



HOLSTEIN ASSOCIATION USA, INC.

2022 BOARD ELECTIONS

**136TH ANNUAL
MEETING
JUNE 30 - JULY 1, 2022**
SIOUX FALLS CONVENTION CENTER
Sioux Falls, South Dakota

To help delegates make an informed decision when electing the leaders of the Association, candidates have provided information on their experiences and perspectives on the dairy industry and Holstein Association USA, Inc.

Delegates will elect Holstein Association USA, Inc. president, vice president, directors in Regions 5, 8, 9 and one at-large director. Any unsuccessful regional director candidate may run for the at-large position. For more information, visit www.holsteinusa.com or contact Nominating Committee staff liaison Jodi Hoynoski at jhoynoski@holstein.com.

Get to Know Your Board Candidates

President	Jonathan Lamb Oakfield, NY	585.704.2501 jonathanllamb@yahoo.com
Vice President	Roy R. Buessing Axtell, KS	785.799.4514 pabs@bluevalley.net
	John S. Burket East Freedom, PA	814.239.2260 burketfallsfarm@aol.com
Region 5 Director	Robert (Bob) Webb Plymouth, WI	920.377.1079 rwebb@excel.net
Region 8 Director	Richard Hartzell Monroe, WA	425.327.7283 skyhartfarms@gmail.com
	Bill Stoltzfus Buhl, ID	208.420.4723 Billstoltz53@gmail.com
	R. Joshua Wright Jerome, ID	801.404.1627 Rjwright32@gmail.com
Region 9 Director	Bill Genasci Modesto, CA	209.765.7111 genace1@aol.com
At-Large Director	Jeff King Schuylerville, NY	518.791.2876 jkingkrf@gmail.com
	Ashley Swenson Nicollet, Minnesota	507.241.0544 aekswenson@gmail.com

ALL BOARD CANDIDATES HAVE BEEN ASKED TO REPLY TO THE QUESTIONS STATED BELOW. THEIR RESPONSES APPEAR AFTER THEIR BIOGRAPHY.

1. Are you currently dairying? If yes, describe your operation, including how many head you milk, what percent are Registered Holsteins and which of the Association's programs you are currently using.
2. What do you believe are the biggest challenges facing the Holstein Association USA today, and specifically, how do you think they should be addressed most effectively?
3. Personally, what do you do to help increase the value of Registered Holsteins?
4. Looking at your own herd and involvement, do you think you will be registering more Registered Holsteins five years from now than you are today?

President Candidate



Oakfield, NY
585.704.2501

Jonathan Lamb, of Oakfield, New York, received his bachelor's degree from Cornell University in 1994. After college, Jonathan worked as farm manager for Alliance Dairies in Trenton, Florida for two years. He then became a partner in Lamb Farms, Inc, his family's farm, where he has been farming for 26 years. The farm's 9,000 cows are housed in four different milking facilities and are all registered under the

OCD and Oakfield prefixes or Basic ID'd. Jonathan was recognized as the 2012 New York Distinguished Young Holstein Breeder, won Dairy of Distinction honors and was National Dairy Shrine's 2004 Large Herd Progressive Producer award winner. In 2021 the farm was recognized as Reserve Premier Breeder for the All-National Showcase contest.

Jonathan served on the Holstein USA board of directors from 2009 to 2015 then was elected Vice President in 2019. He served as the Genetic Advancement Committee Chair from 2010 to 2015 and was a member of the Type Advisory Committee. Along with his wife, Alicia, they were the Holstein Association USA 2012 Distinguished Young Holstein Breeders. Their herd has been presented the Progressive Genetics Herd award since 2009. In 2016, Jonathan chaired the National Holstein Convention Sale.

Lamb is on the Erie-Niagara Insurance Association board of directors and serves as the Investment Committee Chair. He is a delegate for Upstate-Niagara Milk Coop and is a past board member and chairman of the Northeast Dairy Producers Association.

Jonathan and Alicia have two children, Kyra, and Griffin.

1. I dairy with my family in Oakfield, N.Y. We have milking facilities in 4 locations, 3 in New York and 1 in western Ohio. We milk 9,000 cows, about 20% of the cows are registered in the herd book, and the remainder are identified with Holstein USA's Basic ID program. We use Holstein COMPLETE, Tri-Star, pedigrees, and classification services.

2. One of the biggest challenges facing Holstein USA is the changing dynamics of the dairy industry. There is a growth opportunity for Holstein USA to provide unbiased programs, products, and services to dairyman who wish to use these products to make them more profitable but are not interested in marketing genetics. Holstein USA is the industry leader in identification, and identification is key to assist with breeding management programs. These programs can be provided to help dairymen to reduce inbreeding levels, recognize potential genetic culls, consider beef semen usage, and analyze sexed semen usage to improve genetic progress. While focusing on new customers

and growth, Holstein USA can't lose focus on the needs of our traditional members.

3. At Oakfield Corners Dairy, we have a robust marketing program. As we develop pedigrees and cow families it is our hope that we are creating greater value within our herd and Registered Holsteins in general. When someone purchases a Registered Holstein from Oakfield Corners Dairy, we hope the new owners recognize the value of their purchase and continue to build upon that genetic progress for subsequent generations.
4. As our herd grows, we will register more cattle and identify more with Basic ID. We see value in both Registered Holsteins and identification programs within Holstein USA.

Vice President Candidates



Axtell, KS
785.799.4514

Roy R. Buessing, of Axtell, Kansas, operates Buessing Dairy, in partnership with his brother, Roger. They milk 326 head under the Poor-Richs prefix, maintaining a rolling herd average of 25,180 pounds of milk. In 2013, the family was recognized as the Kansas Dairy Family of the Year.

Roy is a past Holstein Association USA Region 7 director, serving from 2011 to 2017. During his time, he served on the JAC, GAC, Type, Show and Executive committees. An active member of the Kansas Holstein Association, he is a past president, vice president and board member. He has been a delegate to the National Holstein Convention several times. In 2014, Roy was honored at the Southern National Holstein Show with the John Cooper award. This year he served as a delegate to the DFA annual meeting.

Buessing is involved as a member of St. Michael's Catholic Church, serving on Parish Council and his local school council. He is a 30-year Knights of Columbus member, volunteer fireman, EMT, as well as a coach for youth basketball, baseball, and softball teams. He has also served as president of the Pride committee, Eagle Booster Club, and on the CASA board which is an advocate for disadvantaged youth. He enjoys woodworking, cooking BBQ and attending sporting events.

Roy has been married to his wife Patricia for 31 years. They have six children: Christian, Colton, Maryna, Quinn, Aspen, and Blaise. They also have two grandchildren.

1. Currently our herd consists of 650 registered cows and heifers. The programs we utilize on our farm include EASY, COMPLETE, classification, Tristar and genomic testing.
2. As with any business challenges present themselves day after day. In today's environment finding and retaining great employees will be imperative to our

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Vice President Candidates (continued)

success moving forward. I think a question to ask is our office in the best location to attract and retain? With the ever-changing dynamics in the industry and the size and scale of modern dairies and where they are located it may be time to look at where we are. Information has become so valuable and it's very important to protect our members information. We must also be vigilant in trying to see what is coming over the horizon and be ready to respond to different opportunities. We must remain leaders and not followers.

3. Being involved is so important. Participating in local sales and shows demonstrates to others that you care about what you do. Helping with school dairy judging teams is great for helping our youth. Our farm has been involved in several promotional videos showing everyday life on the farm and what it takes to get our products to the table. Selling genetics both male and female enhances the herd as well. Repeat buyers are the best signs of success.

4. As our herd looks to the future it's hard to say. Currently we are working two of my sons and a nephew into the operation. I see robotics having a place on the farm and possible expansion as well. I don't foresee us registering fewer cows.



East Freedom, PA
814.239.2260

John S. Burket of East Freedom, Pennsylvania, has been a lifelong dairyman at Burket Falls Farm. He received his bachelor's degree from Pennsylvania State University with a major in dairy science and was a member of the judging team.

John is a past Holstein Association USA Region 2 director where he served two terms. He chaired the Genetic Advancement and Type Advisory committees.

He also served on the Show,

International Marketing, Executive and Legislative Affairs committees and as vice chair and the Delegate System/Annual Meeting Study Committee. He is a past president of the Pennsylvania Holstein Association, where he is a lifetime member. John has judged dairy shows at state, national, and international levels and is currently on the Holstein USA National Judges List. John was a classifier for the Red and White Dairy Cattle Association (RWDCA) for ten years and has served on the RWDCA board of directors. He is also a freelance pedigree reader for sales.

Burket has served on the Maryland and Virginia Milk Cooperative Leadership Council, Agricultural Board for the Blair County Development Corporation, and the Dickerson Law School Agricultural Advisory Committee. He is active as a church member and school board member, where he served as president for 14 years.

John and his wife, Kay, have three children, Megan, Quentin, and Grace.

1. Burket Falls Farm is in the rolling hills of south central (Blair Co.) Pennsylvania. We milk 110 Registered Holsteins and maintain 170 head of replacements and bulls. Today, the herd is 90%+ polled and 50% red or red factor. We are on Holstein COMPLETE and use most of Holstein Association USA's programs and services.

2. The challenges facing Holstein today are the declining numbers of dairymen, and competition within the industry attempting to replicate the services of the Holstein Association. While I think it will be difficult to reverse the trend of fewer dairies going forward, I firmly believe every dairy producer can benefit from some or all services offered by Holstein. Identification is our "hallmark," and animal identification in the future will be no less of an issue. I foresee the day that every animal producing milk will be required to be in an approved data base. Holstein Association's genetic, mating, classification, and recognition programs are the most unbiased and forward-thinking programs in the world. Ongoing research and fine tuning of these programs will be essential in providing dairymen with this information. Holstein Association is uniquely positioned to continue to be a leader on all fronts. To remain a relevant player in the industry, Holstein will need to form business alliances or partnerships with organizations that will further enhance members profit margins.

3. Being involved with Registered Holsteins my entire life, it comes naturally for me to promote their cause. Good cows just flow in my blood! I have had the opportunity in recent years to work with the Mennonite and Amish communities that dairy. This special group of dairymen, (and many are younger dairymen), are extremely passionate about Registered Holsteins. I encourage them at all levels to get involved and participate in Holstein Association programs. I have coordinated barn meetings, and bus trips to cattle sales and shows, to educate and promote the value of Registered Holstein cattle. Attending these events with the "Plain Community" is a very uplifting experience, and the quality of cattle they are breeding will make them an integral part of the Holstein business in the future.

4. We don't anticipate any significant changes in herd size in the near future.

Region 5 Candidate



Plymouth, WI
920.377.1079

Robert (Bob) Webb, of Plymouth, Wisconsin, is a third generation Registered Holstein breeder. In 1978, he took over the family operation and continued to advance their genetics. In the early 1980's he trained in embryo transfer procedures through Colorado State University. Bob has surrounded himself with high quality consultants and people to further his education.

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Region 5 Director Candidate (continued)

Today, he milks 650 Holstein cows three times a day in a herringbone parlor. They recently built an approved embryo transfer facility. The top one percent of their heifer population is flushed, and the balance is used as recipients. The farm has hosted numerous trainees from many different countries. Bill was honored as the 1993 Wisconsin Holstein Distinguished Breeder. They have bred and developed the number one genomic type cow and a number eight GTPI cow.

Webb is certified in the Dairy 20/20 Institute through the School of Business at University of Wisconsin-Madison. His hobbies include following the local sports teams and playing golf. He is a member of the Salem United Church.

Bob and his wife, Peggy, have two sons, James, and Joseph. Their son James manages the farm's crop operation.

1. Yes. Our operation today includes a 100% Registered Holstein herd, milking 650 cows 3x/day in a Herringbone parlor. We recently acquired a neighboring property and moved all our heifers home. With this, we built an approved embryo transfer facility on this site. The top 1% of our heifer population is flushed, and the balance is used as recipients. We use Holstein COMPLETE, EASY ID, Tag ID and classify two to three times per year.

2. The modern dairyman has the ability to collect the needed data to effectively manage the dairy daily. The Holstein Association needs to assist him in organizing that data to add value in individual animals. It still stands the test of time that you must manage one cow before hundreds. To understand progress use history as a source of information to see how we have improved productivity in a few decades. Understand the value of good accurate information and its impact on the whole breed. We will be forced to pay for information in the future. Find ways to partner with certain industry allies and take advantage of marketing.

3. We market 200 females, first and second lactation, to local dairies. Most are expanding, commercially minded and appreciate quality. With the sale, the registration papers and pedigrees are sent with the buyer. We encourage them to maintain the registry and take advantage of the genetics. We have also offered show heifers to youth who don't have access to them. Many registered herds were started with their son's or daughter's fair calf.

4. We are in the tail end of our career and will probably exit the milking facility in the coming years. We enjoy the business and hope to remain active in the industry, raising heifers and working with the genetics.

Region 8 Candidates



Monroe, WA
425.327.7283

Richard Hartzell, owns and operates Skyhart Farms in Monroe, Washington, where he has since 1972. The herd consists of 40 milking cows and 45 heifers that are 100% Registered Holstein. The herd has a BAA of 111.7% with a rolling herd average of 21,293 pounds of milk. Richard attended Washington State University where he received his bachelor's degree in animal science/dairy

production. He has worked for the Spokane County Fair & Expo Center, Snohomish County Evergreen State Fair and as an AI relief technician.

Richard has been a member of Holstein Association USA and the Washington Holstein Association since purchasing his first registered calf. He is the current Washington Holstein Association president. Richard served as the 1994 National Convention Trade Show committee co-chair, Western National Show committee and has been a delegate to the National Holstein Convention multiple times. In 1976 he was recognized as the Washington Holstein Young Breeder and in 2008 as the Washington Holstein Master Breeder. He enjoys participating in shows and sales.

Hartzell serves on the Washington State Fairs Commission, and is past president of the Washington State Fairs Association and Monroe School District board. He has served on the Spokane Ag Expo board, International Association of Fairs & Expos Committee Chair, has been a youth football and basketball coach, Tualco Grange member, United Methodist Church member, City of Monroe Reserve Police Officers, and charter member of the CUDS (Cooperative of University Dairy Students) Advisory Committee.

Richard and his wife Eileen have four children, Thomas, Garrett, Peter, and Andrew along with ten grandchildren.

1. Yes. We are an operating dairy, currently milking 35 cows with an additional 45 head of heifers of all ages. We farm 70 acres providing pasture 6 months of the year, grass haylage and dry hay. We supplement with alfalfa during fall and winter. We feed a textured grain mix in the parlor. Our calves are housed in individual pens, fed milk and a starter grain mix, and weaned at three months. The heifers are moved to group pens and fed a similar ration as the cows and yearlings are pastured during the warmer months. We breed them to calve at 24 months using Holstein bulls or implanting embryos. We currently limit our ET program to the top 10% of our herd. We have formed an LLC with two of the sons. Generally, all labor is done by family members with some friends helping during classification, picturing, and fairs. We hire a custom harvest company to bale and wrap the haylage round bales. The herd is 100% Registered Holsteins. We are

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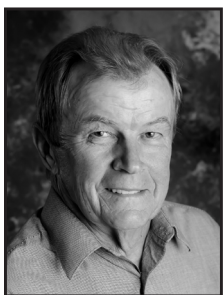
Region 8 Director Candidates (continued)

on the Holstein COMPLETE program, participating in DHIR and classify three times a year.

2. When we, as Holstein breeders, decide it is time to retire and/or disperse our herd, many of these animals go into commercial herds and their descendants may no longer be registered. As the seller, we may encourage the buyer to continue with registrations, but it may be a tough sell. Perhaps one approach may be to offer to visit the newly purchased cows along with the Regional Sales Representative and suggest which individuals have the greatest potential from the total cows purchased. Encouraging that this group would be well worth continuing the cow families through registration and utilizing other Holstein programs. Another aspect of addressing the challenge of maintaining or increasing members is through our youth. Recently the annual youth calf sale was held where more than half the buyers were from non-dairy farm families. Many of these kids become very active in our Junior Holstein Program. I don't know if this is a trend only in the west, but, being a first-generation Holstein breeder myself, the potential is there for increased active membership.

3. We provide high quality animals from deep pedigreed cow families for every sale to which we consign, be it a national sale or a youth sale. My thought is that the purchaser will have an animal that can be an asset, whether it is resold or used as a brood cow. I willingly provide project animals to non-farm kids to provide them with opportunities to become involved in the Holstein youth programs. These youngsters can be an important part of the future of the Holstein Association. I will continue to use the Holstein programs available to us so we can provide animals with full pedigrees that include actual information for type and production.

4. We will likely not increase our number of cows over the next 5 years, concentrating on improving the quality of the herd from top to bottom. We do plan to consign to more sales.



Buhl, ID
208.420.4723

Bill Stoltzfus, of Buhl, Idaho took over his father's dairy farm and operation in 1973. This included 60 milking cows on a 128-acre farm located in southern Pennsylvania. In 1992 he moved to Idaho and built a dairy operation which included 60-70 milking cows on a grass-fed farm. Currently, he owns and operates under the Wilonna Holsteins prefix and has expanded the business to 100 cows on 40 acres which includes

a 160-acre crop farm, growing hay and corn as well as a processing facility where they sell milk and ice cream products directly to the consumer and wholesale processors.

He has been a state and national Holstein member since 1973 and has served on the Idaho Holstein Board of Directors from 1995-2002. There he served as past president as well as on the National Show and National Type Advisory committees. He also served on the Family Health Services board and was Soil Conservative Grassman of the Year. In 2011, Cloverleaf Creamery was awarded Small Business Development Small Business of the Year.

Bill likes national and international travel. He also enjoys visiting and touring other registered farms and local creameries.

Bill and his wife Donna have three children, Olivia, Lauren, and Eric and four grandchildren.

1. Yes, we are currently dairying. We raise hay and corn silage on the 160-acre crop farm. We are grazing cows 7 months out of the year on the 40-acre dairy farm. In the winter, cows are housed in an open shed with a straw bedded pack. We feed a TMR year-round, and we are currently milking 90-100 registered cows. We are 100% Registered Holsteins. We classify every program and register all heifer calves and a few bulls. In 2007 we started a small creamery. Today we process and sell our milk and other dairy products through Cloverleaf Creamery LLC with our son Eric Stoltzfus and son-in-law Eric Butterworth, who are both members of the LLC.

2. There are many challenges facing the Association. One of the biggest challenges I see is declining membership in the Association. Thirty years ago, in Idaho we had an active club, a very well-attended state show and a well-attended state convention and sale. We need to find ways to bring members together. One idea I have is through activities such as the On-Farm challenge to engage members. I started judging On-Farm challenges in the U.S. and aboard and I have seen firsthand how this activity engages and excites members through providing an avenue where farmers can promote their cattle and their breeding programs. This promotion and activity can lead to sales and therefore generates membership and interest in the Holstein Association.

3. We have classified regularly for 49 years and have marketed our Holsteins in countless sales throughout the years. We did two sales in 1999 and 2001. We've exported embryos and semen worldwide, some on our own bulls over 20-30 years. We have bred specifically for functional type and high-lifetime production and to build a high-producing milk cow of higher value. We've showed at state and national shows and have had a few All-American nominations, and this promotes the high-type cow that we are breeding for.

4. After nearly a lifetime of dairying, we are very happy and very comfortable to stay at the same herd size now and well into the future. We do not see a need to grow and nor do we have a desire to do so as our business is sustainable at our current herd size. We have enough milk to meet the local demand for our

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Region 8 Director Candidates (continued)

small business and our focus is on producing for Idaho consumers. We pride ourselves on staying small to keep quality care of our cattle, our employees, and our community. I would be very surprised if we made any significant changes in the next five years.



Jerome, ID
801.404.1627

R. Joshua Wright, from Jerome, Idaho has been employed at Double A Dairy working for the Aardema family for eight years. Prior to this, he and his father were partners at DoubleTree Dairy in McCornick, Utah; previously known as B-Bar-Dairy of Elberta, Utah. He grew up on B-Bar-Dairy owned by his dad, grandfather, and uncle. After college the facility was relocated to McCornick where they milked 600 cows with

an emphasis on type and mobility.

Having a love for shows and appreciating the value of a good cow they exhibited at state and local shows and have showed at World Dairy Expo several times. During that time, he also traveled as a fitter having the opportunity to work with great cows and people on the national and international level.

He served on the Utah Holstein association board from 2007-2013 and the Holstein Association USA Show committee for two years. He worked with the board to formulate the judges list and had the opportunity to approve the first group of judges. In 2014, he received the AI Hay award at the Western National Spring Show.

Joshua and his wife Melanie have been married for 22 years and have four children, Porter, Halle, Stratton, and Hawkin. All the children have had the opportunity to participate in their local 4-H dairy club. He also contributes his time by hosting a prepping and fitting clinic each year for the youth in the community.

1. Yes, at Double A Dairy I oversee all animal operations. We milk 20,000 cows, raise our own replacements, and grow our beef x dairy calves to 450 pounds. Currently, we milk 6,000 Holsteins. Over 3,100 of them are active Registered or Basic ID'd. My role involves managing employees specifically focused on the calving facility, breeding, and milking herd. I am hands on within the daily tasks, as well as analyzing the data that is collected to make improvements across the entire operation. I am heavily involved in the breeding strategy of our herd, concentrating on the sire selection of dairy and beef. In addition, I have had the opportunity to establish an elite IVF program. My role is to create success for the present and future market of Double A. We are involved in the SET classification program and order our Basic ID tags through Holstein Association USA.

2. Staying relevant. The Holstein cow will always be the dominant breed in North America. As commercial operations grow to overtake a large portion of the market, we see less of a need to register, classify, and trace animal lineage. I see Holstein USA staying relevant by continuing to support these services, along with focusing a lot of time and energy on identification, breeding suggestions, on farm consulting with breeding and health, plus staying progressive with new ideas and opinions. The one size shoe fits all can be a detriment to any industry. In the west we are losing or have lost most of the cow shows. Supporting and focusing on aiding communities to continue to support a show should also be a priority. I also believe that young daughter classification (SETs) is vital to continue to support genomics with check and balances.

3. Since the inception of genomic testing, I have been extremely involved in the genetic potential of the Holstein cow. At Double A, in my time, we have aspirated 5,000 donors, with over 15,000 implants. Over 100 bulls have made it to stud so others can share in the value of our maternal lines. We have offered and sold numerous heifers through our genetic umbrella company Twin Ridge Genetics. By breeding for higher component and health traits and by seeing the vision of genomic testing I feel I have promoted the Holstein cow. I also get the pleasure to travel and judge shows. Spending time talking to breeders in different parts of America. That has opened my eyes to the fact that all different types of struggles are real, and they are never all the same. Different locations and environments can cause different trials for different dairies.

4. No, I do not. Identifying these animals to me is most important. Keeping Basic ID's, having a genetic profile and continuing to have the potential to create the perfect cow are things I know I will be doing 5 years from now. Genomic testing and phenotypical data will continue to play a big role. We will continue to produce an elite genetic group of Holsteins within our program. They will be specifically mated to create the "perfect cow" for our vision. Elite cow families and investment in progressive genetics will continue to be at the forefront of Double A dairy sire selection.

Region 9 Candidate



Modesto, CA
209.765.7111

Bill Genasci, Modesto, California, graduated from Fresno State College with a bachelor's degree in dairy science. Genasci worked for All-West Select Sires for 22 years. At the time of his retirement, he was serving as the All-West Director of California Operations. During that period, he continued his partnership in the dairy with his brother Jim and cousin Ed, for over 50 years under the

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Region 9 Director Candidate (continued)

Gen-Ace prefix. At the time of the herd's dispersal, they were milking 1,358 cows with a herd average of 27,776 pounds of milk.

Bill has been an active member of his local, state, and national Holstein associations for approximately 50 years. Gen-Ace Holsteins was named 2009 Outstanding Senior Breeder by California Holstein. He was co-chair of the 2009 National Convention held in Sacramento.

He is completing his first term on the Holstein Association USA board and has served on the Audit and International Marketing committees.

Genasci is a charter member of Modesto Junior College Dairy Advisory Committee, and now serves on the MJC Agriculture Advisory Committee. In 2016 California State University Fresno awarded Ed, Jim, and Bill the Outstanding Ag Alumni award for Central California, and they were inducted into the Stanislaus County Hall of Fame. Over the years he has served as both a Deacon and Elder on a church board, coached a high school dairy judging team, and was chairman of a high school FFA booster club.

Bill and his wife, Susan have been married for 52 years. They have four sons, Andrew, Kevin, Matthew, and Grant. They also have 10 grandchildren.

1. My partners, (Brother Jim and Cousin Edwin), and I chose to disperse our herd in March of 2021. There were several reasons for this decision, but the main reason was our age, and the fact that none of our children were coming back into the operation. For 105 years our family had milked Holsteins at the same location that my grandfather had settled on in 1916. At the time of our dispersal, we were milking 1,358 cows with an average of 27,776 milk 3.97% F 1,104 fat 3.03 P 841 protein. 90% of the cows were registered, and the rest were Basic ID'd. We were on Holstein COMPLETE, classified everything 87% RHA and higher three times a year, were on Tri-Star, used Holstein tags, and worked with our Regional Sales Representative to register our calves with the EASY program.

2. In my opinion, one of the biggest challenges is demonstrating to our fellow dairymen the value of using the services that HAUSA can provide. These dairymen are far better managers now than they were in the past, and they understand the value of new technology, genomic testing, superior genetics, and nutrition. Dairy margins have been slim for some time now. Many of the decisions they make are based on return on investment. If we are going to market our programs and services to those that are not currently using them, we will need to quantify the value of those services in a way that potential customers can see a financial reason to invest their time and money in registered Holsteins and the programs we offer. A second challenge is retaining the 25 to 50-year-olds in our association as active members involved in the governance of local and state associations.

3. From the time of our first purchases of Registered Holsteins in the late 1960's, until the past few years,

we were active buyers and consignors at most of the Registered Holstein sales in California. We also purchased animals across the country. This accomplished two things. It allowed us to develop our own branches of great cow families such as Raven, Roxy, Apple, Sheen, and many more. It also increased the average price of the animals sold, helping establish a higher value for all Registered Holsteins. We sold many fresh cows to our neighbors over the past five years and talked to them about the programs HAUSA offers to improve the quality of their herds.

4. In our current situation I believe the number of registrations will be the same.

At-Large Candidates



Schuylerville, NY
518.791.2876

Jeff King of Schuylerville, N.Y. has been involved in Kings-Ransom Farm for 29 years. Jeff received his bachelor's degree in animal science and finance from Cornell University. His family has farmed for over 120 years, breeding Registered Holsteins since the late 60's. Today they milk 1,000 cows and raise 1,200 heifers under the Kings-Ransom prefix along with a few owned in various partnerships. The herd average runs over 29,000 pounds of milk.

Jeff has served as the local club director, former chair of the New York sale committee, Holstein Foundation Trustee, member of Holstein USA International Marketing committee, 2009 National Distinguished Young Holstein Breeder, and co-chair for the 2016 National Holstein Convention in Saratoga Springs, N.Y. alongside his wife. Jeff has been a lifelong member of Bacon Hill Reformed Church, a member of the Town Planning Board for over twenty years, and a youth basketball and football coach.

Jeff has been married to his wife Rebecca for 25 years. They have three children, John, Adam, and Lauren.

1. My brother Jan and I own and operate Kings-Ransom Farm where we milk 1,000 Registered Holsteins. We utilize many of Holstein's programs including ID, Complete, classification and genomic testing. We run an active marketing program which includes sales of embryos, bulls, and females to domestic and international customers. We also show at local, state, and national shows.

In addition to the farm, we have an on-farm processing plant that uses some of our milk to produce fluid milk, yogurt, and ice cream. Our products are sold under our brand "King Brothers Dairy" through home deliveries, local stores, and supermarkets and in our on-farm store.

2. Changes are constantly happening in the dairy industry, and continued consolidation has been happening ever since I started dairying. I really believe that this is one of the major challenges that our Association faces today. As we face reduced numbers, we must challenge ourselves to serve the needs of the changing demographics of our membership. Serving our current membership while seeking out new business requires a delicate balance. In

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At-Large Candidates (continued)

the end we must continue to demonstrate and prove the value of better genetics and how Holstein USA's programs complement them.

3. I've been a Holstein "junkie" since I was 9 or 10 years old. While my friends read Sports Illustrated, I'd be poring over bull stud sire catalogs, issues of Holstein World and the Red Book. Over time, I have been amazed with the process of breeding better cattle and how one can increase their value generation after generation. We support and increase the value of Registered Holsteins mainly by demonstrating their performance. One example...we sell around 300 head of young cows from our herd annually and many are to repeat buyers. The reason they come back is simple...they are quite happy with the performance of the cows they buy. Higher milk and component production, better udders, lower SCS, better fertility etc. all drive profit are a direct result of better genetics from Registered Holsteins.

4. As we look down the road, we will certainly be registering at least similar numbers as we are now, if not more. We are looking forward to our oldest son joining our business after he graduates this spring, bringing youthful optimism with him. While it would be easy to just focus on selling ice cream and milk, our entire family has a passion for the Holstein industry. I expect to see the "genetics" aspect of our business continuing to play a very important part in our future.



Nicollet, MN
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Ashley Swenson, Nicollet, Minnesota, grew up on Forest-Lawn Farm, milking 240 Registered Holsteins with a rolling herd average over 27,094 pounds of milk. She is now the sixth generation to own and operate the farm. She received an Animal Science and Doctor of Veterinary Medicine degrees at the University of Minnesota and purchased Midwest Embryo Transfer service in 2016.

Ashley serves on the Holstein Association USA International Marketing committee and is Sponsorship Chair for the 2022 National Holstein Convention to be hosted in Sioux Falls, S.D. She is Minnesota Holstein Association Treasurer and Nicollet County Club President.

Ashley is an adjunct professor for the University of Minnesota College of Veterinary Medicine advanced bovine reproduction course. She chairs the American Embryo Transfer Association Government Liaison Committee and serves on the International Embryo Technology Society Health and Safety Advisory Committee, Forms and Certificates Subcommittee. She is also a member of American Association of Bovine

Practitioners, and the Minnesota and Wisconsin Veterinary Medical Associations.

Ashley is a church choir member, wedding soloist, pianist, and snowmobiler. She and her husband, David Hanson, enjoy showing at state and national shows and reuniting with friends at World Dairy Expo.

1. David and I are the 6th generation to own and operate Forest-Lawn Holsteins. Alongside my parents (Paul and Cindy Swenson) we milk 260 cows – 240 Holsteins all of which are registered, additionally, we milk a few Registered Brown Swiss and Ayrshires. Since 2013, cows have been milked with 4-A4 Lely robots, averaging 2.7 milkings. We raise our own forages for the dairy – alfalfa (baleage) and corn silage. We utilize Holstein COMPLETE including whole herd classification, EASY ID, and ENLIGHT programs. Since joining the family operation, we have increasingly utilized genomics to help manage heifer replacements for both breeding and sale decisions. Through our future farm projects our goal is to improve labor efficiency and cow comfort to improve overall profitability.

2. The biggest challenges facing the Holstein Association USA and more importantly its members are providing economically beneficial services and genetic information to members while trying to remain profitable. International and commercial dairymen continue to buy and utilize registered genetics from US Holstein breeders through semen, embryos, and live animals. While non-members claim no value to HAUSA registration, the additional data points that can be officially collected and verified from their herd does directly impact availability and reliability of future genetics. Moreover, providing official data points from a greater population of cows allows HAUSA to make proactive decisions about genetics indices as opposed to reacting to market sales. Restructure the Basic ID program to find a balance between new herd education and HAUSA service revenue.

3. As an embryo transfer veterinarian, I work with Registered Holstein breeders to expand the marketability of their genetics. Embryos we produce are sold domestically but also internationally. Through my work with the American Embryo Transfer Association, I work directly with USDA to open new markets and modify existing protocols to expand markets for U.S. Registered Holstein genetics. As a Registered Holstein breeder, I understand first-hand the importance of maintaining U.S. genetic export markets. If elected, I will bring to the board, changes within the global market and will work to ensure HAUSA members have a voice in global policy. Lastly, the domestic and international marketability and profitability of Registered Holsteins has provided for our family for six-generations – I believe in ensuring the same opportunity remains available for future generations.

4. Yes, depending on our milking capacity and future expansion projects.



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