

THE PULSE

Summer 2021 • Holstein Association USA, Inc.



U.S. REGISTERED HOLSTEINS[®]

THE WORLD'S PERFECT COW

The Pulse is proudly sponsored by 

YOU AND I ARE THE BEST ADVOCATES FOR THE HOLSTEIN COW

Why are we members of Holstein Association USA? We belong to this Association because of our belief in the Holstein cow. We are here because of our belief that the Holstein cow is the world's most profitable cow.

The chances are high that a family member, neighbor, friend, or mentor introduced you to the many positive qualities of the Registered Holstein® cow.

Take a moment and give that some thought. Who was that person in your life?

Two men were responsible for introducing me to the Registered Holstein cow.

One man is still walking this earth.

The other man has gone to Heaven.

In the Spring of 1971, Norman Krahn took the time to leave his dairy, drive down the road, and have a discussion with a 21-year-old young farmer long on dairy dreams. Intrigued by this young man's energy and recent purchase of three Registered Holstein cows at a neighbor's auction, Norman completed the Holstein Friesian Association of America membership for that 21-year neighbor known to others as

“We... you and I... we are the best advocates for the Holstein cow.”



Norman Krahn (pictured left) helped plant the seeds for President Corey Geiger's (pictured right) passion for Registered Holsteins.

Randy Geiger. That was the start of the Ran-Rose prefix with the Ran being my father Randy and my mother Rosalie being the rose of Ran-Rose.

A membership certificate, dated June 27, 1971, arrived in Randy's Brillion, Wis., mailbox on month later. The very next year, a boy named Corey was born to Randy and Rosie, and the seeds were sown to me serving as your President.

Who played the greatest role in lighting my passion for Holsteins?

The quick answer would be my father, Randy, who has since gone to Heaven.

However, Norman Krahn really brought the bag of seed and planted the first crop. Had it not been for Norman taking the time to sign up my father, who knows what would have happened to our farm's journey towards profitability. Who knows what would have happened to my life journey had Norman not spent the time to sign up my father as a member of this Association.

Why tell this story?

We . . . you and I . . . we are the best advocates for the Holstein cow. Sure, we can turn over a budding dairy prospect to our talented Holstein USA field staff. However, that one-on-one connection between peers is priceless.

Relationships matter.

You and I are the breed's best promoters.

If you are a shy or introverted type . . . then share that membership lead with a field staffer. At the same time, offer to ride along on that first visit with the Holstein field representative as you will create a lasting impression with that potential new member.

You can make all the difference.

Norman made all the difference for my Dad.

Norman made all the difference for me.

Together we can build a stronger Association.

Together we can breed a better cow.

Remember, relationships matter.

**Corey Geiger, President
Holstein Association USA, Inc.**



STATE OF THE ASSOCIATION

Presented at the National Convention on June 24, 2021



Donna and Phil Werley of Pennsylvania enjoy Family Fun Night at Cherry Crest Adventure Farm.



Madison Weaver of Pennsylvania parades a heifer around the ring at the National Holstein Convention Sale.



Mr. President, Holstein Association Directors, delegates, members, and Holstein enthusiasts, it is my pleasure to be with you here this morning, and I thank you for participating in the Holstein Association USA Annual Meeting.

My address will be more brief than usual today as we're trying to condense a typical two-day meeting into one. I'm sure that's fine with you, as I've never heard anyone complain that a speech was too short.

The unforeseen and grueling COVID-19 pandemic of 2020 created strain and unparalleled challenges not only for Holstein Association USA members, but also for their Association. Responding to these first-of-its kind challenges, your Association made numerous decisions that allowed the organization to maintain financial strength and customer service to members.

Operating under the mantra of, "The decisions we make outside of 1 Holstein Place can have a major impact on all of us who work here," the Team at 1 Holstein Place has done a tremendous job of being mindful of their colleagues and taking care of themselves. As of today, no one who works at the office has been sickened by the COVID-19 virus. Frankly, I think that is remarkable.

For some time after the onset of the virus, just ten of us worked at the office on a daily basis. Some of the Team were able to work from home, while others had to be furloughed. Even so, we processed work every day and although turnaround time wasn't what it usually was, work got done.

Many thanks to our Health and Safety Committee in Brattleboro for the key role they played in implementing procedures that allowed my colleagues to safely return to the office. Pam Barrale, Dr. Sam Comstock, Kelli Dunklee, Bob Gale, and Diane Klepadlo have gone above and beyond the call of duty.

While I don't want to dwell on COVID-19, any annual report on 2020 that did not address it would be remiss.

The late British Bishop Brooke Foss Wescott stated many years ago, "As we wake or sleep, we grow strong or weak; and at last some crisis shows us what we have become." The COVID-19 pandemic has revealed the best and worst in people. While some have used this environment as a license for unsavory behavior, many others have come to represent the best our country has to offer.

Since March, you, our members, have done your best in a very challenging time. The resiliency you continue to show is awe inspiring.

Your Board of Directors deserves credit for approving the 10-Free Holstein Registrations Program we made available

to you to take a little burden off you during the tough year. The Program resulted in 5,000 free registrations.

Some of you know that for most of my career I have traveled extensively. Over the last 15 months, I haven't traveled much at all. And one person that I need to tip my hat to for her patience during that time is my wife, Vicki. She saw more of me over the last 15 months than she has over the last 27 years, and she still likes me.

I thank President Geiger, Vice President Lamb and the rest of the Holstein Association Board of Directors for their leadership and support during this trying year. The Holstein Association encountered some unusual and stressful circumstances in 2020 and through it all the Board and our key management team never flinched.

It's not unexpected that business activity in most areas was down from 2019 levels. We identified a total of 620,339 animals in 2020. On a percentage basis, we had 3% fewer registrations and 18% less Basic IDs, resulting in an 11% loss in total animals identified.

Both the number of animals and herds enrolled in Holstein COMPLETE® decreased 5% when compared to 2019.

The pandemic exacerbated transfer totals as just 34,787 head officially changed hands in 2020. This is a 13% decrease compared to the previous year.

On the upside, classification had a very good year! Our classification team appraised 190,867 cows which is a 2% increase in animals over 2019. That's phenomenal when you consider that not one cow was classified in the month of April!

You'll be happy to know your Association's 2020 balance sheet remains strong. The profit on operations for 2020 was \$100,000.

It's clear that we are operating at a time when the culture and values of some dairy organizations are being tested. While we must continue to evaluate and at times adjust some of the ways we do business, it's also critical that we steadfastly resist any changes that might not be in the best interest of our members.

In order for us to ensure the Holstein Association is "alive and well", the dairy farmer-member must use the services offered by their organization and be willing to provide constructive leadership when and where they can. We appreciate all of your involvement today and throughout the year. Members will always be the centerpiece and main focus of the Holstein Association.

As we close the books on 2020, COVID-19 highlighted American consumers' love of dairy. Sales of butter, cheese, cream, sour cream, ice cream and sherbet, half-and-half, cottage cheese, and yogurt, all saw increases in 2020.

Let's take advantage of the growth in dairy consumption that fell in our lap in 2020! We have far more delicious, nutritious varieties of milk and dairy products than we've ever had before, and advertising, social media, and promotional opportunities that were not imaginable in the past. It's time to seize the moment and maximize the opportunity we've been given to increase fluid milk and other dairy product sales into the future.

Here's to U.S. Registered Holsteins, the engine that drives the U.S. dairy train!

Thank you very much.



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



**“Members will
always be the
centerpiece and
main focus of
the Holstein
Association.”**



Top photo: Gary Janssen, Illinois

Middle photo: Dan and Nancy Moon, Iowa

Bottom photo: Mykel Mull, California, and Ben Kronberg, Wisconsin



President Corey Geiger (left) and CEO John Meyer (right) present Andy, Mackenzie, Kelly, and Tyler Reynolds of Reyncrest Farm with the 2021 Distinguished Young Holstein Breeder Award. They were honored during Holstein Association USA's Annual Meeting on June 24, 2021 in Lancaster, Pennsylvania.

REACHING FOR NEW GOALS

Working with family members isn't always easy, but siblings Tyler, Mackenzie and Andy Reynolds, along with Tyler's wife Kelly, have found trust, respect, and goal setting go a long way when it comes to working successfully together.

Tyler, Kelly, Mackenzie, and Andy of Reyncrest Farm are the recipients of the 2021 Distinguished Young Holstein Breeder Award. Involved in showing and participating in Holstein Association activities since they were young, the Reynolds say working with Registered Holsteins® keeps them engaged and excited about the dairy industry.

Reyncrest Farm is located 30 miles east of Buffalo in Corfu, New York. The Reynolds siblings are the third generation on the farm, which is owned by their parents John and Shelley.

"John and Shelley did a really good job of positioning the farm so that if all three kids wanted to come home and have families, they would be able to," Kelly said.

Finding their Place

The Reynolds all attended Cornell University before returning to the farm. Tyler took on the role of feeder when he came back in 2012 and later transitioned into a general farm management role which includes employee, feed bunk, and heifer reproduction management. Kelly has been involved on the farm since 2013, managing the farm's social media pages and engaging in community outreach. Tyler and Kelly have a tenth-month old daughter, Cannyn.

Mackenzie started as the assistant herdsman in 2013 and now serves as the herd manager, handling all aspects of herd health, production in the milking herd, and day-to-day cow care. Andy returned in 2016 and is responsible for calf feeding and heifer care, as well as taking on an in-depth role in the crop side of the farm.

Since the siblings began returning to the farm, the Reynolds have invested in the future by building a new 500-cow freestall barn, a state-of-the-art calf barn, a heifer barn, and expanding their parlor. Their 1,400-cow herd is milked three times a day in a double-20 herringbone parlor. The herd has a rolling herd average of 27,533 pounds of milk with 1,042 (3.8%) pounds of fat and 855 (3.1%) pounds of protein.

Reyncrest is also home to an impressive show string, currently consisting of eight cows and 25 heifers. All four of the Reynolds, along with Andy's fiancé Whitney Kugler, make decisions and care for the show herd. Over the years they have owned 35 All-American Nominations and won over 150 All-New York Awards. In 2019 they took home Premier Breeder and Exhibitor of the International Holstein Heifer Show at World Dairy Expo.

Moving Targets

The Reynolds family has implemented many changes that have bettered their herd and improved their profitability. They have been able to successfully make improvements by continuously looking towards their next goal.

"We always have a moving target, no matter if it's on the dairy or with our more elite animals," Kelly says. "We are

always trying to go to the next level and stay consistent.”

One of the ways they have done this is by placing an emphasis on cow comfort and efficiency. The new freestall barn, built in 2014, features sand bedded stalls, rubber flooring, sprinklers, and fans. Renovations to existing freestall barns were also done with cow comfort in mind. Using programs such as EASY ID, TristarSM, and Enlight[®] also help them stay on track with their goals.

Tyler says being open to new ideas, admitting when something isn't working, and adjusting accordingly has made them better managers. For example, in 2019 they installed the SCR Cow Monitoring program in their herd.

“In the past that's maybe something we wouldn't have done, but we have learned we can be better cow people with the help of technology,” Tyler said about using SCR collars.

Since then, they have seen improvements in reproduction, herd health, and employee efficiency. The technology enables the Reynolds to identify when a cow may be sick or in heat before they see the physical signs, giving them the opportunity to focus on decreased days open and increase overall herd health.

Intentional Breeding

The Reynolds are passionate about breeding, exhibiting, and marketing quality Registered Holsteins. They aim to blend both type and production into their herd and enjoy classifying several times a year. They have bred and developed 35 Excellent cows, including three 95-point cows.

On their main dairy, they place an emphasis on milk, combined fat and protein, daughter pregnancy rate, and somatic cell count, while striving to breed functional type cows with good feet and legs. In the last year, they have also transitioned to using more sexed semen from high genomic young sires and beef on dairy to help manage their heifer inventory.

“As a whole we are trying to breed for more profitable and less troublesome cows,” Tyler stated.

On the show side, they use tried and true bulls, as well as some high type genomic young sires. The Reynolds' goal for their show herd is to have consistent show ring results and marketable heifers and cows. They have sold top

genetics to Mexico and Canada, and their cattle are often sought after for sales in the United States.

The Reynolds initially used IVF on Tyler's first show heifer, Miss Co-Vista Rubens Layla EX-94. This resulted in over 30 offspring, and many of Layla's descendants have done well for the Reynolds. In the past ten years, they have utilized IVF and ET work to invest in high genomic embryos, make show animals, and increase the genetic base of their herd.

Taking it to the Next Level

The Reynolds pursue personal and professional development opportunities that give them additional skills to bring back to the farm. Andy participated in the Generation Next training with Farm Credit East, while Mackenzie attends workshops on herd health and reproduction.

Kelly completed the Holstein Foundation's Young Dairy Leaders Institute. Her year-long project involved dairy promotion through social media, television stations, and print media, something she is still doing today.

Additionally, the Reynolds share their story through farm tours. This spring, they did a virtual “Adopt a Cow” program with a cow shown at the National Spring Show. As part of the experience, they explained the importance of pedigrees, identifying their animals with ear tags, and more to classes in 30 local schools.

Sharing their knowledge and talents with the dairy community is also important to them. Mackenzie serves as an advisor and quiz bowl coach for their local Holstein club, and Kelly and Andy are on the board. Tyler, Andy, and Kelly all enjoy judging, and Tyler is on Holstein Association USA's approved judging list. They also host dairy judging practices at their farm for 4-H, Junior Holstein, and Cornell dairy judging teams.

The Reynolds family is tied together by a shared passion for Registered Holsteins. Trusting each other and being grateful for those who have supported them along the way has been instrumental to their accomplishments so far. Ending a long day working together in the show barn makes dairy farming with family even sweeter.

“I think for us every day is a little bit different,” Tyler said. “Every day is or can be a challenge. It's a 24/7, 365-day type of job, but there are more good days than bad.”



“As a whole we are trying to breed for more profitable and less troublesome cows.”

- Tyler Reynolds

EXCEPTIONAL COWS, EXCEPTIONAL PEOPLE

The positive impact the 2021 Elite Breeder Award recipients have had on the Holstein breed reaches across the United States to Japan to Germany and back again. Their Emerald Acres prefix has been in front of both cows and bulls who have passed on high components and stellar confirmation. The Emerald Acres team includes Paul and Debbie, Ted and Lana, and Don and Joyce Ossmann, and Dr. Scott Armbrust.

The lives of the Ossmann family and Dr. Armbrust were forever changed by one cow, purchased at the 1986 National Holstein Convention Sale in Milwaukee, Wisconsin. The friends walked away from the sale with a partnership on a cow named Tammy. She went on to become Bell's highest scoring daughter, produce 160 embryos, and transmit her exceptional genetics for type and protein to her offspring.

Ripvalley NA Bell Tammy EX-94 2E GMD, DOM had over 30 bulls go into A.I., including some marketed to Germany and Japan. She has had 1,500 maternal descendants born at Emerald Acres and was recognized as the recipient of the 2018 Wisconsin Holstein Cow Wall of Fame Award. Tammy put Emerald Acres on the map, but she is far from the only reason the Ossmann family and Dr. Armbrust are respected Holstein breeders and friends to many.

Cornerstone Cows

Located in DePere, Wisconsin, Emerald Acres was established in 1942 by the Ossmann brothers' parents, Emerald and Luella. It was Paul who purchased the farm's first Registered Holstein® heifer, Milkmaid Clover Monica-TW. Twelve-year-old Paul used the money he earned from selling his pigs to buy Monica at the Milkway Farm Dispersal. One of her direct descendants, Emerald-Acres-V-R Della EX-90, became the first cow in the county to make a protein record over 1,000 pounds.



Mayerlane-SA BWM Misty-ET EX-94 GMD DOM



Ripvalley NA Bell Tammy EX-94 GMD DOM

Over the years, Paul continued to use his keen eye to find heifers to add to the herd and develop into exceptional cows. Fisher-Heights Elton Crown VG-88 GMD, DOM, was one of these purchases. The Ossmanns nursed her back to health after she suffered a spine injury and crushed three vertebrae, and Crown went on to produce 100,000 pounds of milk in 1,000 days while being flushed.

Mayerlane-SA BWM Misty-ET EX-94 3E GDM, DOM was another farm favorite. She made six records over 40,000 pounds of milk and 2,000 pounds of fat. Misty transmitted great feet and legs and had many daughters scored Excellent and high Very Good. Kuipercrest Valiant Ann-ET EX-91, DOM was also a high component testing cow. She had sons at A.I. organizations in Canada and Germany and many of her embryos were sold to Germany.

Teamwork With a Focus

These special cows helped build the herd's foundation and have many offspring in the milking herd today. They arrived at Emerald Acres with deep pedigrees and potential, but it was the care they received from the Ossmann family, combined with the marketing talents of Dr. Scott Armbrust, that allowed them to truly shine.

Paul and Debbie, Ted and Lana, and Don and Joyce became partners in the farm in 1973. In 2006 they built a new free stall barn and parlor for their 400 cows. They continue to milk 70 cows in a separate tie-stall barn, which they purchased from their neighbors in 1978.

Everyone has their own area of expertise, with Ted and Lana managing the books, Don and Joyce working with the heifers, and Paul and Debbie focusing on the cows. All three brothers work together on land and crop management, concentrating on growing high quality feed. Dr. Armbrust's international connections, ET work, and friendship to the Ossmanns has also been an invaluable part of Emerald Acres and opened many doors for international merchandising.



President Corey Geiger (left) and CEO John Meyer (right) presented the award to (left to right) Don and Joyce, Paul and Debbie, Ted and Lana Ossmann and Dr. Scott Armbrust (not pictured).

The Ossmanns breed high type cows with strong production and an emphasis on components. It is clear their strategy is working. Emerald Acres has a 4.6% fat test with 1,263 pounds and a 3.2% protein test with 882 pounds. More than 300 of their cows have produced over 100,000 pounds of Lifetime Milk. They have classified regularly since 1977, and over the years they have bred 90 Excellent females, 10 Excellent males, 54 Gold Medal Dams, and 49 Dams of Merit.

At Home and Around the World

Emerald Acres' genetics have influenced Holsteins worldwide through superior cows and sires alike. Emerald-Acres T Baxter, a descendant of Tammy, is a million-unit sire and international favorite. Curtmaid Emerald Target is another of several well-known sires, and a Tammy son. Embryos sold internationally to countries including Japan, Canada, the United Kingdom and Germany have also resulted in leading international sires.

Whether on a local or global scale, the Ossmanns are known to demonstrate top-notch hospitality. From local dairy judging teams to international guests to school groups to World Dairy Expo visitors, they make each person who steps foot on the farm feel valued and appreciated, while showcasing the best in Holstein genetics. The Ossmanns also hosted and mentored eight trainees from Germany, who brought their new knowledge and ideas back to successful farms or dairy industry careers in Germany.

Emerald Acres has been committed to Registered Holsteins for over 40 years. The Ossmann family and Dr. Armbrust are outstanding stewards and spokespeople of the Holstein

breed. Their hard work and integrity are evident whether they are working on the farm or serving in their local community. Paul and Debbie, Ted and Lana, Don and Joyce Ossmann, and Dr. Scott Armbrust truly represent what it means to be Registered Holstein® breeders.

“Tammy put Emerald Acres on the map, but she is far from the only reason the Ossmann family and Dr. Armbrust are respected Holstein breeders and friends to many.”

A LIFETIME OF LEADERSHIP AND SERVICE



Dave Fischer (middle) was honored with the Distinguished Leadership Award during National Holstein Convention. President Corey Geiger (left) and CEO John Meyer (right) presented the award.

The contributions Dave Fischer has made to dairy youth and producers alike has created a ripple effect. He is a sincere example of a leader who brings out the best in others. There is no doubt Dave has mentored and inspired hundreds of dairy enthusiasts who have gone on to become leaders in their own circles.

Dave Fischer is the deserving recipient of Holstein Association USA's 2021 Distinguished Leadership Award. He spent his career helping dairy farmers while working in extension for the University of Illinois. Dave's passion for the people, the dairy industry, and the Holstein cow shines through in everything he does.

Learning by Doing

Dave was raised on a farm in the heart of dairy country in southern Illinois, where participation in the 4-H dairy program sparked his interest in dairy. He received his first Registered Holstein® heifer through his county 4-H heifer exchange program at age 12 and purchased his first heifer at age 16. After this purchase, Dave continued to incorporate more Registered Holsteins into his family's herd.

The summer before his senior year of college, Dave worked with the show string of Ravendale Farms in

Freeburg, Illinois, one of the premier Registered Holstein herds in the state. It was here he met his future wife, Bonnie, while working for her father. Dave and Bonnie would go on to get married and raise two sons, Chad and Todd.

Dave attended college at Southern Illinois University - Carbondale, where he actively pursued many learning experiences, including working on the university dairy farm and competing as a member of the collegiate dairy judging team. He graduated in 1971 with a bachelor's degree in animal and dairy science. Ten years later Dave also received his master's degree in Environmental Studies with an emphasis on livestock waste management from Southern Illinois University - Edwardsville.

Creating an Impact

Dave's career with University of Illinois Extension spanned four decades. His work has touched the lives of many dairy enthusiasts, young and old, in Illinois and across the nation. Dave started his career as the Assistant Farm Advisor for the Madison County Illinois Extension Service in 1971. Five years later he took the role of University of Illinois Bond County Extension Advisor, and then worked as the University of Illinois Clinton County Extension Advisor from 1985 to 1992.

From there, Dave went on to work as the University of Illinois Extension Dairy Educator for 18 years. He was a teacher and consultant for dairy producers throughout the state and a featured speaker at many Dairy Day workshops. After he retired in 2010, he continued to serve as the 4-H Dairy Program Coach and Coordinator with the University of Illinois until 2019.

In each of his roles, Dave placed emphasis on his work with the 4-H youth programs. He coached highly successful dairy quiz bowl and dairy judging teams for over 30 years, including four national champion 4-H dairy bowl teams, and 21 teams that placed in the top five at the national contest. He also coached 19 teams with top-10 finishes and five teams with top-five finishes at National Dairy Judging contests. Dave easily builds rapport with youth members and enjoys watching them thrive just as much as they enjoy having Dave as a coach and mentor.

One of his successful and innovative Extension efforts was the creation of Superior Young Producer Award (SYPA). Dave spearheaded the development of this program, which was launched in 1996 and is still going today. The contest includes several phases that test youth participants' overall dairy knowledge in a learn-by-doing atmosphere. The top five contestants overall receive a \$1,000 scholarship for their post-secondary education.

Dave also developed the dairy section of the Illinois 4-H Quality Assurance and Ethics program, first putting on workshops and later setting it up online. Other youth development programs he contributed to include creating the Livestock E-Quiz program, judging youth shows, serving as Superintendent of the Illinois State Fair Junior Show, providing support to the Illini Dairy Club, and more.

Adult extension programs he helped with include the Four State Dairy Nutrition and Management Conference, Illinois Dairy Days, Illinois Dairy Sanitarian Conference, and PEAQ alfalfa quality program. Dave is also a member of the American Dairy Science Association and has served on the board and committees for the Midwest Section.

Making the Best Better

Dave has stayed true to his early interest in Holsteins, remaining active in the Clinton County Holstein Club and the Illinois Junior Holstein Association. His involvement also includes the "Illinois Holstein Spring Thing," an annual statewide two-day program that offers training and competition for over 80 youth. Dave was recently named to the Holstein Foundation board of trustees and 2021 marks his tenth year serving as the moderator of the dairy bowl contest at National Holstein Convention.

Over the years, Dave's selfless leadership has been recognized with numerous dairy, agricultural, and extension awards. In 2007 he was given the national Hoard's Dairyman Youth Development Award, sponsored by the American Dairy Science Association. Dave also received Illinois Farm Bureau's prestigious Eagle Award of Excellence in 2015, among many others throughout his career.

Just as influential as the incredible service Dave has given during his career, is his character. It is evident Dave is a humble, servant leader who is passionate about people and the dairy industry. He brings joy to every situation, is known as a confidant and friend, and is a spokesperson for dairy youth. Dave's impact on the dairy community has been seen for many years and will be seen for years to come through his continued service and cultivation of future dairy leaders.



Dave and his wife Bonnie on farm tours at the 2021 National Holstein Convention.