

THE PULSE

Winter 2021 • Holstein Association USA, Inc.



U.S. REGISTERED HOLSTEINS[®]

THE WORLD'S PERFECT COW

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WE PLAN TO HOLD ELECTIONS AND TO GATHER

While we continue to operate in a virtual environment largely devoid of in-person meetings, plans are underway to hold an in-person National Holstein Convention at the Lancaster Marriott & Convention Center in Lancaster, Pa., from June 19 to 24, 2021. How that meeting unfolds will be a fluid situation. By all projected accounts, even if we meet in person, our annual gathering will look different when compared to previous renditions. That certainly will be the case when it comes to Junior programming and events.

As for the Adult Convention and Association leadership, nominations are now underway for elections to the Holstein Association USA board of directors. There will be two open seats.

John Burket will have served two full terms, and that makes the Region 2 seat serving Holstein breeders in Pennsylvania, Maryland, New Jersey, Delaware, and West Virginia an open position. The same holds true for the at-large director position held by Dale Drendel. I want to personally thank both John and Dale for their outstanding service . . . especially with the added seventh year to all board terms due to the pandemic.

In the Region 3 and Region 7 elections, incumbents Steve Moff of Ohio and Dwight Rokey of Kansas are both eligible for re-election. By all accounts, both men plan on running for a second term, and I also thank them for serving a fourth year of their first term during these challenging times.

The election process kicked off with the January 6, 2021 Nominating Committee meeting chaired by the Association's immediate past president, Boyd Schaufelberger. As he pointed out, we are starting with a clean slate this year. Those individuals who declared their candidacy for the 2020 elections, which were canceled due to the pandemic, will need to go through the nomination process anew. That would simply require those individuals to update nomination documents and once again declare their candidacy.

Recognizing that circumstances have greatly changed for many of us due to the pandemic, I am aware of one regional and one at-large candidate from the 2020 nomination process who have taken a pass on running this time around. That means we definitely need qualified members who have a desire to serve their fellow breeders.

March 1, 2021 is the deadline to declare for the elections.

What about contingency plans?

Should the pandemic continue in its current form and prevent an in-person annual meeting, Association leadership will work with legal counsel to hold an election by either mailed paper ballot or verifiable

electronic means. If that situation comes to fruition, we will follow the spirit of the delegate process, the guidance of the bylaws, and the statutes of the State of New York, which is where Holstein Association is legally incorporated.

Again, it's our plan and hope to have an in-person meeting.

This past November, we were able to hold an in-person board meeting in Hartford, Conn., to conduct business. It wasn't easy. Each director sat at their own 2-foot by 6-foot table and each of us wore masks . . . two additional directors joined virtually. Due to the COVID-19 restrictions on the East coast, only three top Holstein leadership posts from Brattleboro could appear in person, with other Holstein staffers joining us by Zoom. To be candid, it turned out to be the most productive meeting in my eight years on the board. I'm glad so many forged ahead to gather those two days, despite all the hurdles.

Once the pandemic lifts, Association leadership plans to get out and meet with members as much as possible. Many of you who work closely with our state associations know that may still take a few more months. Like the National Association, many states were forced to make tough decisions.

States impacted, too

The California Holstein Association canceled its state convention. The Wisconsin Holstein Association also canceled its annual adult gathering and postponed elections until 2022. The Pennsylvania Holstein Association postponed its state convention until 2022 and will try to host most junior contests yet this year. The New York Holstein Association transformed its senior convention into a 100% virtual event. Meanwhile, the Ohio Holstein Association canceled its annual convention, and the Iowa Holstein Association postponed its junior gathering until a later date due to COVID-19.

Indeed, the past 12 months have been anything but normal. Those of us in state and national leadership are grateful to you, our members, for extending us the necessary grace to work through these trying times.



A handwritten signature in black ink that reads "Corey".

Corey Geiger, President
Holstein Association USA, Inc.

AMERICA LOVES DAIRY!

While much has been said and written about the trials and tribulations of 2020, and the challenges that face us this year, in this column, I'm going to focus on the positives that came about in the dairy world as a result of the pandemic. Although final 2020 dairy consumption and sales figures were not available at press time, it is clear that milk was one of the staples consumers turned to during the pandemic in 2020.

“Cheese sales gained 15% over 2019 levels during the same time period, and butter was up a whopping 30%. The resurgence of baking in our homes had much to do with the fantastic increase in butter sales.”



From everything I've seen, fluid milk sales increased not only during the initial stock up at the start of the COVID-19 crisis, the escalation of sales continued throughout the year. In August it was reported year-to-date fluid milk sales were up for the first time in many years.

The Milk Processor Education Program (MilkPEP), whose charge is educating consumers and increasing consumption of fluid milk, has become re-energized by the uptick in milk production. MilkPEP reinstated the iconic “Got Milk?” tagline nationally to a whole new generation of milk drinkers.

Yin Woon Rani, CEO of MilkPEP stated, “I've been so inspired by how people have creatively embraced milk this year. From whipping Dalgona coffee to running a mile with a glass of milk in hand, today's TikTok-ers are finding more ways to connect with milk. All the milk love inspired us to re-imagine “Got Milk?” for today's social first generation. The re-imagination of this iconic campaign embraces in an iconic line as a fresh start for our industry.”

In March through August, dairy sales in the retail sector were up 20%. Whole milk, organic milk, and lactose free milk sales were up 7%, 9%, and 18% respectively. Meanwhile, cheese sales gained 15%



over 2019 levels during the same time period, and butter was up a whopping 30%. The resurgence of baking in our homes had much to do with the fantastic increase in butter sales.

Any way you slice it, COVID-19 highlighted American consumers' love of dairy. In addition to the dairy products I mentioned earlier, as of July 26, 2020, sales of cream were up 22%, sour cream 17%, ice cream and sherbet sales were up 10%, half-and-half 8%, cottage cheese 4%, and yogurt 3%.

The importance of fluid milk in our diets hasn't been more obvious in years. For many households, milk quickly became the number one must have and was considered more important than other staples like bread, eggs, and vegetables. For those of us who enjoy drinking milk daily, 80% of it is consumed in our homes.

Alan Bjerga, Senior Vice President of Communications for the National Milk Producers Federation, stated, "At the retail level, it's been one of the bright spots for a difficult year. It shows the importance of the product for the consumers. It shows increased dairy consumption at home, and that people are using dairy more for their own meals, and hopefully this will be something that lasts."

I couldn't agree more, and with the momentum we've now established, let's see how much more of the beverage market share milk can gain in 2021! There's lots of room for growth.

Prior to last year, U.S. milk consumption had declined 43% since 1975 and on a per capita basis, 28% since 2000. In 2019, U.S. milk consumption dropped 2%.

Even so, the overall trend in consumption of dairy products has been positive over the past 45 years. The milk equivalent consumption (on a milk-fat basis)

reached 653 pounds per person in 2019, up from its low point of 535 pounds per person in 1974.

As we look back in history, U.S. dairy consumption peaked during World War II. In 1942, U.S. dairy consumption was 851 pounds per person.

Let's take advantage of the growth in dairy consumption that fell in our lap in 2020 and see if we can get back to 1942 levels!

It should be possible because

in 1942, the population of the United States was just 134 million people. Today we have 330 million mouths to feed in the United States alone.

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 79 years ago.

Let's seize the moment and maximize the opportunity we've been given to increase fluid milk and other dairy product sales this year and into the future.



"The importance of fluid milk in our diets hasn't been more obvious in years. For many households, milk quickly became the number one must have and was considered more important than other staples like bread, eggs, and vegetables."



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

HOLSTEIN AMERICA

HOLSTEIN ASSOCIATION USA

8 p.m. EST **RFD TV** Monday, Feb. 8

Sponsored by Merck Animal Health

Missed the show? Watch it later on @HolsteinUSA or our website, www.holsteinusa.com.



Ty Hildebrandt
Hildebrandt Family Farms

A TALE OF TWO COWS

Registered Holsteins® build a foundation for the future at Maple Downs Farms II

In 1990 a 12-year-old boy, eager to increase his Registered Holstein® herd, took out a youth loan for \$5,000 from the Farmer's Home Administration. As part of that loan, he purchased 14 Registered Holstein heifers from his agriculture teacher's father for \$300 per head.

The young man who purchased those heifers is Jason Lloyd, whose family has been farming in Schoharie county New York for over 100 years. Jason's father David Lloyd, a third generation Registered Holstein breeder, started renting Maple Downs Farms II in 1974. Today it is owned by David, his wife Denise, and Jason. Jason's brother Greg Lloyd and Greg's wife Sheri are also involved in the operation.

One of the Registered Holstein calves purchased with the youth loan went on to be the dam of Maple-Downs Linjet Ginny, a three-time 93-point cow that is now pictured on the farm sign at the end of the driveway. Many of her descendants are still on the farm today and have seen show ring success.

Pictured on the farm sign next to Maple Downs Linjet Ginny is MD-Delight Durham Atlee, an iconic cow in the Holstein breed who was named the 2005 Unanimous All-American Senior 3-Year-Old and Reserve Intermediate Champion at World Dairy Expo and the 2010 Holstein International Global Cow of the Year. Atlee, who Jason owned along with Mike Heath and Rick Allyn, was also flushed and produced several prominent sons and daughters including Maple-Downs-I G W Atwood.

There is no doubt both of these incredible cows earned their prominent spot on the farm sign and made a significant impact on the Maple Downs Farms II herd. "Currently of the 275 Registered Holsteins on this farm, over 200 of them either go back to MS Kingstead Chief Adeen, through Atlee or Aneeda or to Linjet Ginny," Jason said.

Registered Holstein pride

The Lloyd family credits Registered Holsteins for the continuation of their multi-generational dairy farm. Without them, Jason says he does not think his family would be dairy farming. "My stepmother Denise is the first one to the farm every morning, and if it wasn't for the registered cow, I don't think she'd be here," Jason said.

They appreciate the marketability of Registered Holsteins, and Maple Downs genetics can be found in barns and show rings across the country and around the world. The opportunity to be involved in special cows such as MD-Delight Durham Atlee have helped keep the farm – and their love for Registered Holsteins – going strong. "In the history of the farm, I would say Atlee and getting involved in the Adeen family was huge," Jason said.

Classification is another highlight of dairy farming for the Lloyd family, and they enjoy working together to get their cows ready. In addition to the family members involved, Maple Downs Farms II also has four full time employees and four part time employees.

"We take passion in classification," Jason said. "We always wash and clip for classification, it makes us feel good as a team."

Maple Downs Farms II is home to 125 milking cows and 150 head of youngstock, including several boarded animals. To help manage their herd, they utilize Holstein COMPLETE, EASY ID, classification, and genetic testing through Holstein Association USA.

Beyond the farm

The passion the Lloyd family has for the dairy industry is evident both on and off the farm. David and Denise play an active role in the milk marketing board of Agri-Mark and Cabot Creamery Cooperative, where their milk is sold. Greg and Sheri are also involved as Young Farmer Cooperators on the milk marketing board.



Jason Lloyd stands with Maple-Downs D Back Addie, an EX-91 cow who goes back to MD-Delight Durham Atlee. Addie was recently the first place Junior 3-Year-Old and Reserve Intermediate Champion at the Mid-East Fall National Holstein Show.

Jason's dairy industry engagement includes serving as the second vice president for the New York Holstein Association and as a New York State Show committee chairman. Additionally, he is on the Holstein Association USA National Judges List.

"This is a huge opportunity, and it's because of national Holstein I have this opportunity," Jason says. "I am on a national judges list and have been able to go to countries like Ecuador, Brazil, the Dominican Republic, and Peru. I have been able to promote our genetics in these countries, as well as realize that U.S. sires dominate the registered industries in these countries."

No matter where Jason is across the country or around globe, he enjoys being surrounded by Registered Holsteins and their breeders. "The passion of seeing registered cattle, working with the breeders, and knowing that the people who show cattle have a passion for the registered industry, whether it's in this country or others," is what makes judging shows enjoyable for Jason.

Hope after Hurricane Irene

August 28, 2011 is a date Jason Lloyd knows off the top of his head. That day, Maple Downs Farms II was dismantled by a massive flood caused by Hurricane Irene. As the flood waters came rushing in, cows swam over the top of the barn gate and down the stream behind the farm to survive.

Jason, who was exhibiting cattle at the New York State Fair at the time of the flood, was one of the first people back into town when the flood waters started to recede. He arrived home to see equipment, vehicles, and small buildings moved to completely new locations. The Lloyd family's ag bags were floating down the river and their corn fields were flattened, taking away most of their feed supply for the next year.

"The whole farm was flooded so it was complete devastation. Hutches gone, super hutches gone, every piece of equipment," Jason recalls. "The craziest things that transpired from all of that was the couple hundred people that were here helping."

For close to two weeks, fellow dairy farmers housed and milked the Lloyd family's cows. Just 13 days after the flood, cows were being milked on Maple Downs Farms II again. Two months later, Jason received a phone call asking if they still wanted to host the New York State Holstein picnic, which had previously been planned to be held on their farm the following July.

"I talked to my stepmother Denise and she's like 'absolutely let's host the picnic. That gives us eight or nine months to complete the cleanup.' And we did it, we hosted the picnic. We were completely recovered and cleaned up and everything," Jason said.

Now, almost ten years after Maple Downs Farms II overcame the challenges caused by the flood, the Lloyd family is still looking towards the future of their farm. They are excited to continue to improve the genetics of their herd and share it with anyone who is passionate about the Registered Holstein cow.

Jason says, "I want it to be a place the rest of our fellow breeders within the state and country feel free to stop in and take a look at our genetics, and hope they own a Maple Downs cow at some point."

"I want it to be a place the rest of our fellow breeders within the state and country feel free to stop in and take a look at our genetics."

— Jason Lloyd



Pictured on the farm sign are MD-Delight Durham Atlee (left) and Maple Downs Lin Jet Ginny (right), two noteworthy cows who made a significant genetic impact on the Maple Downs herd.

Celebrating 30 Years

Progressive Genetics Herd Award

Sixteen outstanding herds — recognized with the Progressive Genetics Herd Award every year since it began.

For the past 30 years, Holstein Association USA has honored outstanding Registered Holstein® herds with the Progressive Genetics Herd Award.

Given to the top 500 herds in the country, this prestigious award is based on TPI level. To be eligible for this award, herds must be state and national association members, enrolled in Deluxe or Premier TriStar, and participate in a classification program.

“Our members understand laying a solid foundation of genetics as a cornerstone of their dairy farms is the key to taking their performance and profitability to the next level,” says Lindsey Worden, Executive Director of Genetic Services at Holstein Association USA. “This separates our members from other top managers across the country, and the Progressive Genetics Herd Award honors those herds excelling in the genetic progress arena.”

A remarkable 16 herds have received the Progressive Genetics Herd Award every year for the past 30 years. This shows exceptional sustainability and a proven commitment to the genetic progress of the Holstein breed among these breeders. The high performance these herds have sustained year after year is a testament to their dedication and passion for Registered Holsteins.

The following 16 herds have been awarded the Progressive Genetics Herd Award all 30 years. Congratulations to these breeders on their well-deserved accomplishment! To view a full list of Progressive Genetics Herd Award recipients for both current and past years, visit www.holsteinusa.com and click on Awards, then Herds.

30 Year Progressive Genetics Herd Award Recipients

Prefix	Herd Name and Family Name	Location	Avg. CTPI
BOMAZ	Bomaz, Inc., The Zwald Family	Hammond, WI	2508
DARITA	The Richard Family	Goshen, IN	2338
DE-SU	De Su Holsteins LLC, The Meyer Family	New Albin, IA	2455
FUSTEAD	Brian & Wendy Fust	Wausau, WI	2257
GIL-GAR	Stelling Farms, Inc., The Stelling Family	Millville, MN	2457
JALODA	Jaloda Farms, The Sheffield Family	Wellington, OH	2204
LATUCH	Roger & David Latuch	Rockwood, PA	2275
LIRR	Lirr Farm, The Nigh Family	Viroqua, WI	2232
MAINSTREAM	Randy W. Kortus	Lynden, WA	2285
O-BEE	Gaylon, Gary & Steve Obert	Dakota, IL	2248
RALMA	Alfred & Mark Schmitt	Rice, MN	2328
REGANCREST	Regancrest Holsteins, LLC, The Regan Family	Waukon, IA	2289
TEEMAR	Mark P. Paul	Luxemburg, WI	2440
VEAZLAND	Veazland Farms, The Veazie Family	Corinna, ME	2210
WALHOWDON	Walhowdon Farm, Inc., The Patch Family	Lebanon, NH	2213
WELCOME	Welcome Stock Farm, LLC, The Peck Family	Schuylerville, NY	2458

Stelling Farms, Inc.

Stelling Farms, Inc. is one of just sixteen herds to receive Holstein Association USA's Progressive Genetics Herd Award each of the 30 years since the program's inception. The continued excellence and sustainability of the Stelling's herd and other Progressive Genetics Award winners is truly amazing.

The first Holsteins arrived on the Stelling's farm in Millville, Minnesota by chance. "My parents went up to northern Wisconsin to see some of the relatives. They had Holsteins and we had Shorthorns," Henry Stelling recalled. "They got into a card game, and my dad was a character, so they traded two Shorthorn heifers for two Holstein heifers."

Henry's parents were so impressed by the new additions they decided to transition to an entirely Holstein herd. "I remember when those Holsteins calved, my gosh, they made so much more milk," said Henry, who was about ten years old at the time.

Today the century farm is operated by Henry's son and nephew, Brent and Jake, and their families. Henry, a retired large animal veterinarian, remains involved on the farm and manages their breeding and genetics program.

A Focus on Genetics

The Stelling family bought their first Registered Holsteins® and began doing embryo transfers in the early 1980's. Since then, they have sold embryos to countries around the world including Japan and Germany, heifers in top sales throughout the United States, and bulls to A.I. companies.

Receiving the Progressive Genetics Herd Award each year reinforces to the Stelling family the time, effort, and investment put into improving their herd's genetics is worth it. "Investment being reproduction, genomic testing, semen, and all the stuff that you put towards that," Brent explains.



Henry, Sophie, Sawyer, and Brent Stelling on their farm in Millville, Minnesota. Stelling Farms, Inc. has received the Progressive Genetics Herd Award every year it has been given.

It also gives them a blueprint of how the genetics of their herd and the Holstein breed have improved over the past three decades. "We can definitely see the advances in the breeding that have gone on the past 30 years," Brent said. "The animals are so

much more sound and ready to work," Jake added.

Their 300-cow herd is milked three times a day and averages around 100 to 105 pounds of milk per cow per day, with a 4% butterfat and 3.2% protein test. This is a result of their emphasis on good genetics, cow comfort, and high-quality forages. "We've seen things progress genetically and production wise with the cows every year," Brent said.

Tools for Success

In addition to production, the Stelling family breeds for good feet and legs and udders and take health traits into consideration. "The health traits have been phenomenal," Brent said. "The DPR, somatic cell, and productive life, they really do work."

Henry says he uses genetic testing and reports from Holstein Association USA to help guide breeding decisions. "As far as mating is concerned, you can only change three things in each generation," Henry explains. "So, you look through the report and find out what three things are majorly lacking, and then you find a bull that will accommodate that."

The Stelling family has seen exceptional genetic progress in their herd since the first Registered Holsteins arrived many years ago. Their goal for the future is to continue advancing their herd's genetics while producing a great product for consumers and caring for the land and animals. "We just like working with the cows and taking care of the land," Brent said.



“We wouldn’t be where we are at today, in terms of milk production or genetic profile, without the help of the Holstein Association.”

– Ken McCarty, McCarty Family Farms

EYES ON THE HORIZON

McCarty Family Farms finds opportunity, value with U.S. Registered Holsteins

In 1914 on a farm near Sugar Run, Pennsylvania, the McCarty family set in motion what would become a longstanding tradition of milking dairy cows. Over the years, the McCarty’s would be recognized for their herd’s outstanding milk production, their progressive nature and leadership.

Now more than a century later, the same pioneering spirit and entrepreneurial savvy have provided great opportunity for a new generation of the McCarty family.

“My parents, Tom and Judy McCarty, realized that our family’s future to maintain a presence in the agriculture industry was going to be very limited,” says Ken McCarty, one of four brothers active in managing the operation. “In the early 90s, they began to look for other areas of opportunity. In 1999, we moved and settled here in northwest Kansas.”

The wide expanse of Kansas wheat fields provided an ideal backdrop for growing their business. McCarty Family Farms today includes five dairies in three states — which are home to around 22,000 cows — that generate a total 1,125,000 pounds of milk per day.

Essential to achieving this progress has been finding the right partners, at the right time.

“Traditionally, McCarty Family Farms has been a market-based dairy,” Ken says. “As we saw an increasing amount of volatility in the ag markets, we knew our business wasn’t financially strong enough to withstand that volatility.”

Deciding to seek out new market options, in 2010 they met with the milk procurement team at Danone North America. The McCarty’s farm vision and the company’s vision were immediately aligned, Ken explains. Their shared goals were aimed toward stability, transparency, continuous improvement and collaborating to make things better every day.

“It’s really pulled back the veil of where our milk goes, what our milk does, what our milk goes into — and ultimately, how we can make our milk better to fit those needs,” Ken says.

On their Rexford, Kansas, location, the McCarty’s built a milk condensing plant. It’s responsible for taking in milk from the outlying farms, separating it into the skim and cream portions, and then evaporating a large percentage of water from the skimmed portion.

“That reduces our environmental impact in terms of trucks over the road to move our product, but beyond that, it keeps water over top of the ground from which it came,” Ken says. “In northwest Kansas, water conservation, water reclamation and water stewardship is really critical.”

As their relationship with Danone North America continued to grow, the McCarty's began looking to the next horizon, the next opportunity. They set their sights on Ohio and the chance to help meet demand in one of Danone North America's milk sheds.

"Luckily, we met some like-minded brothers to become our partners in Ohio," says Clay McCarty, Ken's brother. "They brought expertise on the cropping side, the land-based side, and gave us a unique opportunity to build a new dairy within about 20 miles of Danone's largest plant."

The result was MVP Dairy near Celina, Ohio, which stands for the McCarty/VanTilburg Partnership. They began operations in November 2018.

Combining the strength of two, fourth-generation farming families, the dairy is among the most state-of-the-art in the country.

Partners in progress

MVP Dairy milks around 3,800 cows three times per day on a 80-stall DeLaval rotary platform. Production of this scale requires a well-trained crew, and team members at MVP take pride in what they do.

"We are a large facility, but we are a family-owned facility," says MVP Dairy General Manager, Brock Peters. "We all have children, and there are members of the community working for us. We want our business to be viable for long into the future, and that takes a lot of effort and care for the animals."

A top priority when building MVP Dairy was also showcasing dairy production with the larger community and consumer audience. MVP's Dairy Learning Center provides just that in an engaging, interactive way.

"There's a lot of love and effort that goes into making a cup of yogurt that you're buying on the store shelf, and we hope that visitors to the Dairy Center realize what it actually takes," Brock says.

At the center of this story is the Registered Holstein® cow.

Brock explains the breed works well for them because Holsteins provide the most versatility in terms of what they consume and how they convert that into milk volume and components.

"We're very pleased with the output of the animals," Brock says. "They are easy to care for, and they are built to last."

Registration drives value

Both McCarty Family Farms in the West and MVP Dairy in the East are moving toward 100 percent Registered Holsteins.

"Our great grandfather, grandfather and father all believed in good genetics and good cattle," Clay says. "When we got to the point of growth in Kansas, that was one of our main goals — breeding and identifying good cows. We wanted that to be part of our brand."

To achieve their goal, an investment in genetics was essential.

"We can only control so many factors that go into making milk on our farms, but the cornerstone of that milk production is ultimately, the cow," Ken says. "Without investing in her future and a better cow, we're going to reach a ceiling in our level of milk production."

The McCarty's began working closely with Holstein Association USA to identify the best cows in the herd, allowing them to chart a course for each third of their animals, based on quality.

"We believe that working with the Holstein Association is ultimately an investment in our future," Ken says. "The best way that we felt we could achieve our goals was by working with people who were more knowledgeable in that area than we were, and that led us to the Holstein Association."

With a closer eye toward genetics and performance, McCarty Family Farms is at a point today where they can begin flushing animals and marketing them, Ken explains. An avenue they never would have realized without a relationship with Holstein Association USA.

"We wouldn't be where we are at today, in terms of milk production or genetic profile, without the help of the Holstein Association," Ken says.

When they first started with Danone North America, 72 pounds of milk per animal was their standard result. Today at MVP Dairy, cows are generating nearly 103 pounds of milk.

"To see a 30 pound increase in your animals over less than an eight to ten year span, I know we are doing something right," Clay says. "Genetically speaking, our cattle have just gotten better. We see it not only on the production side, we see it in health events and in every aspect of cow care — it's almost surreal at times."

To continue to thrive into the next generation and beyond, the McCarty's will remain focused on the ideals that brought them where they are today: always improving, always looking ahead, and always providing the best possible care for their animals and the environment.

"On the weekends when the dairy is quiet and I can just spend time with high-quality, well-cared-for dairy cattle — that's just a great day," Ken says. "Registration helps us achieve continual improvement for our cows, a more traceable cow herd, and a more traceable food supply chain. We think those things are going to be valuable for us to market milk in the future."



"We're very pleased with the output of the (Registered Holsteins). They are easy to care for, and they are built to last."

— Brock Peters, MVP Dairy General Manager