

2022
Star of the Breed



Image © Cybil Fisher

SHOW-MAR CRUSH EVERYONE EX-92

3-02 3X 365D 60,240M 4.1%F 2,470F 3.1%P 1,866P
4th place Four-Year-Old - Northeast Spring National Holstein Show in 2022



Owned By: Wesley Brantner, Saegertown, PA

The 2022 Star of the Breed has eye-catching dairy character, an incredible udder, and impressive milk production. To top it off, her owners say she has the style and personality to match. With credentials like these, Show-Mar Crush Everyone is truly the complete package.

Crush Everyone is owned by Wesley Brantner of Saegertown, Pennsylvania. Wesley works on his family's farm, Show-Mar Holsteins. The 70-cow herd is owned by his parents, Mark and Jelena Brantner. To the Junior Holstein member, having a cow receive the prestigious Star of the Breed Award means a great deal.

"Winning the award means a lot because it shows you that you are on the right track to better cows," Wesley explains. "I appreciate that the Star of the Breed award looks at both the way she is classified and the way she's milking."

Show-Mar Crush Everyone has a lifetime production record of 108,990 pounds of milk with 4,165 pounds of fat and 3,421 pounds of protein. She's also classified Excellent 92. The outstanding cow earned a fourth-place finish in the Four-Year-Old cow class at the Northeast Spring National Show in 2022.

IT'S ALL IN THE FAMILY

Like all the cows in the Show-Mar Holsteins herd, Crush Everyone traces back to one of the original five cows Mark Brantner bought when he began his dairy farming career in the 1990s. Since his start, Mark and his family have worked hard to develop a high-type herd of Registered Holsteins®.

"She completes eight generations of Very Good and Excellent cows," Mark says.

A Maverick Crush daughter, the 2022 Star of the Breed is true to her pedigree. Her dam, Show-Mar Ivy 1342, was also classified Excellent 92. Aptly called "Milk Truck" by the Brantner family, 1342 was a high producing cow with a wide front end.

"She is out of the same cow family as our cow that went Excellent 95, and she has a sister that went Excellent 94," Mark explains. Crush Everyone has had two daughters so far, including Show-Mar Warrior Hazel VG-87, and a fall calf.

SHOWRING SAVVY

Crush Everyone also performs well in the showing. In addition to placing competitively in her classes, she's a fun cow to parade around the ring because of her easy-going personality.

"She is one that I've always enjoyed showing because she doesn't fight you or anything," Wesley shares. "She leads nice and likes to be shown."

"Crush Everyone has that trust, and she doesn't always need one person," Jelena adds. "If we need another person to lead her, she's more than willing to go with them."

Wesley has fond memories of showing Crush Everyone as a yearling, when he competed against his older brother Dylan. Throughout shows that summer, Crush Everyone consistently placed above Dylan's yearling, a heifer that had taken home a third-place finish at the International Holstein Show the year before.



Left-Right: 2022 Pennsylvania Holstein Spring Youth Show Reserve Grand Champion Show-Mar Crush Everyone, 2nd 4-Year Old, Wesley Brantner, Grand Champion Cherry-Lor Dback Raven, 1st 4-Year Old, Cael Hembury. Image© Cowsmopolitan.

However, it's not necessarily winning every class, but highlighting his family's homebred animals Wesley appreciates. "I enjoy the competition and showing your heifer or cow off to other people," Wesley remarks.

A BRIGHT FUTURE

At five years old, the Brantner family believes Show-Mar Crush Everyone has a promising future ahead. "She's youthful and she has a lot of maturing to do too, in a good way," Mark explains. "I think she'll be my next 95-point cow."

Wesley also has big goals for the future. He's been honing his clipping and fitting skills and hopes to take home the top honors at the fitting contest at World Dairy Expo or the North American International Livestock Exposition in the future. The recent high school graduate is also a competitive showman and hopes to perform well in showmanship competitions.

Wesley's favorite task on the farm is milking cows, and the 2022 Star of the Breed certainly catches his eye when she walks through the parlor.

"Crush Everyone has an incredible udder, with a high, wide rear udder, a good tight seam, and it attaches really well," Wesley shares. "She's got a lot of style, and is really dairy with a nice pretty head, wide pins, and good feet and legs."

ABOUT THE AWARD

The Star of the Breed recognition is given annually to one Registered Holstein cow that exemplifies outstanding production combined with exceptional type. To be eligible for the Star of the Breed award, a cow must place in the top five in her class at a National 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 Mature Equivalent (ME) Fat and Protein + Age Adjusted Classification Score X (Breed Average ME CFP/ Breed Average Age Adjusted Score.)