

Elite Performer Recognition

Recognizing outstanding cows based on performance

Holstein Association USA has launched a new award recognizing superior Registered Holsteins that any breeder would be proud to own. The award recognizes high producing cows that are classified Very Good or Excellent.

To qualify for the award, cows must meet the following criteria to be considered:

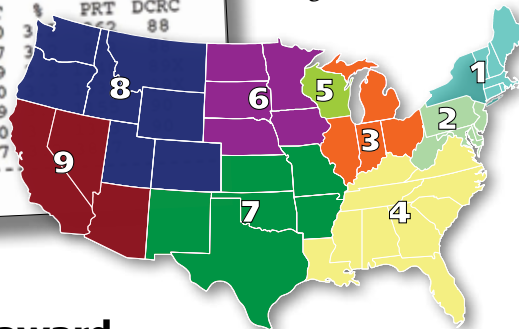
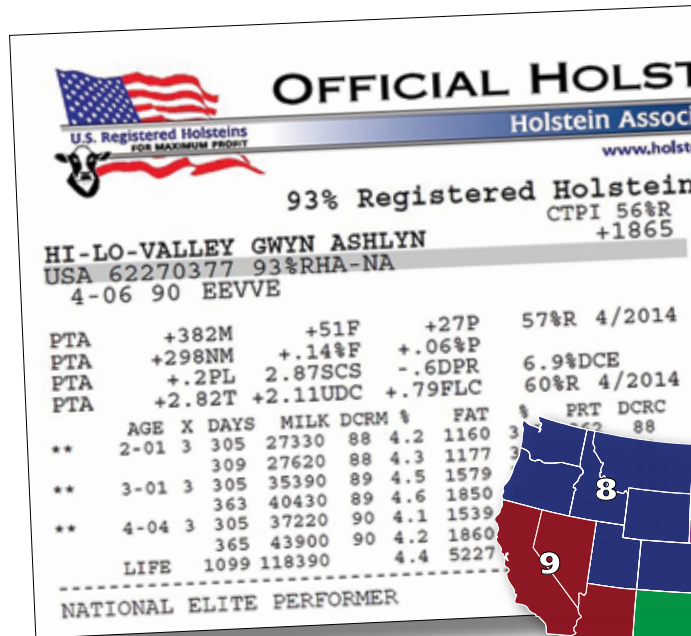
- must have completed at least three lactations in a herd participating in Holstein Association USA's TriStarSM program, completing the most recent lactation in the past 12 months;
- must be 87% RHA or higher;
- must be classified VG-85 or higher.

All cows currently enrolled in TriStar are automatically evaluated annually. Once eligible cows are determined, they are ranked based on total lifetime pounds of combined fat and protein. The top one percent of cows meeting the criteria are awarded National Elite Performer recognition. Those cows are then removed from consideration for Regional Elite Performer honors, and the remaining top one percent of cows from each of the nine regions are named Regional Elite Performers. This regional recognition allows cows to be directly compared to others under similar management conditions, and allows cows from every part of the country to be recognized.

Elite Performer recognition is a lifetime award and the honor is printed on a cow's pedigree, underneath the milk production records. Any cow qualifying for both the National and Regional Elite Performer recognition in the same year will be

awarded National recognition for that year; any cow to qualify for Regional recognition in a given year is eligible for National recognition in a following year.

In the first year of this award, 400 cows were named National Elite Performers, and 402 were designated as Regional Elite Performers. You can see a summary of the number of Regional Elite Performers from each region in the chart below.



"The Elite Performer award recognizes superior Registered Holsteins® that have demonstrated a combination of high production, sound conformation, and longevity."

National	400
Region 1	61
Region 2	66
Region 3	51
Region 4	22
Region 5	104
Region 6	39
Region 7	9
Region 8	19
Region 9	31
Regional Total	402
Total Recognized	802

The Elite Performer award recognizes not only the cow for her achievements, but also the breeder, the owner, and the herd management that together allowed her to qualify for this prestigious award. For more information, and to view a list of 2014 winners, visit www.holsteinusa.com.