

THE PULSE


Winter 2024 • Holstein Association USA, Inc.



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THE WORLD'S PERFECT COW

The Pulse is proudly sponsored by 

MAKE AGRITECH ANALYTICS YOUR CHOICE FOR DAIRY RECORDS PROCESSING

I want to take an opportunity to familiarize you with Holstein Association USA's Dairy Records Processing Center (DRPC). For those who DHI test, the process of receiving records can seem complicated and confusing. The records process begins with milk testing on the farm by your DHIA association. Milk samples arrive at your DHIA lab for analysis for protein and fat content, and somatic cell count. Next, the lab transmits the results to the DRPC where the information is added to each cow's record, updating her history. The DRPC then sends the updated records to the Council on Dairy Cattle Breeding (CDCB) and to Holstein Association USA for recording on the pedigree.

The system can seem convoluted, but it's the basis and starting point for environmental (phenotypic) records collection that has allowed us to make incredible genetic gains in the Holstein breed. This foundation has allowed United States Holstein genetics to be the most coveted in the world.

In 2004, Holstein USA purchased AgriTech Analytics, a Dairy Records Processing Center in Visalia, California. They process records nationwide, from California to Maine. As information transfers electronically easily, there's no need to be geographically close to your processing center.

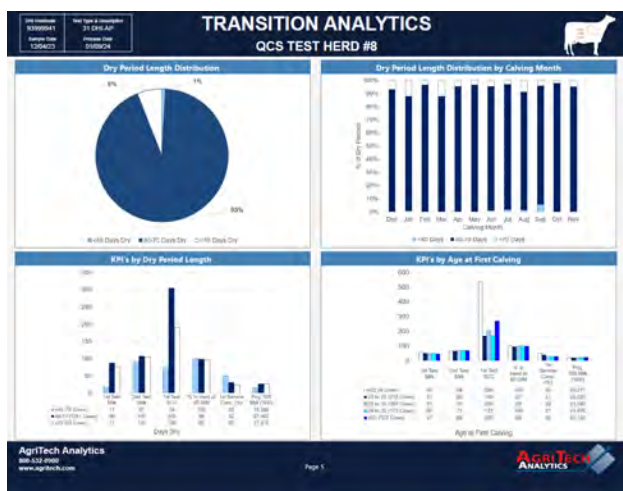
AgriTech Analytics (ATA) receives dairy records and processes them and makes calculations such as your Rolling Herd Average (RHA), as well as many other reports that provide important data for management decisions. This is all done efficiently and accurately with a turnaround time of one business day or less.

The purchase of ATA by your Holstein Association USA board is a natural fit, as missions with both organizations align to help dairy farmers manage their herds through providing records and reports. Holstein Association

Today, ATA has grown into a vibrant and exciting aspect of our association. ATA processes just under one million cows per month and processes records of every dairy breed and crossbreed. AgriTech Analytics also processes records for herds with automated milking systems (robots). They even process some goat herds. ATA currently has a seat on the CDCB Board as a governance representative from the DRPC sector.



If you DHI test at your farm and are not sure which DRPC your records are processed at, ask your tester. If they are unsure, have them ask their supervisor. In addition to giving your business to Holstein USA, you will have greater access to people who can help you determine the reasons for and resolve errors when records don't correctly transfer to your cows' pedigrees. I know firsthand how frustrating this can be! By having Holstein Association USA involved in processing your dairy records, it helps close the loop in conflicts resolution.



Tony Allen is the General Manager at ATA. His phone number is 559.622.2293 his email is tallen@agritech.com. Contact Tony if you would like more information or to sign up. You can also contact myself, your Holstein Association USA regional representative, or Holstein USA customer service for more information. Processing your records at ATA makes sense for a stronger association, for the responsible handling of your records, and for ease of record conflict resolution.

Sincerely,

**Jonathan Lamb, President
Holstein Association USA, Inc.**



USA and its Board of Directors are the caretakers or stewards of the records processed by ATA.

LEGISLATIVE WINS FOR DAIRY:

Celebrating Whole Milk Legislation and Advocating for Beef Labeling Transparency



Today's consumer is more interested in where their food comes from than ever before. As you've seen on our Holstein America television program on RFD-TV, a number of you have done a great job of satisfying the desires of consumers looking for high quality, tasty, nutritious dairy foods from your farms. Congratulations to all of you who are satisfying those appetites!

Here's more good news! On December 13, 2023, U.S. Representative Glenn "GT" Thompson (R-PA), Chairman of the House Agriculture Committee, along with 329 of his colleagues, voted in favor of H.R. 1147, the Whole Milk for Healthy Kids Act. This legislation, which passed the House with overwhelming bipartisan support, will restore the option of whole milk in school nutrition programs.

After the bill passed, U.S. Representative Thompson said, "I am pleased to see my bipartisan Whole Milk for Healthy Kids Act pass out of the United States House of Representatives, and I ultimately look forward to restoring access to these nutritious beverages in schools across the country."

Now that this bill has successfully passed in the House, we're hopeful the equivalent bill, S. 1957, the Whole Milk for Healthy Kids Act of 2023, introduced by Senator Roger Marshall (R-KS), will also pass in the Senate. Let's all do everything we can to help make that happen.

The passage of this bill is great news for U.S. dairy farmers and school children. I tip my hat to U.S. Representative and House Agriculture Committee Chairman Glenn "GT" Thompson!

Closing the beef labeling gap

There are also some good things happening in the meat industry that should positively affect our dairy community. Currently, over 20% of the U.S. beef supply now comes from dairy animals. However, it concerns me that since December of 2015, nationally, there have been no requirements that make it mandatory for retailers of beef to provide country-of-origin labeling for not only beef, but pork and lamb too. Prior to December of 2015, country-of-origin labeling for fresh beef, pork, and lamb was a mandatory requirement signed into American law under Title X of the Farm Security and Rural Investment Act of 2002, also known as the 2002 Farm Bill.

Unfortunately, today, a loophole allows imported beef mixed with American beef to have a voluntary "Product of the USA" label. Frankly, that label is, at a minimum, misleading.





I am delighted to be able to report there is a new bill being considered, titled the American Beef Labeling Act (S. 52). This bipartisan bill would reinstate mandatory country-of-origin labeling for beef.

The American Beef Labeling Act (S. 52) closes the loophole and would restore that grocery stores could only label beef as a “Product of USA” if cattle are born, raised, and harvested in the United States. Doing so would help all of us find and buy U.S. born, raised, and harvested beef and give American consumers what they are looking for.

U.S. Senators John Thune (R-SD), a longtime member of the Senate Agriculture Committee, Jon Tester (D-MT), Mike Rounds (R-SD), and Cory Booker (D-NJ), who reintroduced the American Beef Labeling Act, legislation that would reinstate mandatory Country-Of-Origin Labeling (MCOOL) for beef, should be applauded. This legislation would require the U.S. Trade Representative (USTR) in consultation with the Secretary of the U.S. Department of Agriculture, to develop a World Trade Organization-compliant means of reinstating MCOOL for beef within one year of enactment.

According to Senator Thune, “Transparency in labeling would benefit both producers and consumers. Unfortunately, the current beef labeling system in this country allows imported beef that is neither born nor raised in the United States, but simply finished here, to be labeled as a ‘Product of the USA.’ This process is unfair to cattle producers and misleading for consumers. When you see the ‘Product of the USA’ label on the grocery store shelf, it should mean just that. I am proud to lead this legislation, and I will continue fighting to get it signed

into law.” Some of you may remember the congenial Senator Thune as one of our speakers at the 2006 convention in South Dakota.

Montana Senator Tester states, “If you go to the store to buy a cut of beef, you shouldn’t have to guess where that meat was born, raised, slaughtered, and processed. For years, the big packers have been misleading consumers with deceptive labeling.”

New Jersey Senator Booker adds, “This bipartisan legislation will help Americans know exactly where their beef is coming from.” Co-sponsors of this important American Beef Labeling Act (S. 52) legislation include: Senators Kirsten Gillibrand (D-NY), Martin Heinrich (D-NM), John Hoeven (R-ND), Ben Ray Lujan (D-NM), and Cynthia Lummis (R-WY).

U.S. Representative Johnson (R-SD) is leading a similar bill in the House called the Beef Origin Labeling Accountability Act. Representative Johnson was with us at the National Holstein Convention in Sioux Falls in 2022. The personable U.S. Representative from South Dakota says, “Consumers don’t know where their beef comes from. U.S. producers raise better beef, and they’re not getting the credit for it. My bill takes a step in the right direction to get accurate labels back on these products to increase consumer confidence in American-made and grown products.”

It is heartening to see elected politicians from both sides of the aisle working together to do what’s right for America’s farmers and consumers. If you think as highly of these legislative efforts as I do, please encourage your representatives in Washington to support them, if you haven’t done so already.

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

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elected politicians from
both sides of the aisle
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BEYOND THE BARN

Woodmansee Holsteins continues their family legacy with Registered Holsteins®.

A true passion for Registered Holstein cows, a dedication to caring for their herd, and a humble attitude guide the Woodmansee family of Woodmansee Holsteins in eastern Connecticut.

Clark Woodmansee III and his wife Lois farm along with their son Clark IV, and his wife Courtney and their daughter Kendall. Clark IV, a fourth-generation dairy farmer, has been the herdsman for many years now.

“He’s the backbone of the operation,” says Clark III, who still plays an active role on the farm. Together, the family has been involved in breeding, owning, or co-owning many well-known cows.

“We have been fortunate to have owned and worked with cows such as Hazel, Lotto, Hez, Blexy, DanaRae, Cameron, Sindy and Hatty,” Clark III says. “These great cows and their offspring’s transmitting ability have greatly improved our herd to what it is today.”

The willingness of the family to invest in genetics and market their cattle has put them on the map. The genetic progress of their herd has evolved along with industry advancements.

Their aptitude for good cows was recognized by fellow dairy industry peers in 2019, when Woodmansee Holsteins was recognized with the Robert “Whitey” McKown Master Breeder award. Selected by the Klussendorf Association, the award recognizes a well-managed breeder and herd that has been successful showing and judging dairy cattle. They were recognized for the award during the 53rd World Dairy Expo in Madison, Wisconsin.

Marketing matters

Woodmansee Holsteins has held a number of sales since Clark III purchased the farm in 1974. Clark III realized the merit of marketing their herd of Registered Holsteins early in his farming career.

“The farm started out with grade cows. My dad had interest, but I elevated the interest as far as the registered cows go,” Clark III explains. “I noted area farms had sales that really impressed me, and thought, you know, that would be a way to generate extra farm income.”

The farm held their first sale in 1987. A great success, the family says it opened their eyes to the value of breeding and owning great cattle. There were more opportunities for sales over the years as the Woodmansee family continued to develop their herd, with another one in 1996, and a group of older cows selling privately in 2006.

The value of marketing still rings true to the Woodmansee family today. They held their most recent sale in April of 2021, hosting fellow Registered Holstein breeders at the farm in Preston, Connecticut. Coined the Top 100+ Sale, it featured over 100 lots of younger Registered Holsteins, along with a few lots of embryos.

“You have to promote your cattle, whether through sales or shows. You could have one of the best cows of the world, but if you don’t promote it or participate in some of the programs that Holstein has, no one is ever going to know about it,” Clark III says.

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-Clark Woodmansee III





L-R: Clark III, Lois, Courtney, and Clark IV Woodmansee

Promoting their elite herd also means parading their Registered Holsteins around the showring. The family enjoys a couple of shows a year, usually attending the New England Spring Show and the Northeast Fall National Holstein Show.

Several of their cows have been named Grand Champion at the Big E, most recently Hazels Goldwyn Hatty in 2017. Hatty also went on to be named Champion Bred and Owned at World Dairy Expo in 2019. Beyond seeing their cows perform well, the family looks forward to camaraderie and connection with fellow Holstein breeders at shows.

Thoughtful management

The success the family has seen showing and marketing their cattle starts with the work put in at home. The family strives to provide top-notch care to their herd of 130 Registered Holsteins.

“Everything’s slanted around the cows and we try to do the best we can on cow comfort,” Clark III explains.

Show cows, special needs cows, and fresh cows are housed on a pack and sand bedded in the summer to add extra comfort and cleanliness. The rest of the herd is housed in a sand bedded free stall barn. Dry cows and heifers graze on the pasture during the summer months.

The herd is milked in a double-6 herringbone parlor two times a day, and average between 70 to 75 pounds per cow per day. Woodmansee Holsteins was one of the first farms in Connecticut to install a milking parlor in the late 1950s. With two parlor renovations over the years, it still serves its purpose well.

Reaching their goal of breeding high-type Holsteins also requires careful management by the family.

“We’re more based on type than genomics,” Clark III explains. “We use both newer and older bulls from a variety of studs.”

To aid in genetic progress, Woodmansee Holsteins uses genetic technologies such as embryo transfer. They became a satellite location for Boviteq a few years ago, and use several programs from Holstein Association USA to meet their breeding and herd management goals.

“We are on the TriStar program and use classification and Holstein COMPLETE,” Clark III said, adding classification and registration are especially important when it comes to merchandising their cattle.

“Classification fills out the pedigree,” Clark III explains. “When you send animals to a sale, people who have similar goals and breeding philosophies, but may not know you personally, can be confident in the quality of your animals.”





SPRING RUN DAIRY

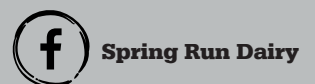
Location:
Pittstown, New Jersey



Dan and Sarah enjoy showing at local and national Holstein shows.



Follow Along:



DAIRY DREAMS COME TRUE

Dan and Sarah Lyness may not have grown up on dairy farms, but their genuine love for the industry shines through. Their unique experiences led them each to find a place in the dairy community, and ultimately, meet each other. Today, the young couple manages a dairy farm and an on-farm creamery.

Dan grew up on his family’s beef farm and attended college at Delaware Valley. Working at the college’s dairy farm sparked his interest in dairy.

“I just enjoy working with cows on a regular basis,” Dan says. “Providing high quality feed, milking them, breeding the next generation, working with dairy cows encompasses all aspects on a daily basis.”

After college, Dan started bucket milking a handful of cows and feeding bull calves. From there, he built a tie stall barn and expanded the herd. Now, Dan works full time managing the dairy and creamery.

Participation in 4-H opened the door for Sarah’s involvement in dairy. A self-proclaimed “Holstein girl,” Sarah still enjoys showing alongside Dan at local and national levels. Sarah works as a full-time attorney practicing business law, along with managing Spring Run Dairy’s social media channels, marketing, farm store, and events.

Combining passions

One of only 33 dairy farms in the state of New Jersey, urban sprawl and limited land availability provide challenges. However, it also situates the dairy well for a direct-to-consumer market.

In 2020, Dan and Sarah saw an opportunity to add value to their operation with the addition of an on-farm creamery. After doing their research, they

decided to install a refurbished shipping container turned creamery from Don’s Dairy Supply in New York.

“The creamery combined our two passions. Dan takes a lot of pride in producing a high-quality product and I really enjoy the advocacy piece,” Sarah shares.

They began processing milk in early 2021 and have seen steady growth over the past few years. While most of their milk is sold to wholesale accounts, they also have an on-farm store.

“I think the biggest surprise has been how truly receptive and excited people are,” Sarah explains. “I feel like 99.9% of the people who come here, whether it’s to the farm store or to the open houses or other events we have, just want to learn.”

The power of collaboration

Dan and Sarah are quick to acknowledge others who have helped make their business a success. Dan’s father delivers milk every week, while his mother handles creamery operations such as book work and invoicing.

They’ve also forged working relationships with other businesses in the area. A local cheesemaker uses milk exclusively from Spring Run Dairy to make fresh mozzarella, burrata, and yogurt. An award-winning ice cream shop in the area also sources the milk from Spring Run Dairy. The Lynesses sell these local dairy products at their store, along with their milk.

“It’s about as local as it gets when you’re growing everything here,” Dan shares. “It’s full circle and people really can resonate with that.”

COOK FARM

Location:
Hadley, Massachusetts



Fun Fact:
The Cook's ice cream stand was named after a special cow - Herronholm Elevations Fayvor



Follow Along:



THE FLAYVORS OF COOK FARM

On a pleasant Friday afternoon in early fall, the ice cream stand at Cook Farm is a flurry of activity. College students wait in line to place their order, while families enjoy their dairy treats with a view of cows grazing in the pasture.

Located in Hadley, Massachusetts, Cook Farm sits in close proximity to five college campuses. The nearby urban populations make expanding the farm's footprint difficult, so the family had to think outside the box to make the farm viable for the next generation.

Gordie Cook remembers discussing ideas with his late wife, Beth. Their son Hank was back on the farm, newly married to his wife Debby, and it was time to find a way to expand.

"Beth said, 'well, we could always do what I wanted' - and I knew she wanted an ice cream stand," Gordie recalls, adding she was the personality and pizzazz behind the store's success.

Built in 1998, the ice cream store is located just steps away from the farm. Thoughtful touches like large windows in the seating area and farm awards and pictures adorning the walls help connect visitors with the farm.

The cows behind the cream

The delicious ice cream starts with their herd of 60 cows. The sign at Flayvors pictures their top producers, Inez and Ginger. Both cows have their own signature flavor- Inez is a coconut with chocolate and almonds and Ginger is of course ginger.

The passion the family has for their cows is evident in the store's name - Flavors of Cook Farm. The clever name is in honor of a very special cow the family owned, Herronholm Elevations Fayvor.

"The Fayvor cow was the first cow we ever flushed, allowing us to sell some embryos internationally," Gordie explained. "She allowed us to do a few things we hadn't had the opportunity to do before."

The idea for the name was sparked by a note from a family friend, Beth Kennett, that read 'good luck with Flayvor's new ice cream stand.'

Gordie, a past Holstein Association USA President, says the family has enjoyed marketing their high type genetics over the years. The farm has made the Top BAA herds list many times, along with being recognized in Holstein Association USA's Progressive Breeders' Registry.

"We still like to breed for components, and we feed for them as well," Gordie shares.

The best in cows and ice cream

The fifth generation now plays an active role in the family business. Hank's daughter Annalise works full time and his son Gordie works part time on the farm, while his daughter Kirsten helps run Flayvors with her mother Debby.

"My great grandfather bought the farm in 1909," Hank shares. The farm has changed over the years as each new generation steps into their roles, evolving into the thriving business it is today.

Milk from Cook Farm is sent to a nearby processing plant to create the base ice cream mix. Flayvors of Cook Farm strives for top-notch quality in their products and all the ice cream is homemade and hand packed. With staples like vanilla, maple walnut, and mint chip, and rotating flavors like black raspberry oreo, there's something for everyone's taste buds.

"We try to have the best - in both cows and ice cream," Gordie says.



Autumnwood Farm

Location:
Forest Lake, Minnesota



FROM GRASS TO THE GLASS

For Pat and Sharlene Daninger, the best part of dairy farming is doing it with their family. Together they own and operate Autumnwood Farm, which is home to almost 125 cows, and an on-farm creamery and store.

The farm's location near a metro area meant expansion was not a realistic option. Instead, they had to explore other avenues.

In 2008, the family started their on-farm creamery with hopes of building something to last and support the next generation. Now, they farm and operate their creamery alongside their children, Luke Daninger and Mariah Feldman.

"Being raised on a farm when I was a kid, it wasn't what I thought of as ideal," shares Mariah, "but now I realized there is no better way to be raised, and I'm thankful for that."

A leap of faith

Milk from Autumnwood Farm can be found in over 100 grocery stores, coffee shops, and cafes around the Twin Cities of Minneapolis and St. Paul. Their signature glass bottles keep milk fresh and are returnable to any store that sells them.

The milk is processed using a long time, low temperature pasteurization method, which helps preserve the flavor. This method results in a richer and creamier flavor, making it a popular choice at local coffee shops. They also produce ice cream mix for six different ice cream shops.

The storefront at Autumnwood Farm offers a variety of bottle sizes and flavors, including seasonal favorites such as orange cream and eggnog. The family is thankful for a great team to help process, bottle, and deliver the milk.

The process of getting the creamery off the ground was not all smooth sailing. The family learned many new skills, such as proper food processing, plant sanitation, and how to secure shelf space at stores. "Marketing was a whole new avenue for us as well," Sharlene said. "It did take some time and some building."

Along each step of the process, the Daninger children were involved in various aspects, from helping bottle the milk to promoting the finished product. "Our four kids were our first sales crew," says Pat. "Anytime there was volleyball, football or FFA event, our milk was there."

Sense of satisfaction

Behind every bottle of delicious Autumnwood Farm milk is the family's herd of Registered Holstein® cows.

"Registered Holsteins are the breed that makes the most sense," Pat said. "You get the yield that you won't find in another breed."

They understand the value of registration and conformation when it comes to managing their herd, as well.

"The better traits they have, the longer they'll be in the herd, so that's of huge importance," Pat shares. "We want to be able to keep track of the pedigrees and genetics and if you have excess animals to sell, it provides more value."

The Daninger family agrees, caring for cows and running a business bring a certain sense of satisfaction. Despite the challenges they've faced along the way, the on-farm creamery has helped strengthen their operation and their family bonds.

"The word that exemplifies this place is perseverance," Sharlene shares.

Fun Fact:
Autumnwood Farm milk is found at over

100

grocery stores, coffee shops and cafes.

Follow Along:



Cutting-edge
technology



Unmatched
service



Reliable
expertise



SenseHub[®] DAIRY

FULLY POWERED TO EMPOWER

Whether you knew us as SCR Dairy or Allflex dairy monitoring, you can now call the dairy industry's leading monitoring solution SenseHub[®] Dairy. Fully integrated within Merck Animal Health, SenseHub Dairy delivers the best of all worlds for a full-solution monitoring approach that is fully powered to empower you to do your best.



See the full story at
SenseHub-Dairy.com