

THE PULSE

Winter 2020 • Holstein Association USA, Inc.



U.S. REGISTERED HOLSTEINS

THE WORLD'S PERFECT COW

The Pulse is proudly sponsored by



WORKING YOUR WAY OFF ROCK BOTTOM

For those who stood ringside or watched online during the close of this year's Holstein show at World Dairy Expo, we heard a riveting story from a man who received an important lesson delivered to him early in life by none other than the "faded red ribbon." That faded red ribbon taught the young boy an important life lesson as a fledgling Junior Holstein member. That lesson — to strive to do better.

As I listened intently to the story, I knew rather quickly that I should hit the record button on my phone, because his inspirational story chronicles how every Junior member of this Association has a splendid opportunity to not only succeed but also thrive in this business.

"I have a wonderful family. My mom and dad, they do everything behind the scenes. They were born and raised with grade cattle, but they had the foresight when this little, mouthy, red-headed, 7-year-old kid had a dream to get involved with this business," said the lead judge at the 53rd rendition of World Dairy Expo, recalling his days as a youth.

"They encouraged me to fill out our County Herd Builder Program application. I borrowed \$1,000 from them and went out and bought my first calf," continued the man now in his 40s. "That was one of our first registered calves on our farm 30 some years ago," he said. "Since then, I think we have done a fairly nice job building from there," he said with humbleness, pacing back and forth on the colored shavings as he spoke from the heart.

"The first calf . . . unfortunately . . . I didn't pick a good one," he recalled.

"I took her to the county fair, it's a nice county fair, the judge gave me one of those ribbons that I used to call a 'faded red.' It was a pink ribbon," he said bluntly.

"I guess I learned from there. I had one way to go."

"That county fair was probably the best thing that happened to me, that pink ribbon, because I was bound and determined to buy better ones and learn how to breed dang good ones," he told the assembled crowd, looking at the class winners from the viewpoint of a young boy.

"Being on the bottom once in a while isn't so bad," he reflected. "It helped me. Don't ever be down. Keep going," he advised.

Those who follow Holstein shows know that person, that judge elected by his peers to place cattle on the colored shavings of World Dairy Expo, as Chad Ryan.



Holstein Association USA President Corey Geiger, Chad Ryan and Lynn Harbaugh

For Junior Holstein members — Chad Ryan started from the very bottom and worked his way to the top — not only judging at World Dairy Expo, but also breeding class winners at the world's greatest dairy show.

And to think, it all started with a pink ribbon.

Buy right, breed right

What would have happened if he quit on the first try?

Let's speed forward a decade in Chad's life. In 1997, Chad was selected as a Distinguished Junior Holstein Member by Holstein Association USA. Having earned the honor four years earlier, the two of us became friends.

Standing at the very back of the National Sale in 1997, we were both admiring an April calf being sold at the Michigan event.

"I sure like that calf and its pedigree," Chad said to me.

"Why don't you bid," I asked.

"Can't afford her, I would need a partner or even two," he quipped back as Tom Morris' voice thundered out the bids on the April calf.

"I'd be your partner," I quickly replied.

And with that, Chad bid twice and we took home the calf just three generations removed from Roxy, the queen of the breed herself.

We went on to breed dang good ones . . . although Chad and his wife, Amy, deserve the lion's share of the credit. After that purchase, Chad and Amy went on to breed many outstanding Holsteins on their own, and with other partners, too.

There was one more important lesson Chad shared on the early October day at World Dairy Expo. Surround yourself with talented and trustworthy people who will help you on your life journey.

For Chad, one such person is Lynn Harbaugh.

Chad had this to say about his associate judge, Lynn, another person who started out in life with faded red ribbons, "The best thing about Lynn . . . he does everything with integrity. He gave me his honest opinion all day. That's all I could ask."

From my perspective, Chad has it right; life can be that simple.

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2019 ACCOMPLISHMENTS

As you know better than anyone, 2019 was a difficult year for so many of you due to sustained low milk prices. While member activity in Holstein Association USA programs, products, and services was healthy, we didn't break records like we had in previous years. Even so, your Association initiated a number of innovative new programs and services for the benefit of our membership.

Holstein Marketplace Sires



In January, we launched Holstein Marketplace Sires, a new component of the Holstein Marketplace. The service assists Holstein breeders in marketing semen from their bulls to other dairy cattle breeders. Under the

program, the bull owners retain ownership of their bulls, and Holstein Marketplace Sires provides the vehicle for the semen to be sold.

Holstein America

Holstein America returned to RFD TV in 2019. We produced two, one-hour episodes, one of which aired on February 7th and the second on September 26th. The programs highlight some of the Association's members who provide dairy protein for the world.

HOLSTEIN AMERICA

Your Holstein Association has become the voice and face of the United States dairy community. Most weeks we have national news bites focusing on the dairy industry, the Holstein cow, our members, and other dairy industry leaders and experts; these are featured on RFD TV, and National Association of Farm Broadcast radio stations across the country.

If you or the general public hear or see dairy stories on the radio or national television, you can be assured the vast majority of those messages come from us.

All-National Showcase award



In March, we announced a new award recognizing U.S. Registered Holstein® cows and their owners for exceptional performance at National Holstein Shows. The All-National Showcase Program is designed to add value to Registered Holstein® cattle and reward their participation in National Shows.

Judges Conference

In March, the Judges Conference was held in Columbus, Ohio, in conjunction with the Mid-East Spring National Holstein Show. Fifty-five individuals attended from 13 states, Canada, and Ireland. Compared to the previous year, there were 13 more individuals, six more states, and one more country represented. National Show Judges Conferences are open to anyone 22 years of age or older who is interested in judging U.S. Holsteins and/or applying to be included on a Holstein Association USA Judges List.



HOLSim™ American Beef Program



On April 11th the Holstein Association and the American Simmental Association announced the formation of the

HOLSim™ branded beef program. This new initiative identifies elite SimAngus™ bulls with specific production attributes as mating solutions for dairy farmers who breed some of their herd to beef.

The program's objective is threefold: to provide additional revenue to dairy producers through the production of value-added terminal calves; to offer new marketing avenues for progressive beef seedstock operations; and to offer a consistent supply of high-quality calves better situated to capture market premiums.

2019 National Holstein Convention

The Association's 134th Annual Meeting was highly successful. The event took place in Appleton, Wisconsin in late June. We worked with Zoetis in co-sponsoring a genetics conference. Topics centered on what we know about genetics today, and what we need to know about it in the future. We were able to attract many attendees, who had never been to a Holstein convention previously.

While in Appleton, we honored three Holstein breeders and presented the Star of the Breed award. David Bachmann of Sheboygan, Wisconsin, was the 2019 Elite Breeder. The Distinguished Leadership award was bestowed upon George Miller of Columbus, Ohio. Sheri Regan-Danhof of Waukon, Iowa, received the prestigious 2019 Distinguished Young Holstein Breeder award.

The Star of the Breed award went to T-Triple-T Platinum-ET, owned by Triple-T Holsteins, North Lewisburg, Ohio in partnership with Aaron R. Eaton, Syracuse, New York, and Bradley R. Murphy, Parish, New York.

Last year, we presented 16 U.S. Registered Holstein® breeders with the Herd of Excellence award. This award, introduced in 2008, honors dairy cattle breeders who have bred and managed Holstein cattle that consistently perform at the highest levels in terms of production and type.

Thirty Junior and Senior Dairy Bowl teams, representing 22 states competed during the annual convention in Wisconsin. Youth from California earned the Senior Division Dairy Bowl title and the New York team won the Junior Division.

Additionally, 74 youth from 20 states participated in Dairy Jeopardy. The junior activities are always a highlight of our convention.

Your Holstein Association recognized 357 Holstein cows as National Elite Performers™ and 351 cows as Regional Elite Performers™. The Elite Performer award, established in 2014, distinguishes superior Registered Holstein® cows that have demonstrated a profitable combination of high production, sound conformation, and longevity. This is one more way your Association is recognizing individual cows which excel without necessarily having high genomics.

Red Book Plus™ Online

We launched our new Red Book Plus™ Online service in August, a web-based bull search and information program. Users like you can quickly and easily find comprehensive information on Holstein bulls, build and save tailored lists based on criteria that is important to you, and create customized selection indexes to rank bulls.



Animals identified

In 2019, you officially identified 693,266 Holsteins! This is the third highest number of animals the Holstein Association has identified in its history.

Transfers and classification

We transferred 40,056 animals in 2019. Holstein Association USA classifiers evaluated 187,242 Holsteins in 3,281 herds in its regular classification program. Additionally, they classified 37,236 head in 1,681 herds for our Sire Evaluation for Type or SETSM Program. All of those numbers are lower than they were in 2018.

Holstein COMPLETE®



A total of 346,890 animals in 1,451 herds were enrolled in our marquee program, Holstein

COMPLETE®. While those numbers are down slightly from the year before, it's obvious, members find lots of value in this packaged program.

Holstein Association USA Research Grant program

A three-year genetics research project, as proposed by Dr. Anna C. Denicol, from the University of California-Davis, was awarded funding by the Holstein Association Board of Directors. This project requires funding of \$232,415 to cover the multi-year research, and focuses on, "Breeding Holstein cows for heat tolerance using the slick hair gene."

AgriTech Analytics

The year was a spectacular one for our dairy records processing division, AgriTech Analytics (ATA) as we processed records on 989,419 cows in 516 herds! That is the highest number of records we've processed in the last 12 years! ATA continues to be a shining star!



Welcome to a new decade!

We are proud of the innovation that came out of 1 Holstein Place last year. We're looking forward to developing more new endeavors that can be an asset to you in the new decade.

Welcome to the roaring 20s!

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



“To support a family, we needed to expand, and this was the way we chose to expand.”

– Mack Drees, Drees Dairy, Peshtigo, Wis.

LEAP OF FAITH

Drees Dairy took a chance when they doubled their herd and installed robotic milkers on their Wisconsin dairy.



Expanding a dairy herd and planning for the future is no easy undertaking. Just ask young dairyman, Mack Drees of Drees Dairy near Peshtigo, Wis.

Four years ago, the Drees family doubled their herd size, built a new freestall barn and installed four robotic milking units. Although a challenging, and perhaps at times stressful, leap of faith, the investments allowed Drees Dairy to remain a family-focused operation.

“We decided to expand our operation because I wanted to come back to the farm after college graduation, and my brother had started working here as well,” Mack says. “To support a family, we needed to expand, and this was the way we chose to expand.”

Mack, together with his father, brother and uncle, all currently work on the farm in northern Wisconsin.

The operation began with Mack’s grandfather, who milked 30 cows in a tie stall barn. All of the cows at Drees Dairy are Registered Holsteins®, a tradition started in 1977 with Drees’ father and uncle.

The operation milked 120 cows in a tie stall barn until 2015.

The next chapter

The Drees family went through a long and thoughtful process before deciding to install robotic milking systems, going through multiple barn designs before settling on one that best met their needs.

“To me, it was the best decision we’ve made, and I was very fortunate to be helping design a barn for my future and my family’s future,” Mack says. “I really got to use everything I’d learned in college about best practices for managing cows.”

He says communication was the biggest challenge after the robotic milkers were installed in making sure that everyone was on the same page.

“When you install robotic milkers, you’re not taking yourself away from the cow, but your workload is changing,” Mack says. “Robots put you in a different atmosphere to learn about the cow. We’re seeing them in different ways that we can take and utilize out in the barn.”

As herd manager, Mack has access to all of the data gathered by the robotic milkers, which has helped him to better identify information about cows’ rumination activity, detecting illness, finding problem cows in the herd or simply alerting them to when a cow needs attention.

The computer program updates every 20 minutes, so information is available nearly in real time. The cows seem to respond positively to the robots, as well, Mack says.

“The cows love the robots,” he says with a smile. “You’ll see about half of the cows lying down, 25 percent eating and 25 percent looking to go to the robot. We peaked out at 107 pounds of milk per cow on the hottest day of last summer.”

While Drees Dairy doubled their herd size after adding robotics, the number of employees remained the same.

Although labor is no longer needed to milk the cows, Mack says that labor is still needed to accomplish other tasks on the farm, such as feeding calves and the herd.

Mack credits the robotic milkers with allowing their operation to be able to stay a solely family-run operation.

“The robots have made our dairy farm very efficient,” Mack says. “With the robotic milkers, we’ve learned more about our cows. They really deliver us so much more information.”

TriStar AMR

To get the most out of the information collected by robotics, Drees Dairy enrolled in TriStarSM AMR from AgriTech Analytics, the data records processing center owned by Holstein Association USA.

“As farmers, when we are looking for a new product or service, we ask three questions,” Mack says. “First, what does it cost? Is it efficient, and do I need it? I’d say, TriStar AMR delivers on all three accounts.”

TriStar AMR (Automated Milk Records) allows producers with robotic milking systems to have the information collected by those systems placed into the Holstein herd book system for publication on Official Holstein Pedigrees™.

“As we talk about TriStar AMR, I think what’s important to know for producers is, number one, we can get that data onto an Official Holstein Pedigree, marking it and labeling as where it’s coming from,” explains Bill VerBoort, AgriTech Analytics general manager.

“Secondly, the cost is considerably less — to the tune of about 10 percent of what traditional DHIA testing would be. And thirdly, we can do this with very little effort on the part of the producer.”

Mack says using TriStar AMR has provided their operation with cost savings and improved management; making it possible for the transition to a larger herd to work more efficiently. Having the data behind the production progress is key, he explains.

“What’s really important to me about the TriStar AMR program is the accuracy,” Mack says. “The robots do a great job of measuring, and TriStar provides a weekly average of each cow’s production, so her 305-day lactation record is going to be very accurate.”

More data translates into more knowledge and greater efficiencies, both on farm and the overall dairy industry.

“The future of the dairy industry is not only being efficient, but also being able to make the best calculated decision possible with all of the information that you have,” Mack says. “AgriTech does a really great job of giving us really great data, along with our Lely robots.”

Follow along with Drees Dairy Farm on Facebook and Instagram for a behind-the-scenes look at the family’s daily operations and robotic systems.





EFFICIENCY & DATA DRIVE SUCCESS

Welcome Stock Farm arrived in the Registered Holstein® business and never looked back.

At sunrise, heavy clouds of fog begin to rise from the Hudson River in upstate New York. On a farm near Schuylerville, Bill Peck's day has already begun.

His office light glows from the still-dark sky.

For six generations, and more than 180 years, his family has been caretakers for dairy cows and the land on Welcome Stock Farm.

Today, Bill and his brother, Neil, own the farm and manage daily operations, along with their father, William. The brothers took the reins more than 25 years ago, carrying on a family tradition that's been in place since 1836.

"It's a long-standing family farming operation," Bill says. "My father was really at the forefront of breeding and genetics. I give great credit to him. We really had a great foundation to work from, and we just try to build off of that."

Welcome Stock Farm milks 1,000 cows and raises 2,000 acres of crops. While Bill handles the dairy and financial parts of the business, Neil handles the crops and manure management. They both manage employees.

"It's a good blend on our farm. We have different interests, and that helps keep us successful," Bill says.

Bill and his wife, Olympic speed skater Amy Peterson-Peck, have four children. Neil's wife, Kristen Talbot-Peck, is also an Olympic speed skater. Together, they enjoy life on the farm and their rural community.

Set up for success

"The dairy business is a challenging business, and I've found that I like challenges in life," Bill says.

He got his start showing dairy cattle in 4-H, but his appreciation for the dairy business deepened during his undergraduate studies at Cornell University. Bill participated in the Dairy Farm Fellows program, which allowed him the opportunity to analyze dairy farms' management and financial strategies.

In addition, an interest in legislation and public policy led him to work in ag policy in Washington, D.C., for Vermont Senator Jim Jeffords in the 90s. His policy work led him to get a law degree, while also managing genetics for Welcome Stock Farm.

"My father always taught me that if you see a good technology, be an early adopter. He was an early adopter of embryo transfer in 1979. With that, the Holstein genetics continued to improve, and we started delivering bulls to AI for the Holstein breed as well."

William has been recognized across the nationwide dairy industry for his vision and progressive approach to genetics. He was honored with the prestigious National Dairy Shrine Distinguished Cattle Breeder award in 2011.

By staying true to their breeding philosophy through the years, Welcome Stock Farm has proven itself to be a leading producer of high-quality bulls for the AI industry. The farm claims two prefixes: Welcome and Bacon-Hill.

The Peck's have one of the few programs that have bred number-one ranking sires in two different breeds. Welcome Choice Admiral (Guernsey), Welcome Garter-ET (Holstein) and Bacon-Hill Montross (Holstein) have been used around the world.

Bill says that his dad instilled in him that the most efficient cow was the best type of cow.

"We want cows that are strong through the front end. We want them wide from the muzzle to rear end. We want well-attached, high, wide rear udders on a sound set of feet and legs for mobility. Medium stature suits us best," Bill says. "Genetics are an important part of our success here at Welcome Stock Farm."

Bill adds that the most significant changes have been to the tools they use for mating decisions.

"Years ago, it used to be all proven bulls. Now, we've transitioned to genomic sires," he says. "We use 100 percent genomic bulls — elite bulls. The greatest

success you can have in the shortest amount of time in improving your herd is using quality AI bulls.”

Genomic revolution

“The acceleration in performance has shortened the generation interval and increased the genetic gain,” Bill says. “Mapping the bovine genome was a huge step forward in the Holstein business. You no longer have to wait five years to find out who the best bull is. Now you know at three months of age, and you’re using that bull by 12 to 18 months of age.”

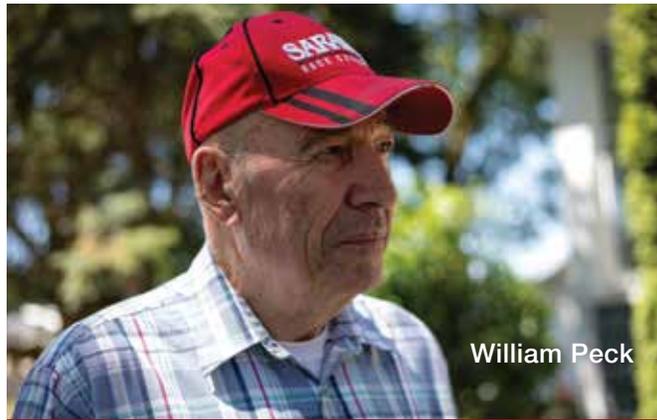
He credits genomics for the Holstein breed’s improvement in efficiency. He makes sure every female and 75 percent of the bulls on Welcome Stock Farm are tested—a practice they’ve been doing since the beginning of genomic testing.

“We continue to try to breed the most efficient Holstein cow, from pounds of fat and protein, and then the health traits,” Bill says. “Productive life was the early one, then daughter pregnancy rate (DPR). That’s really good data that shows the genetic lines that are easy breeders.”

The farm’s genetic program identifies the top 10 percent and puts them into an embryo transfer program that also combines in vitro fertilization. Every two weeks a group of recipient females are implanted with embryos.

For over two decades, interns from around the world often spend time at Welcome Stock Farm. If interested in breeding, Bill will send them with embryos to take back home.

“My daily entertainment is trying to mate the best Holstein cow that we can,” Bill says. “You can see the difference genomics has made in the quality of the 2-year-olds coming in. The quality has improved year after year.”



William Peck



Neil and Bill Peck

Bill also credits genetic selection as a way for the dairy industry to help reduce its environmental footprint.

“The public is demanding more accountability in our environmental footprint, and the best way we can do that is through feed efficiency, and the quickest gains for that can be made through genetic selection,” he says.

The perfect cow

“When you look at all the breeds, the U.S. Registered Holstein is really developed into the ideal, perfect dairy machine,” Bill says. “That Holstein cow has become the ideal production cow. The progress with udder quality in the last 30 years has just been tremendous.”

Bill also credits Holstein Association USA with helping their program at Welcome Stock Farm.

All of the farm’s pedigree and Dairy Herd Improvement Association (DHIA) information is shared with Holstein Association USA, and the farm participates in classification on a quarterly basis. The farm also utilizes RFID tags from the Holstein Association USA and the Enlight® program.

“Those who don’t use Registered Holsteins are missing out,” Bill says. “A lot of the programs and data from Holstein can be incorporated for great returns.”

Bill says while the dairy business is accelerating and changing rapidly, their focus remains on high-quality, efficient Registered Holstein cattle.

“What I try to do on a daily and yearly basis is make sure our business is profitable,” he says. “It’s our family obligation to give the next generation the opportunity to be in the dairy business.”



MORE MILK, CHEESE, MONEY & CHOICE

U.S. Registered Holsteins®

THE WORLD'S PERFECT COW

Superior Production

Dairy producers who want the most profit choose U.S. Registered Holsteins®. Today, total pounds of milk and components are critical in milk pricing, and DHI statistics show Holstein's superiority. Holstein cattle produce more pounds of milk, fat, and protein than any other breed of cow.

This solidifies Registered Holsteins' standing as the most popular dairy breed for maximizing producer profit. Looking for lots of milk, fat and protein? **Get Holsteins!**

2018 DHI Herd Averages for Official Testing Plans by Breed				
BREED	# HERDS	MILK LBS	FAT LBS	PROTEIN LBS
Holstein	8,541	25,669	972	800
Brown Swiss	121	19,121	800	659
Jersey	680	18,161	884	671
Ayrshire	44	16,112	643	512
Guernsey	66	15,122	710	516
Milking Shorthorn	24	14,152	530	447

Source: Summary of 2018 DHI Herd Averages, DHI Report K-3

Cheese Yield

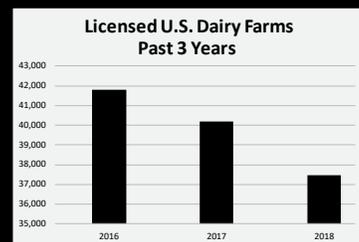
Selling your milk in a cheese market? According to the December 2019 CDCB genetic evaluation, Holstein is the **only U.S. dairy breed that has any bulls available with a Cheese Merit Dollar Index of 879 CM\$ or higher. Holsteins offer you a choice of over 1,000 Holstein bulls with Cheese Merit Dollar Indexes ranging from 879 to 1233 CM\$. Holsteins – the Cheese Merit Dollar Index Leaders. Looking for cheese? Get Holsteins!**

BELOW IS A LIST OF THE TOP 100 CHEESE MERIT DOLLAR INDEX BULLS FROM THE DECEMBER 2019 GENETIC EVALUATIONS.

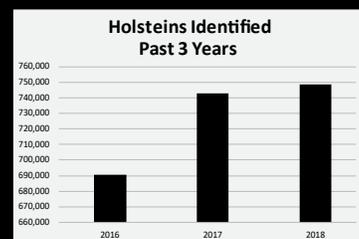
NAAB	Name	CMS	NAAB	Name	CMS
11H15036	ALTAZAZZLE	1233	29H18850	CELTIC	1060
551H04119	CAPTAIN	1184	200H11690	HAWKEYE	1059
551H03849	HEIR	1183	1H15000	DAYNE	1059
29H19000	HEROIC	1178	29H18870	VENTURE	1059
11H15037	ALTAPLINKO	1147	734H00110	AUSTAD	1057
11H15063	ALTAHOTMAIL	1139	29H19099	JURASSIC	1057
7H14250	LEGACY	1131	11H12219	ALTAZAREK	1056
29H19148	LIBERTY	1130	29H18693	CRIMSON	1055
11H12345	ALTASOHOT	1130	551H03903	POWERHOUSE	1054
29H19315	AUZZI	1118	29H18984	MONTRREAL	1054
29H19010	PRINCE	1113	29H19226	HUGO	1053
1H15274	RAYSHEN	1112	11H15053	ALTATIKI	1053
1H15062	FALLOUT	1111	7H14451	BIG AL	1053
200H11666	EPOXY	1105	200H11692	AMPLIFIER	1052
29H19286	MATRIARCH	1105	551H03994	MIXER	1051
1H14127	TORRO	1101	1H14107	MILLENIAL	1051
1H15055	FORTNITE	1098	29H19082	DULUTH	1050
11H12194	ALTACABOT	1097	551H03875	WATERS	1050
29H19060	ADMIRAL	1096	29H19427	RUBICAL	1050
551H03770	SAHAB	1095	14H14315	MILFORD	1049
29H19235	SEMINOLE	1094	29H19122	C3PO	1049
7H14859	MAXIMUS	1094	29H18296	ACHIEVER	1047
29H19071	MONUMENT-P	1092	11H15001	ALTAJURGEN	1047
1H15250	TELLMAN	1091	29H18960	ACURA	1046
200H11667	ZONE	1090	7H14904	LOH	1045
29H19171	SYNC	1089	29H19156	THATBOY	1045
200H11753	SILVERCHAIR	1086	200H11699	BANKSY	1044
29H18868	DIVERSITY	1084	1H15255	BONANZA	1044
11H12346	ALTARORRENT	1084	200H11704	MIGHTYOAK	1044
29H19194	SHELDON	1082	777H11251	WIMBLEDON	1044
551H03594	PACO	1080	29H18788	SABER	1043
200H11668	ZASBERILLA	1079	11H14109	ALTAPROCORE	1043
1H15203	MUSCLE UP	1079	11H15179	ALTAINCEPTION	1042
551H03803	DINERO	1079	14H07770	HELIX	1041
1H15184	LIFEFORCE	1078	200H11586	EINSTEIN	1041
551H03600	NASHVILLE	1075	14H14453	ARROWHEAD	1040
1H15288	CALLAHAN	1074	551H03590	DUBAI	1039
551H04065	JAMISON	1069	551H03891	YORKER	1039
29H19093	ONEIDA	1069	200H11712	BRUTUS	1039
11H11779	ALTATOPSHOT	1067	29H18794	ACCOLADE	1039
200H11698	HIGHJUMP	1067	551H03714	TWITCH	1038
11H14126	ALTBREITISH	1067	29H18903	ROYAL	1038
29H18906	BILLY	1066	1H15009	FURIUS	1038
7H14703	HALLMARK	1065	200H11808	ROZTIME	1037
29H17454	INVICTUS	1065	29H19321	SWIFT	1037
1H15204	INCREDIBLE	1064	11H12168	ALTAGILMORE	1037
200H11687	BLUECHIP	1062	29H18864	OSCEOLA	1037
200H11500	MOSALAH	1062	551H03872	YIS	1036
200H11710	MCLAREN	1061	29H19117	PENSACOLA	1036
29H18858	ENTITY	1061	1H15074	FIDDESTIX	1036
14H14226	ROME	1060			

Still the Number One Choice

In an ever-shrinking dairy industry, Holstein Association USA continues to grow the number of Holsteins being identified each year, showing that dairy producers are finding **added value in officially identifying their cattle.**



Source: USDA



Source: Holstein Association USA

Breed Association Activity - Animals Identified			
BREED	2016	2017	2018
Holstein	690,533	742,910	748,593
Jersey	111,409	184,957	132,116
Brown Swiss	10,223	9,787	9,189
Guernsey	3,562	3,585	4,209
Ayrshire	3,658	3,742	3,095
Milking Shorthorn	2,724	2,311	2,157

Source: Hoard's Dairyman

The Choice is Yours

U.S. Registered Holsteins have it all in one package, high milk and components, good health and fertility, with sound feet and legs and quality udders. U.S. Registered Holsteins will provide unmatched milk and component production ability allowing you to maximize your profit. Looking for profit? **Get U.S. Registered Holsteins!**

FOR MORE INFORMATION VISIT

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OR CALL 800.952.5200



U.S. Registered Holsteins
FOR MAXIMUM PROFIT



HOLSTEIN ASSOCIATION USA, INC.



New look convention in 2024

Our industry sure looks different than in the days when Chad, Lynn, and I were Junior Holstein members. To keep pace with the changing tides, immediate past President Boyd Schaufelberger appointed a Future Convention Committee a few years back. We met for the first time last fall and wrapped up our in-depth review this October.

After the 2008 National Holstein Convention, Wisconsin immediately tossed its hat back in the ring and got the next date on the docket — 2019. If we did that again, this time around the Badger State Holstein breeders would get 2024. Simply said, there are not many states stepping forward to handle the logistics of our important annual gathering, much less sign up for the necessary fundraising.

To develop a new way forward, we brought together those who had led a number of recent national conventions: Darwin Sneller, co-chair of the 2018 convention in Michigan; Becky King, co-chair of the 2016 convention in New York; Dale Drendel, co-chair of the 2015 convention in Illinois; and Mark Kerndt, finance chair of the 2014 convention in Iowa. Rounding out the team was yours truly, who co-chaired the 2019 national convention.

After reviewing our notes from the first committee meeting, the assembled team that included national staffers Jodi Hoynoski and Kelli Dunklee went about developing a new plan for 2024 and beyond during a two-day meeting. To be clear, these changes only impact the 2024 convention and beyond — the 2020 convention in Pennsylvania, the 2021 convention in Ohio, the 2022 convention in South Dakota, and the 2023 convention in Kentucky will go on as all previous conventions have done in previous years.

Beginning in 2024, Holstein Association USA will take the lead planning conventions and handling the fundraising. Our goals in this endeavor are to preserve the legacy of being a place Holstein friends gather to network and conduct Association business, but also attract a broader base of dairymen and dairy women from across the country. The four-day convention will be bookended by two high-attendance events — Host Day and the National Sale. The Annual Meeting will take place for one day. Here's a 30,000-foot view of conventions for 2024 and beyond.

The four-day convention will begin with what we've come to know as Host Day. For juniors, there will be Jeopardy orientation and a Junior mixer event. For adults, the evening will be unscripted, allowing people to gather in small groups.

Day 2 will include time set aside for allied industry events. For Juniors, there will be DJM interviews, Dairy Jeopardy, the speaking contest, and the Dairy Knowledge Exam that sets the stage for Dairy Bowl. For adults, the afternoon will feature informative dairy-focused presentations by Holstein USA and dairy-industry partners with a trade show wrapped around the presentation stage. The evening will be capped off with a Welcome Reception for all that replaces the traditional Family Night festivities.

Day 3 will feature the Annual Meeting. It will start with a Candidate and Governance Forum hosted by the Holstein USA President. This event will be open to all convention attendees and replaces the Delegate Breakfast. This change makes sense, as the caucus structure stretches

back in time. Since 1990, delegates have slid from 250 in 1990 to the 125-range this past year. With that in mind, this event will also sunset the long-standing Caucus. The Annual Meeting will follow with reports from leadership and all committees. Next will be a Town Hall Meeting. A noon luncheon will honor the Herds of Excellence, Star of the Breed, and 40-year members. The afternoon will continue with the Annual Meeting and voting for directors and officers. Day 3 will be capped off with a banquet honoring the Elite Breeder, Distinguished Leader, Young Breeder, and all 12 DJM semi-finalists.

Day 3 for Juniors will feature the well-known Dairy Bowl competition, a luncheon with a Cow 2 Careers panel, along with a college and two-year school trade show. The evening will have a Junior Dinner and Dance.

Day 4 will include a Trade Show and an Educational Session with similar tones to the 2019 National Genetics Conference. This will take place in the Trade Show area. For young Holstein enthusiasts, the day will start out with the Junior Forum, then move to Dairy Bowl Finals, and wrap up with Junior Awards and naming of the national DJMs.

The final day will be capped off with the National Convention Sale at noon.

Among the added features . . . we have our sights set on an electronic delegate registration and voting system. There could be a judges or a cowside classification conference, virtual farm tours, and other Holstein farm-related talks from the U.S. and around the world.

Ultimately, we want to set the National Convention stage to appeal to a wide dairy audience and invite additional dairy groups to join us . . . including other dairy breeds. The entire plan received unanimous support from the Holstein USA Board of Directors at the November meeting.

New Junior ownership dates

The Show Committee, and then the Holstein USA Board of Directors, endorsed a plan this fall to change the Junior Ownership dates for shows from June 1 to a July 15 received by deadline in 2020. In the minds of all, the move made sense to come into line with our other dairy breed friends. Ayrshire, Brown Swiss, Guernsey, Jersey, and Milking Shorthorn all have an August 1 transfer date. The Red and Whites have a July 1 date.

To be clear, this change to a July 15 transfer date only impacts events designated as national shows endorsed by Holstein Association USA. All local, state and regional shows still have their own rules.

Lastly, this date should place more value on Registered Holsteins offered at summer sales — this includes our National Convention.

There is ongoing work taking place on a number of fronts by the Holstein Association USA staff and national directors. As we move forward, I will share more details in future columns.



Corey Geiger, President, Holstein Association USA, Inc.