have been selling Registered Holstein bulls and embryos both in the United States and internationally since 1995. Their goal is to continue breeding and developing strong cow families that interest both the local and worldwide dairyman. The Pagenkopfs have received the Progressive Genetics Herd award for the past 17 years.

front row: Nancy, Alan and Dan holding Phillip Pagenkopf; back row: Scott, Haylee, Craig, Ela and Andrea Pagenkopf; Jared Gruetzmacher



APPEALING HOLSTEINS

DIVISION 3 • 10-99 COWS

S. Scott & April D. Cooper • Delta, PA

First-Year Honoree • 97.3% Homebred

Milk: 34,490 Fat: 1,332 Protein: 1,024

Average Classification Score: 85.8

Having a herd that is built on a strong foundation has always been the goal at Appealing Holsteins. Scott and April Cooper own and operate their farm alongside their children, Jason, Emily, Grant and Max.

Scott grew up on his parent's farm where they had a herd of Ayrshire cows. When he was old enough to join 4-H, he purchased his first Registered Holstein calf. This experience allowed Scott to see the value of owning Registered Holsteins, which eventually led to Scott and April purchasing the farm from his parents. April is the farm's full-time financial bookkeeper while Scott focuses on the breeding decisions.

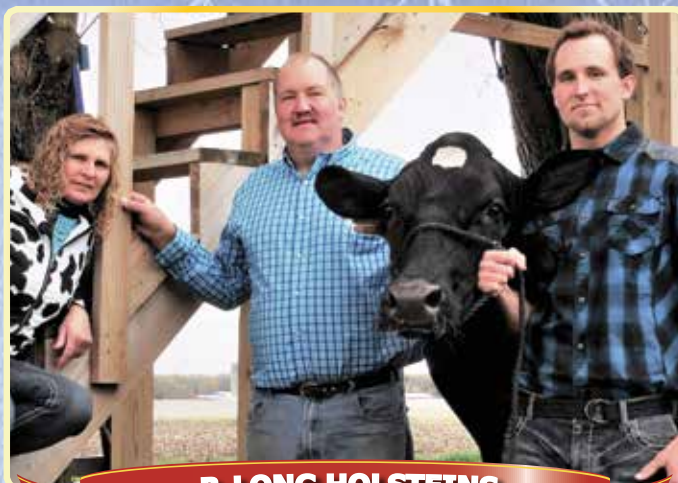
The Cooper family milks 66 Holsteins in a tiestall barn. They have a unique milking schedule, where their cows are milked every 10 hours. Previously, they milked three times a day but found their current schedule of every 10 hours works best for their family. They grow 210 acres of soybeans, barley, orchard grass, corn and alfalfa.

They have several cow families that have been influential in their herd, including Windsor-Manor Outside Mink VG-85 GMD, Appealing Shottle Hannah-ET VG-86 GMD DOM and Ladys-Manor Ruby D-ET EX-90 GMD DOM. Scott says, "They combined everything that is important to me. Longevity, long lines of Very Good, Excellent and Gold Medal Dams, and all had several generations of high production and components."

Their breeding program focuses on udder composite, and he selects from the Top TPI Proven Bulls list. Additionally, he selects sexed semen from young genomic sires to use on his heifers. Their herd has been a Progressive Genetics Herd the past 12 years.

Breeding from families with deep pedigrees is a priority. The Cooper family have grown their herd with animals that combined longevity, high lifetime production and components, and the ability to transmit potential to the next generation.

The Cooper Family: Max, April, Scott holds Appealing Active Holly-ET, and Grant



B-LONG HOLSTEINS

DIVISION 3 • 10-99 COWS

Bruce & Brenda Long • New London, WI

Six-Year Honoree • 100% Homebred

Milk: 34,865 Fat: 1,264 Protein: 1,057

Average Classification Score: 87.5

Bruce and Brenda Long started B-Long Holsteins in 1990. Their son, Bret, joined the operation after graduating from the two-year Farm and Industry Short Course program at University of Wisconsin-Madison.

Bruce feels the key to their herd's achievements are three c's. "On our farm, we strive for three c's: good cows, comfort, and crops. You have to have good cows and a way to keep them comfortable while feeding quality feed."

They milk 55 Registered Holsteins in a tiestall barn twice a day and raise 60 replacement heifers. Cow comfort is a top priority for the Longs, and they work to achieve this by giving cows ample access to pasture year-round. Bruce feels this helps with the herd's soundness and longevity.

Over 80 percent of their current herd can be traced back to two calves Bruce purchased when he was 14 years old, Belleview L-H Mars Happy VG-82 GMD and Belleview Barrett Ibis VG-82.

The Longs breed for cows that will live long, produce high volumes of milk and transmit those qualities to their offspring. Over the years, they have developed 32 Gold Medal Dams and 10 Dams of Merit.

When choosing service sires to use on the farm, Bruce is looking to breed the complete package. His goal is to create a large, powerful cow with a big frame and plenty of strength, with good components.

The Long family enjoy exhibiting at a few shows each year. B-Long Holsteins also exports embryos and merchandise their cattle and bulls.

The Long Family: Brenda, Bruce and Bret holds B-Long Tootsy Bomb



BUR-WALL HOLSTEINS

DIVISION 3 • 10-99 COWS

Robert J. Behnke • Brooklyn, WI

Two-Year Honoree • 79.7% Homebred

Milk: 34,590 Fat: 1,268 Protein: 1,084

Average Classification Score: 88.5

Robert and his parents, Wallace and Donna Behnke, own and operate Bur-Wall Holsteins. Bur-Wall Holsteins was built on hard work and precise management.

Starting as a grade herd, they purchased their first Registered Holstein when Wallace's oldest son, Roger, started showing. Wallace wanted to improve the value and type of his herd and became intrigued with Registered Holsteins.

Today, the family milks 60 cows in a tiestall barn. Cow comfort and proper nutrition are areas on which the Behnke family concentrate. They take pride in growing high quality forages on their 265 acres.

Over the decades, they have bred and developed many outstanding cow families. Bur-Wall Buckeye Gigi EX-94 3E GMD, is one of the Behnke family's favorites. She was the 2013 Star of the Breed and formerly held the national milk production record with her 365-day record of 74,560 pounds of milk, 2,126 pounds of protein, and 2,251 pounds of fat.

Bur-Wall Alexander Cytation EX-91 is a shining example of the kind of cow the Behnke family breeds for. In her second lactation, Cytation produced 47,080 pounds of milk, with 1,461 pounds of fat and 1,428 pounds of protein on a 305-day record. This record made her the first-place Senior 3-Year-Old for protein in the state of Wisconsin.

Overall, their herd consists of cows with functional feet and legs, strong udder attachments and wide front end strength that last for many years. Bob notes, "When we make mating decisions we look for productive offspring from solid cow families. Longevity is really important to us."

Robert is quick to credit his parents for Bur-Wall Holsteins achievements. Marketing their cows, bulls and embryos is key to Bur-Wall Holsteins profitability, while combining conscientious management with attention to detail helps the Behnke family achieve their goals.

Donna, Wallace and Robert Behnke



EVER-GREEN-VIEW HOLSTEINS

DIVISION 3 • 10-99 COWS

Thomas J. Kestell • Waldo, WI

Seven-Year Honoree • 90.3% Homebred

Milk: 39,984 Fat: 1,584 Protein: 1,218

Average Classification Score: 88.3

Tom Kestell has been working with Registered Holsteins his entire life, starting his own herd after he graduated from college. Tom, his wife Gin, and their son Chris formed an LLC in 2015.

The Kestell family is milking 86 Registered Holsteins in a tiestall barn, three times a day. They currently raise 100 bulls to sell to other breeders or place in the A.I. industry as well as 200 replacement heifers.

In their breeding program, Ever-Green-View Holsteins, LLC places an emphasis on breeding a cow that will have the ability to be an efficient milk producer and yield high components. They have been a Progressive Genetics Herd the past 25 years.

Tom estimates they sell 3,000 embryos a year in the international market to China, Russia, Turkey, Europe and Mexico. Staying informed about the desires of the world market and using genomic young sires allows them to be successful internationally.

Ever-Green-View Elsie-ET EX-92 2E GMD DOM has had a significant impact on the herd. Several notable animals trace back to Elsie, including a great-granddaughter, Ever-Green-View My Gold-ET, who is the current national milk production record holder at 77,480 pounds of milk in 365 days, and a granddaughter, Ever-Green-View My 1326-ET, a former milk production record holder.

The cow family boasts seven generations of 50,000 pound cows with Excellent udders. One of Elsie's great-grandsons, Flevo Genetics Snowman-ET, was the number one TPI international bull in 2011.

Tom lives by the motto, "Never promise more than you can deliver and always deliver more than you promised."

Chris; Gin; Jennifer, Chris' wife; and Tom Kestell



HILROSE HOLSTEINS

DIVISION 3 • 10-99 COWS

Joseph A. Brantmeier • Sherwood, WI

Seven-Year Honoree • 89.5% Homebred

Milk: 35,723 Fat: 1,285 Protein: 1,047

Average Classification Score: 88.9

Hilrose Holsteins is operated by Joe and Chris Brantmeier, and their sons, Andy and Jeff. Currently milking 92 cows in their tiestall barn, Hilrose has bred nine cows that produced over 300,000 pounds of milk while two cows have over 400,000 pounds of milk.

Hilrose Holsteins was originally home to Joe's grandparents' horse business. Hillard and Rose Brantmeier, Joe's parents, later started the dairy. The Brantmeiers kept the farms history alive through the use of Hilrose as a prefix.

Hilrose Lee Princess EX-93 GMD DOM and Hilrose Advent Anna-Red-ET EX-94 are two of their favorite cows. Princess currently has ten Excellent daughters at Hilrose Holsteins which are sired by nine different bulls, speaking to her outstanding transmitting ability.

These two cows transmitted a high type and strong ability to milk to their offspring. A high point for Anna was when she placed second in the Aged Cow class during the 2015 International Red and White show.

The Brantmeiers are type-driven. Longevity is at the forefront of every decision. Jeff expresses, "Generally we focus on udder composite. Our belief is no matter what environment cattle are in, if they don't have good udders, they won't last."

The Brantmeier's farm is in the small town of Sherwood, where land is at a premium. Even so, they grow 1,200 acres of cash crops. The Brantmeiers also market 70 to 75 fresh two-year-olds each year.

The Brantmeiers are thankful their Herd of Excellence and cash crops provide diversification that allows the entire family to stay on the farm. Additionally, they are pleased to be raising the fourth generation of Brantmeiers on the farm.

The Brantmeier Family:

*front row: Jeff, Bentley, Bonnie, Blake, Ashley and Kylie
back row: Chris, Joe and Andy* photo: Kathy DeBruin



JEFFREY-WAY HOLSTEINS

DIVISION 3 • 10-99 COWS

Jeffrey A. & Kate Hendrickson • Belleville, WI

Three-Year Honoree • 96.5% Homebred

Milk: 34,097 Fat: 1,287 Protein: 1,071

Average Classification Score: 89.2

Jeffrey-Way Holsteins, an 85-cow herd of Registered Holsteins, is operated by Jeff, Kate and their son, Brooks.

Jeff has been working with Registered Holsteins for over 30 years, having grown up on a dairy and working as a herdsman for Inwood Farm, Argyle, Wis. Jeff and Kate started farming on their own in 1986, then moved to their current location in 1991.

The Hendrickson's sire choices have always focused on high type. Jeff notes, "We look for a cow with above average stature. As we watch all the traits, we pay close attention to TPI."

They have bred a total of 143 cows with an Excellent classification score. Half of their herd's udders are scored Excellent, a testament to the importance they place on udder traits.

Their most notable brood cow is Inwood Taffy Apollo. She was bought during Inwood Farm's herd dispersal. Today, 95 percent of the Jeffrey-Way herd can be traced back to this cow. Apollo's great-great-granddaughter, Jeffrey-Way Mascot Tina-ET EX-91 3E GMD DOM had 22 sons sold to AI companies and over 100 embryos sold.

They continue to develop their plans and adjust them as necessary while working hard to accomplish their goals. They see many positives to being involved with Registered Holsteins.

When asked about how Jeffrey-Way Holsteins have bred for a Herd of Excellence, Jeff states, "Start with good genetics and stick with good genetics." The wide array of high quality Holstein genetics available helps them to accomplish their goals.

Brooks, Jeff holds Jeffrey-Way Doormn Tamelian and Kate Hendrickson