

THE PULSE

Summer 2022 • Holstein Association USA, Inc.



U.S. REGISTERED HOLSTEINS[®]

THE WORLD'S PERFECT COW

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President's Message

LEADERSHIP & SERVICE

Retiring presidential address shared June 30 during National Holstein Convention.

Holstein Association USA has the very best junior programs in agriculture. In 1922, the leaders of the Holstein Friesian Association of America had the foresight to develop a signature program — the Distinguished Junior Member (DJM) contest. Over the past century, our Association has honored 394 of dairy's best and brightest youth as DJMs. And, in 1993, it was my good fortune to be named one of those 394 honorees.

That DJM contest literally opened the dairy universe to me. As I grew into an adult, the foundations of the DJM contest, and the related Junior Holstein activities, eventually became a principal reason that I developed leadership skills and that fellow breeders later elected me to serve 19 combined years on both the Wisconsin Holstein Association and Holstein Association USA board of directors.

At this year's national convention, that journey came to a close. Thank you for the honor of a lifetime. I have become a better person for having served you as a director and later as President.

My experiences have allowed me to see dairy markets in a unique way.

Let's start with this premise — dairy has a bright future. The sun continues to rise on the dairy brand. In the U.S., dairy products are a \$59 billion category. Consider these benchmarks:

- Domestic dairy consumption is at the highest level since 1960.
- U.S. consumers eat 655 pounds per capita.
- Over the past 10 years, the growth rate was an incredible 52 pounds per person.



We're riding the cheese horse as cheese has been in a constant growth mode since 1994. In the past 20 years, U.S. cheese consumption grew from 28 to 38 pounds per person. Given France, Germany, and Greece are pushing 50 pounds per person, America still has tremendous upside.

While dairy's story is great, fluid milk has not been doing so well. It's been estimated that one-third of beverage milk is poured on cold cereal. These two foods complement each other like French fries and ketchup. However, cold cereal consumption is down 17% since 2009, according to BIS World. Those lost cereal sales and well-documented issues with school milk have cost fluid milk dearly. In 2000, fluid milk represented 33% of U.S. milk production, and now that number has fallen below 20%.

While fluid milk has its issues, dairy exports are bounding skyward. When the U.S. Dairy Export Council (USDEC) was founded in 1995, dairy product exports represented just 2% of the U.S. milk supply. Fast forward 27 years and that number is closer to 17%. That means all 9 million U.S. dairy cows work 5 days per month to help fill export orders. In 2021, export sales reached two records — \$7.75 billion and 2.69 million metric tons.

Let's begin to turn this conversation back to the dairy cow.

Milk's composition is evolving to meet the market demand. In reviewing historic USDA data, butterfat levels held in a tight window of 3.65% to 3.69% from 1966 to 2010. A breakout took place as butterfat moved to 3.71% in 2011 and busted out to 4.01%, last year moving past the previous historic high of 3.98% last recorded in 1944 and 1945.

In 2010, when the milk component boom began, 89.9% of U.S. semen sales were Holstein bulls and another 9% were Jersey sires. That yielded a 98% market share for the two major dairy breeds. Fast-forward to 2021, and those two breeds still accounted for a near equal 98% of all dairy bovine semen sales with Holstein at 82.7% and Jersey at 15.7%. This is based on 95% of all U.S. semen sales as reported to the National Association of Animal Breeders



President Corey Geiger and CEO John Meyer present DJM finalist Brian "Mac" McCullough with his award.

“Through all the seas of change, the Holstein cow has been the foundation of serving consumers’ needs.”



Photo courtesy of Minnesota Holstein Association

(NAAB). Despite Jersey’s growth, Holsteins represent at least four out of five cows in the U.S. dairy herd. Given that breed makeup, there is far more at play to move the national milkfat level from 3.66% to over 4% in just 12 years.

Data from DHIA documents the milkfat percentage change by breed. From 2010 to 2020, all Holsteins on production test shifted from 3.65% to 3.96% milkfat. Jerseys also moved, but not by as much — 4.69% to 4.82%. While percentages are important to track, pounds matter even more as pounds of components are the pay-price metric for 92% of U.S. milk checks.

To that end, Holstein moved from 941 to 1,111 pounds of butterfat from 2010 to 2020, based on DHIA data. During that same time, Jerseys shifted from 870 to 1,008 pounds. When it comes to protein, the Holstein breed moved from 3.03% to 3.12% and from 781 to 882 pounds during the 2010 to 2020 time window.

As for the reason, most dairy nutritionists will share that changing milkfat levels via ration formulation is a far easier endeavor than protein. If that scientific hypothesis holds true, there’s something else at play — genetics.

More emphasis on component selection and the wide-scale adoption of genomic testing on farms has accelerated genetic gains in the replacement herd. It only took 11 months for dairy farms to send in 1 million genomic tests from March 2021 to February 2022. That’s impressive growth given it took from 2008 to 2021 ... 13 years ... to record the first 5 million genomic tests.

When I talk to nondairy audiences, I often share this statement: “The dairy cow, more specifically the Holstein, is the most genetically researched animal on the planet next to the human being.” This genetic research will fuel new dairy product development. A2A2 milk is just the beginning of those new products.

Data, and its accuracy, favors large breed populations when it comes to genomics. To that end, 86% of all U.S. genomic tests have been run on Holsteins.

The world not only believes in U.S. dairy products, but it also believes in U.S. genetics. The 30.5 million-unit semen sales figure posted in 2021 set a record for the sixth straight year. Overall, 93.4% of those 30.5 million units came from Holstein bulls, according to NAAB data.

The future

Through all these seas of change, the Holstein cow has been the foundation of serving consumers’ needs. If we keep an eye on the horizon, our Holstein cow will continue to be the market leader and meet the needs of breeders around the globe and consumers across the planet.

As I close, I want to thank our CEO, John Meyer, for his visionary leadership, CFO Barbara Casna for her watchful eye on finances, all the staff at 1 Holstein Place for serving our members, and to the staff in the field for helping us grow our businesses.

To my fellow directors, both past and present, you have brought vigor to our organization and have helped shape Holstein’s future in so many ways. And to our newly elected President, Jonathan Lamb, it’s been an honor to have you as a leadership partner as Vice President. It is another honor to hand you the leadership gavel.

For me, one simple principle has guided my service on the board of directors, and I believe this principle will set up our staff and board for future success. At my first board meeting as a rookie director, the late President Larry Tande walked up to me at our first break and shared this advice,

“Remember the Member. Remember the Member. That’s all you need to know.”

Remember the Member — It’s that simple for servant leaders.

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

STATE OF THE ASSOCIATION

Presented at Holstein Association USA's 136th Annual Meeting.



Mr. President, Holstein Association Directors, delegates, members, and Holstein aficionados, I'm happy to be with you.

I'll begin my comments by stating the obvious, 2021, much like 2020, was one of the strangest years in the history of our country. Hopefully, as a nation, we've learned some things we can use to our advantage, because as the world's population continues to increase, the demand for dairy and meat proteins will surely grow.

COVID-19 put the spotlight on consumers' love of dairy products! The shortage of cream cheese received lots of media attention prior to the Thanksgiving and Christmas holiday seasons. Perhaps some of you were included among those who weren't able to make their favorite cheesecake during the holidays because you couldn't find cream cheese at the grocery store.

As you know, cream cheese was not the only dairy product that experienced increased demand during the throes of the pandemic, as butter, cheese, cream, sour cream, ice cream and sherbet, half and half, cottage cheese, milk and yogurt all saw spikes in consumption at different times during the pandemic.

The unpredictable nature of the last two years provides a great reminder of how important our Management-by-Objective Business Plan system of managing the Association's business is. Our fundamentally sound method of business management made it possible for us, for the most part, to run the business as usual even though we weren't able to run at full staff and throttle at all times. We thank all of you for your patience and understanding while working with us through these erratic times.

Turning our attention to some of the specific activities of your Association, it's a pleasure to be able to report we had a good influx of new members in 2021. We welcomed 658 new junior members and 331 new adult members to the Association, which is 271 more junior members and 66 more adult members compared to 2020.

In 2021, you officially identified 597,031 Holsteins! This is a decrease of 4% compared to 2020. Of that total, 309,276 head were registered and 287,755 animals went through our Basic ID program.

At the end of last year, there were 333,358 animals in 1,357 herds enrolled in Holstein COMPLETE®. When compared to 2020, this is an increase in animals of 1% and a decrease in herds of 1%.

“It's time to seize the moment and maximize the opportunity we've been given to further increase fluid milk and other dairy product sales into the future.”

Classification had another strong year! The classification team evaluated 198,187 animals in 3,250 of your herds. These numbers represent a 4% growth in animals and 6% more herds. This is the third year in a row classification numbers have increased!

In the SET program, 36,746 animals in 1,521 herds were appraised. This is a 9% increase in animals and a 1% decrease in herds compared to 2020.

The demand for Registered Holsteins was strong in 2021 as evidenced by the robust transfer numbers. A total of 76,600 Registered Holsteins officially changed hands, which is an increase of 120% or 41,813 more than 2020!

AgriTech Analytics (ATA), our dairy records processing division in Visalia, California, had another outstanding year! We processed records on 1,031,523 cows in 480 herds. ATA continues to be a shining star in the dairy industry!

Hearty congratulations to all of you great Holstein breeders who had a hand in setting remarkable new Holstein breed production records in 2021! U.S. Registered Holsteins averaged 28,047 pounds of milk; 1,121 pounds of fat, 4%; and 877 pounds of protein, 3.1% on a mature equivalent (ME) basis in 2021.

This is the first time the ME average for milk in the Holstein breed is above 28,000 pounds, and the 28,047 pounds of milk figure is a 409-pound increase compared to 2020!

The 1,121 ME average for fat represents the first time the Holstein breed has been above 1,100 pounds for fat and is an increase of 35 pounds over 2020. This is the first time in the history of the Holstein breed that we have reached the 4% fat level!

The 877 pounds of protein is an increase of 22 pounds compared to 2020.

In the last 20 years, the Holstein breed has increased production of milk by 13%, fat by 24%, and protein by 19%. All of you deserve credit for these tremendous production increases!

These numbers for milk, fat, and protein clearly show the advantage and dominance of the Holstein breed in all three categories compared to any other breed, or combination of breeds, which is a true credit to all of you Holstein breeders. Bottom line, more pounds of milk, fat, and protein translate to more money in Holstein breeders' pockets.

As I look back on the unpredictable nature of the last couple of years, here are a few of the important things we must keep in mind as we go forward. For starters, we should be painfully aware that if we use or consume a product here, we'd better be able to make it here.

Furthermore, while local farmers' markets and other neighborhood food options are important and play a key role in America, there is an urgent need for more regional food processing and distribution systems that operate in the market space between local markets and the large corporations that dominate the dairy and meat processing industries today.

We must take advantage of the growth in dairy consumption that fell into our laps over the last two years. It's time to seize the moment and maximize the opportunity we've been given to further increase fluid milk and other dairy product sales into the future. At the same time,

let's be careful not to undercut our high milk prices by outproducing demand.

In closing, there are many good reasons for optimism in the dairy community. Make no mistake, the Holstein cow is the most iconic symbol in all of agriculture and the U.S. Registered Holstein is the most coveted dairy animal in the world.

As Michael Turley of Rolling Lawns Farm in Illinois, one of this country's top agrimarketers says, "There's no more marketable asset than the Registered Holstein cow."

We all know the Registered Holstein cow will continue to drive your profit opportunities like no other! Let's do everything we can to promote her, and the wonderful products derived from her, at every opportunity!

Thank you very much.



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



Convention attendees on the Great Northern Tour. Photo courtesy of Minnesota Holstein Association.



Jacob, Matt, Aiden, and Polly Timmer of Mat-Ar-Dor Holsteins in Ellsworth, Minnesota hosted convention attendees at their farm.



CEO John Meyer (left) and President Jonathan Lamb (right) present Mitch Kappelman with the 2022 Distinguished Young Holstein Breeder Award.

THE NEXT CHAPTER

Mitch Kappelman, 2022 Distinguished Young Holstein Breeder, looks to the future for his family's dairy farm.

On a spring day in eastern Wisconsin, Mitch Kappelman pulls on a sweatshirt and breathes in the brisk early-morning air. With a broad smile, he walks through the center alley of the freestall barn as a group of cows file back in after morning milking.

Located just four miles from Lake Michigan, his family's Meadow Brook Farms near Manitowoc is in an ideal region for dairy production. Cooler summer temperatures and warmer days in the winter help keep animals comfortable and productive, along with dedicated management and care.

It's a lifestyle that runs deep within Mitch's family ancestry. The farm was established more than 150 years ago with a few cows, and rows and rows of potatoes. Today, Mitch is the fifth generation to farm on the family's land.

"Farming is something I've always known," says Mitch, the 30-year-old son of Pete and Shellie Kappelman. "Growing up here, it's what we did every summer. It's what we did before school and after school. So, farming was always clear."

From a young age, he knew he wanted to be involved in the dairy industry — and now, he is living out that dream as he manages the herd at Meadow Brook Farms. Because of his enthusiasm for dairy farming and the Registered Holstein® cow, Holstein Association USA proudly honored Mitch with the 2022 Distinguished Young Holstein Breeder award. He was recognized July 1 during the National Holstein Convention in Sioux Falls, South Dakota.

Finding his way

Through the years, Mitch says his passion for agriculture was ignited through the National Junior Holstein Association. Competing at shows and popular events like Dairy Bowl and Dairy Jeopardy, he made lifelong friends and connections.

"I grew up showing cows and attending national conventions," Mitch says. "That transitioned in high school when I started taking on leadership roles with the Wisconsin Junior Holstein Activities Committee. I just tried to take the bull by the horns where I could."

After graduating with a dairy science degree from the University of Wisconsin-Madison in 2013, Mitch worked as a herd analyst for Accelerated Genetics. After a couple of years, his passion led him back home to the farm. "I loved the genetics side of things and working with other farmers, but there's nothing like working with your own cows," he says. Today, he is involved in all of the day-to-day activities at Meadow Brook Farms, caring for the herd of Registered Holsteins and a team of 11 employees.

"My biggest priorities are employees and cow health," Mitch says. "I'm constantly going through and making sure everybody is healthy, employees and cows, to keep everything running smoothly."

They milk around 425 cows, three times a day, in a double-nine parallel parlor. The rolling herd average is just over 30,000 pounds of milk, with 1,230 pounds of fat and 927 pounds of protein. Since their milk is eventually marketed as cheese, high components are key. They are currently at 4.1% fat and 3.1% protein, and look to continue raising the bar in the next five years.

Mitch also takes pride in maintaining a low somatic cell count (SCC), and the farm consistently has a SCC between 49,000 to 70,000. Meadow Brook Farms was recognized for their low SCC with a Milk Quality Award from Land O'Lakes in 2021. The farm also has a beef-on-dairy program and sells meat locally.

Mitch says a big part of his breeding philosophy is always striving for new genetic goals, while never losing sight of what keeps the herd grounded — keeping cows healthy and comfortable. Together, these practices lead to productive, long-lasting cows.



“The key to having success is setting your genetic ceiling high.”

- Mitch Kappelman

“The key to having success is setting your genetic ceiling high,” he says. “The majority of our herd is commercial. We’re looking for productive cows with strength, great health traits, with DPR and great components. I want cows that last forever.”

Harnessing technology

Mitch relies on several programs from Holstein Association USA to keep the herd moving forward, from registration to classification, and TriStar™ to genomic testing.

“We genomic test every calf with CLARIFIDE® Plus,” he says. “Using genomic testing, each string of cows within the herd is making leaps and bounds. With some of the herd bred for type and most bred for commercial production, having a focused goal for each animal is helping to achieve my goals.”

With a mind that enjoys crunching the numbers, Mitch used his experience evaluating sires to create his own weighted index for the herd at Meadow Brook Farms. Coined “Mitch Match,” he uses a Microsoft Excel spreadsheet to analyze numbers to benefit each individual cow.

“I use it to determine which cows get bred to dairy, which get bred to beef, which get sexed semen, and which get embryos,” he says. “It is a great way to refine the female and male herds, and create the best combination from the two.”

Mitch says they also use the genomic data management tool, Enlight™, to stay up-to-date on herd genetics. Tools like this allow them to do more, with less.

After returning home to the farm, Mitch implemented the CowManager activity system, which he credits to helping him reduce their labor force and double the herd’s pregnancy rate. The attention to detail, both for cow care and breeding decisions, is paying off.

Meadow Brook Farms has been recognized with the Progressive Genetics Herd award for the past

seven years, and they ranked within the top 25 BAA herds for their size in 2021. They’ve had seven Gold Medal Dams and 19 cows with lifetime milk production greater than 200,000 pounds.

At the end of the day, Mitch says he simply loves being with the cows, just as his family has done for generations before him. “I enjoy working with the cows. That is clearly my favorite part,” he says. “Seeing baby calves born, seeing a new heifer freshen, is exciting. And it’s exciting seeing them develop. Because I remember breeding her. I remember the granddam. I remember all of these things.”

New horizons

As inventive as he is entrepreneurial, there’s much more in store for the 2022 Distinguished Young Holstein Breeder. Always eager for more knowledge, Mitch was part of class 10 of the Young Dairy Leaders Institute (YDLI), following in his parent’s footsteps. His dad and mom were in class one and two, respectively.

“The group of people I met at YDLI was incredible,” Mitch says. “It gave me the opportunity to meet similar-minded people and branch out. I’m sure my classmates will do great things for a long time in the dairy industry.”

He has remained involved in the Manitowoc County Holstein Association, serving six years on the board of directors, including a term as president. In 2018, he organized the first Breeder’s Cup event in his home county. He was also chair for the 2019 Wisconsin Adult Holstein Convention.

In August, Mitch will marry his fiancée, McKenzie Beattie, and the couple looks forward to raising their family on the farm. He says receiving the Distinguished Young Holstein Breeder Award motivates him to keep moving forward.

“To win this award means that I’m on the right track,” Mitch says. “It means I’m doing good things, but that doesn’t mean I want to stop. I want to keep going, I want to do more, I want to be better. And I’m excited for where that future’s going to lead.”



Mitch and his fiancée McKenzie at Meadow Brook Farms.

GENETICS FOR EVERY BREEDER

Sandy-Valley Farms recognized with the 2022 Elite Breeder Award.

Perhaps one of the greatest compliments a Registered Holstein® breeder can receive is seeing genetics from their herd be successful in other operations. The Bauer brothers of Sandy-Valley Farms in Scandinavia, Wisconsin, have accomplished this, and much more, through their wide-reaching breeding program.

The Registered Holstein herd at Sandy-Valley Farms has achieved the sought-after balance of cattle with great production, desirable type, and high genomic value. Their herd's elite genetics have worked not only at Sandy-Valley Farms, but also in barns across the nation and throughout the world.

The Bauer family's commitment to breeding top-notch Registered Holsteins has gained them much respect from fellow breeders. Although they are no longer farming, the positive contributions Sandy-Valley genetics have had on the Holstein breed will leave a lasting influence for years to come.

Holstein Association USA was pleased to honor the Bauer brothers of Sandy-Valley Farms with the 2022 Elite Breeder Award. The influence of their herd's elite genetics on the progress of U.S. Registered Holsteins is a testament to their dedication and hard work over the years. They were recognized during the 2022 National Holstein Convention in Sioux Falls, South Dakota.

Starting with a vision

The Bauer brothers first became involved with Registered Holsteins when they began farming with their parents, Frank Sr. and Patricia.

Greg Bauer shared the evolution of Sandy-Valley genetics.

"Our parents had a herd of grade Holsteins," Greg recalled. "They were good cattle, but soon after my brothers — David, Frank Jr. and Patrick — bought the farm, the decision was made to try to work with the best. We began to study pedigrees in an attempt to identify some of the great cow families in the Holstein breed."

"We wanted to breed a balanced animal that fit the true type Holstein model."

- Greg Bauer



The 2022 Elite Breeder Award was presented to the Bauer family of Sandy-Valley Farms. Pictured left to right, CEO John Meyer, Greg and Kathy Bauer, Frank Jr. and Ruth Bauer, Tammy and Patrick Bauer, and President Jonathan Lamb.

Sandy-Valley invested in their first high-end female in 1988. They purchased a Bell Rex yearling heifer from Plushanski farms at a 21st Century Genetics sale. They lost the heifer shortly after she calved, but this disappointment didn't impede their efforts to work with the best genetics.

"That was a bit of a setback, but we continued to buy into families we thought were among the strongest in the breed," Greg says. "The ones that excelled for us we kept breeding from; the ones that didn't became recipients."

This strategy laid the groundwork for Sandy-Valley's success. They flushed their high-end animals and used the rest of the herd as embryo recipients. When choosing sires they focused on udders, feet and legs, and milk yield with reasonable components. As more information became available in the industry on health traits, somatic cell and fertility also became important.

"The linear information we would receive — production, type, and health traits, was critically important in selecting mating sires and generating matings," according to Greg. "We enjoyed the challenge of creating the best mating and weren't afraid to ask questions or toss around ideas with other breeders or sire analysts."

The brothers' determination to improve the quality of their herd resulted in a uniform group of cows with flawless udders, sound feet and legs, and solid production. "Our goal was to breed a cow the commercial dairyman could respect and the type-oriented breeder could admire," Greg stated. "We wanted to breed a balanced animal that fit the true type Holstein model."

The brothers worked in unison to achieve their goals. While all worked together in general farm management and activities; each brother maintained a specific expertise. David and Patrick managed the milking herd. Frank oversaw farm projects. Greg handled genetics and marketing. Fieldwork was shared. As with most family farms, the brothers' wives, children, and children's spouses played an integral part in the daily operations.

Stand out cow families

The family's commitment to breeding and marketing high-quality genetics led to much success for Sandy-Valley Farms over the years.

"With Registered Holsteins, there is tremendous opportunity to market your genetics," Greg remarked. Over the years the Bauer family found significant success marketing bulls, embryos, and the occasional female.

Sandy-Valley Farms bred an impressive 107 Dams of Merit, 106 Gold Medal Dams, including 46 cows receiving both distinctions. They also bred 10 Gold Medal Sires and a total of 186 Excellent females and males. In 2019, *Holstein International* recognized them as number six on the "25 Most Influential Breeders of the Last 25 Years" list, as selected by their readers.

The Sandy-Valley herd became known for their uniform group of cows with strong production and impeccable udders. However, there were four cow families that made a mark for the Bauer brothers.

"The Sapphire family was the finest family we have worked with," Greg recalled. "Cows from this line were consistently outstanding for both production and type. Even those not flushed or aspirated more than pay their way in the parlor."

Sandy-Valley Plane Sapphire was the dam of two high-performing bulls, Sandy-Valley Saloon-ET and Sandy-Valley Sterling-ET. Saloon was a number one TPI[®] proven sire, and Sterling ranked as high as number three on the proven sire list. The star of the Sapphire family was Sandy-Valley Rubicon Eternity. She held the title as the number one TPI cow for two runs and produced many high genomic calves for Sandy-Valley Farms.

They also enjoyed working with the Rudy Missy family. "We found them to be a very well-balanced family that was consistent in how they bred," Greg stated.

The brothers especially admired Sandy-Valley Balisto Paradise EX-94 for her conformation and extreme components, producing records over 4% protein and 6% butterfat on a number of lactations. Paradise was also the dam of Sandy-Valley J Pharo-ET, a strong type bull.

The Cosmopolitan family was another that performed well at Sandy-Valley. The brothers described cows from this family to be strong, long-lasting cattle with uniformly great udders.

Greg says the headline cow of the Cosmo family at Sandy-Valley was called Cokisncream. A Silver daughter from an EX-90 Supersire, Cokisncream scored EX-93, EX(94)MS and is dam of Sandy-Valley Challenger. Challenger ranked

as high as number seven on the TPI proven sire list and is transmitting outstanding udders.

Rounding out the quartet of stand-out cow families was the Barbie family. Greg recalled that these cattle were "beautifully framed and highly marketable."

Perhaps the most influential Sandy-Valley bull was Sandy-Valley Bolton-ET whose daughters were known for extreme milk yield, good type, and docile temperaments. Bolton was from a unique sire stack, and Greg noted that "he is a great example of what can result when a complimentary mating works like you hope it will." Like Saloon, Bolton is a former number one TPI proven sire.

Long-lasting influence

The Registered Holstein cow remained central to the progress at Sandy-Valley Farms. In addition to helping keep the farm profitable, they provided the family a spark of enthusiasm and excitement.

"Registered Holsteins have meant a lot to us," Greg continued. "They put us on the map and were a wonderful antidote for such trying events as inclement weather, high materials cost and vacillation in milk prices."

Early in their dairy farming careers, the Bauer brothers formed a vision for their family's farm and worked with integrity, persistence, and curiosity to achieve their dreams. It was the dedication and effort of the Bauer family and those they worked with, combined with the genetics and marketability of U.S. Registered Holsteins, that made them successful.

"We enjoyed making a mating that resulted in an animal that turned out to be really good," Greg concluded. "It also was gratifying to find that animals we developed were of interest to bull studs, embryos buyers and other Holstein breeders. It provided us with a sense of accomplishment and challenge met."

The Bauer brothers and the incredible genetics of the Sandy-Valley herd are a true example of what is possible with a little grit, determination, and finding joy in the journey along the way. They'll tell you while breeding a great one was always satisfying, the little moments along the way can be just as fulfilling.

Such fulfillment was seen in promoting family-focused effort in the role of dairy farming in America and working to elevate the value of the Holstein breed in the dairy industry in America and abroad.

The Bauer brothers and family are proud of the accomplishments they have made through the years and are thankful to all those who supported and traveled that amazing journey with them.



Sandy-Valley Cokisncream-ET EX-93 and
Sandy-Valley Balisto Paradise EX-94

IN DAIRY'S CORNER

The 2022 Distinguished Leadership Award recipient left a lasting legacy on dairy policy.

For three decades, the Honorable Collin Peterson was dedicated to championing agricultural legislation in Washington, D.C. Known as the dairy policy expert in Congress, Peterson made significant contributions to the industry through his selfless leadership.

Because of his efforts, Holstein Association USA was delighted to recognize former U.S. Rep. Peterson with the 2022 Distinguished Leadership Award. His dedicated service greatly benefited Holstein Association USA members, dairy farmers across the country and the entire agriculture industry.

"I'm very flattered," Peterson says. "I'm not sure if I deserve the award, but I worked hard and did the best I could. We don't have a perfect dairy program, but it's better than it was before I started working on it."

During his time in Washington, Peterson demonstrated the characteristics of a true leader as he carefully listened to farmers, gained a deep understanding of dairy policy, and used his knowledge to develop legislation that made a real difference. His unwavering efforts earned him the respect of farmers and fellow congressmen and women alike, and he was widely regarded as the go-to in Congress when it came to dairy and farm-related issues.

Agriculture roots

Peterson's connection to agriculture traces back to his childhood growing up on his family's farm near Glyndon, Minnesota. Although they did not milk cows themselves, he gained valuable first-hand experience caring for animals and the land.



CEO John Meyer (left) and Jonathan Lamb (right) present the Honorable Collin Peterson with the 2022 Distinguished Leadership Award.

"When I was a kid on the farm, we never had dairy, but we had everything else," Peterson says. "We would feed 300 to 400 Holstein steers every winter."

The farm experience he gained would go on to serve Peterson well in the future. After graduating from Minnesota State University-Moorhead in 1966,

Peterson started worked as a certified Public Accountant (CPA). He also served in the North Dakota National Guard from 1963 to 1969.

It was during his time as a CPA in Detroit Lakes, Minnesota that Peterson began to work with dairy producers and learn about the ins and outs of dairy farming.

"I spent a lot of time across the desk with dairy farmers, going back to the 1960s and 70s," Peterson says. "I've been through a lot of the ups and downs of dairy. I got to know dairy farmers and their families, and I just admire their hard work. There is nobody that works harder than dairy farmers."

Peterson took his agricultural insight with him when he got his start in politics. He served in the Minnesota State Senate from 1977 to 1986, while continuing to work as a CPA.

Time in Congress

Peterson was first elected to the U.S. House of Representatives in 1990, representing Minnesota's seventh Congressional District. The rural area spans most of western Minnesota, starting at the Canadian border and stretching almost to Iowa.

"There is nobody that works harder than dairy farmers."

- Collin Peterson



The Holstein Association USA Board of Directors visited Collin Peterson in Washington, D.C. in February 2020. Back row: Corey Geiger and Collin Peterson. Front row: Peter Dueppengiesser, John Meyer, Spencer Hackett, Robert Webb, and Dwight Rokey.

The first time I was in Congress, the district I was in, which included Morrison and Stearns County, had a lot of dairy,” Peterson says. “I became the ranking member on the House Ag committee.”

Peterson says his introduction to dairy policy came when he traveled to more than 10 different hearings with Wisconsin Congressman Steve Gunderson. As Peterson met dairy farmers from different parts of the country and heard their concerns, he began to develop an understanding of dairy policy.

He served as a ranking member on the House Committee on Agriculture for five congressional sessions (2007 to 2011; 2019 to 2021) and was chairman three times (2005 to 2007; 2011 to 2019).

During his tenure, Peterson worked on and drafted five farm bills. His first-hand experience with agriculture proved to be both a valuable and rare asset in Congress.

Perhaps most notably, Peterson was responsible for spearheading the Dairy Margin Coverage (DMC) program that was included in the most recent farm bill. He used his vast knowledge to develop a solid safety net for dairy farmers.

“Rep. Peterson’s 30-year career included him building what will likely be looked back on as the best risk management program for any commodity,” says Lucas Sjostrom, Minnesota Milk Producers Association executive director. “The advent of his Dairy Margin Coverage Program, coupled with Livestock Gross Margin and Dairy Revenue Production created during his time, allow dairy farmers a true safety net.”

During the COVID-19 pandemic, Peterson also used his leadership to help ensure the coronavirus package provided emergency relief for dairy. The down-to-earth Congressman admits working in dairy policy wasn’t always

easy, but says the key to successfully passing legislation was “perseverance — I kept trying and never gave up.”

A valued partner

Alongside Holstein Association USA, Peterson was an advocate for national animal identification, and introduced the National FAIR Act calling for a mandatory national animal identification system to protect the health of the nation’s herd.

Peterson was a key contributor on anything dairy related in the House Ag Committee, and his initiatives have touched many different industry facets. While his work on dairy policy helped farmers nationwide, Peterson never lost sight of how his efforts were serving Minnesota’s seventh district, economically and otherwise.

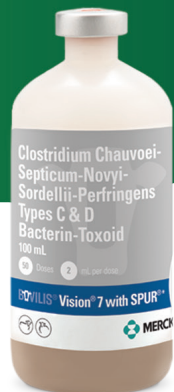
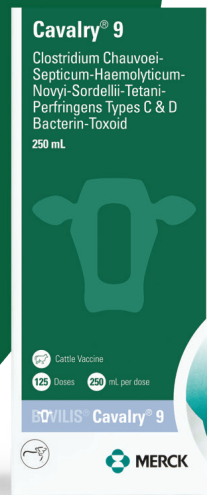
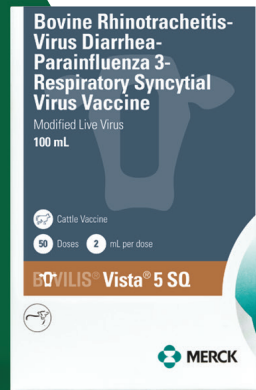
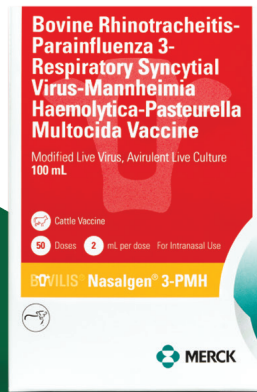
“What I did also benefited my district,” he says. “At the end my district didn’t have as much dairy, but it had a lot when I started. The dairy landscape in my district changed during my time in office.”

The hard-working legislator also paved the way for initiatives supporting the broader agricultural industry. From commodity crops and horticulture to farm credit and conservation, Peterson’s legislation benefited a wide array of farmers.

“Through his can-do attitude, he can be credited for both creating the American ethanol industry and preserving the sugar beet industry in Minnesota,” Sjostrom says. “Two things that would not have been possible without him developing alliances and being a visionary.”

Peterson’s lasting influence and policy decisions will continue to benefit agricultural operations for years to come. Dairy farmers across the nation were fortunate to have had him in their corner during his time in Congress. Peterson was recognized on stage July 1 during the National Holstein Convention in Sioux Falls, South Dakota.





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