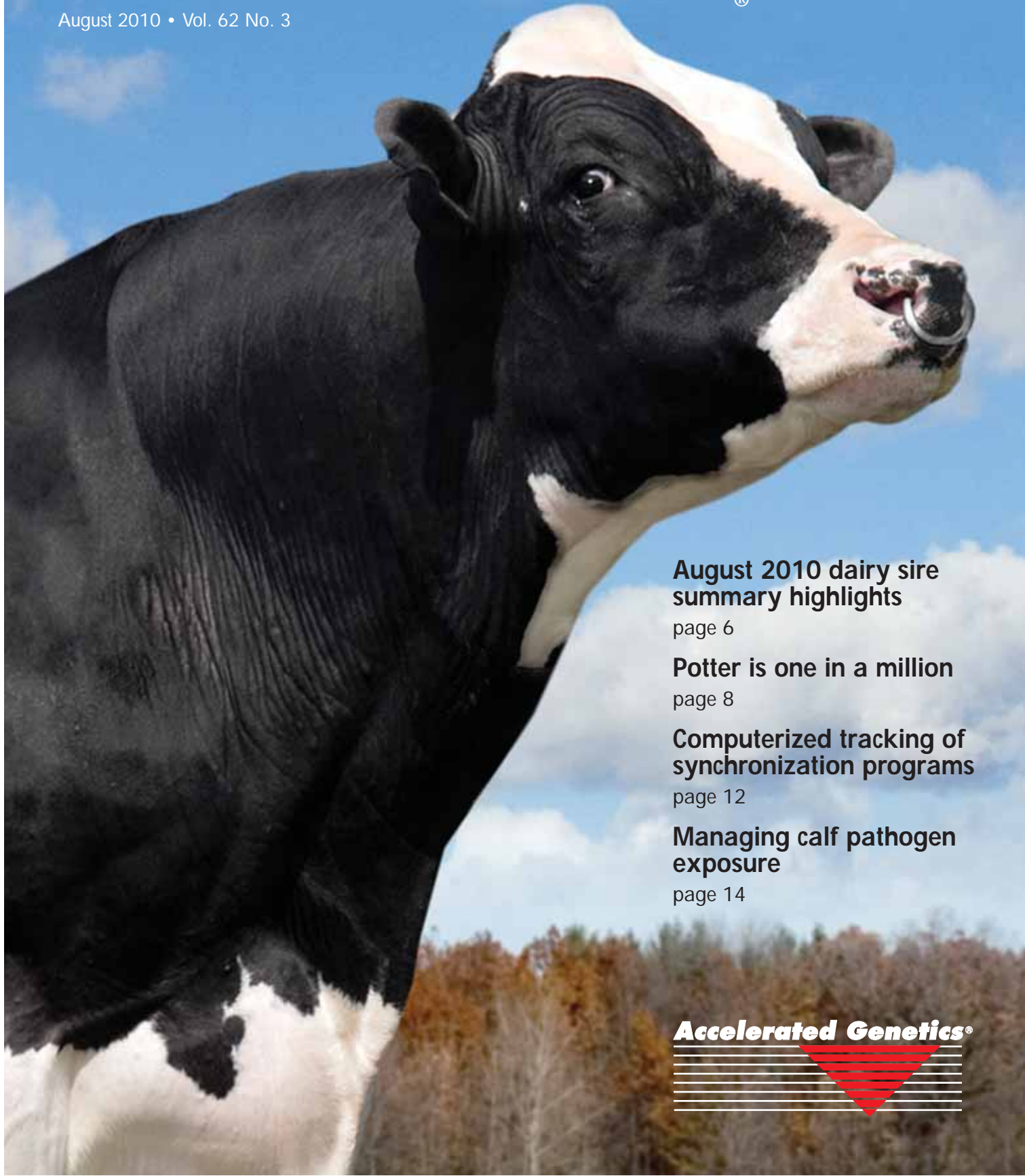


*Genetic*Trends®

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ON THE COVER

Accelerated Genetics is proud to announce that 014HO03597 Keystone POTTER (EX-90) has reached the milestone of producing and selling one million units of semen. This makes him the first millionaire sire for Accelerated Genetics. The one-millionth unit of Potter semen was collected and processed on April 22. More impressive is that Potter's millionth unit has already been sold, a testament to his tremendous ability to satisfy dairy producers. Photo by Cybil Fisher.

Accelerated Genetics®



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GeneticTrends®

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TIME-TESTED METHODS, FRESH PERSPECTIVES



By: Joel Groskreutz, President and CEO

In a span of even a decade, this industry has seen many shifts in the way it does business. While it seems like some facets of this company are constantly changing, the core values we founded upon 69 years ago are the same principles we abide by today. Our number one priority remains listening to the needs of producers and involving their input in our company decisions.

We strive to meet your ever-evolving needs, and new technologies provide the tools necessary to stay innovative. As an example, in the past couple years we've developed our ACC-SS[®] sexed semen line, continued to improve our tremendous offering of farm and animal health products and forged-ahead in supplying cutting-edge research and product development with your needs in mind.

Genomics, while still not perfected, is one technological tool we can utilize to ensure we are delivering the absolute best

genetics to your herd. While Genomics has by no means replaced our tried and true methods of sire selection, it has, however, provided us with another perspective to remain competitive in the industry and deliver the highest quality bulls.

Along with fresh technologies, it is always refreshing to welcome new perspectives to our team. We are pleased to welcome a new Vice President of Sales and Communications to our dedicated body of employees. Gary Fassett joins us with a host of experience, including over 38 years in the A.I. industry. Most recently he worked as the Director of Training and Business Development for World Wide Sires, Ltd. He and his wife, Sue, recently relocated to the Baraboo, Wis. area from Tennessee.

While some things may change in the company, there is one thing that will always remain constant—great bulls. This

year we reached a unique milestone in our company with 014HO03597 Potter. He is the first Accelerated Genetics sire to produce and sell over 1,000,000 units of semen. Potter has not only meant a great deal to this company, but he has left a phenomenal impact on our industry. We will see the products of his legacy for many years to come.

Accelerated Genetics will continue to listen to you to ensure your needs are met. Technology plays a role in the advancement of our industry, but it's by no means a replacement for time-tested methods of operation. Our commitment to quality, customer service and YOU has and always will remain our driving force. Together, We Can Accomplish Great Things!



Accelerated Genetics employees pose with 014HO03597 POTTER after collecting his one-millionth unit of semen. From left: Dr. Ole Meland, vice president of genetics; Jayme Berger, herdsman; Glen Jensen, Genetic Services Coordinator; Joel Groskreutz, president and CEO; and Gregg Topp, dairy sire analyst.

EARLY MORNINGS, HARD WORK LEAD HOLMAN TO 100,000 COW CLUB

By: David Jones, Marketing Communications Intern

Paul Holman's workday starts earlier than most. He's out the door by 3 a.m. every day to breed cows for his customers – a habit that has likely contributed to his induction to the 100,000 Cow Club. Reaching this status is an impressive achievement for which he will be honored at the 64th National Association of Animal Breeders (NAAB) Convention this fall.

Paul started working for Accelerated Genetics fifteen years ago and now knows every bump in the road of his service area, which spans the Montfort, Platteville, Livingston, Rewey, Fennimore and Boscobel, Wis. areas.

Having grown up on a dairy farm in the Montfort area, Paul knew many of his customers before he even started breeding their cows. There's nothing better than knowing a customer is satisfied with his work, he says, but to him, the most rewarding part of his job is maintaining solid friendships with the farmers. "We don't just talk business all the time; we talk like friends."

Along with maintaining strong friendships, Paul also provides excellent service to a very satisfied customer base. Gary Mallet, owner of the 40-cow Malletline Farm, has been working with Paul for "at least the past ten years," he

says. "Paul is certainly an early bird. Usually around four in the morning he's here breeding cows. He's always done a good job for me and makes sure to have the bulls I want."

Paul has the reputation of working hard. It is this dedication and loyalty to his customers that helped him reach this impressive milestone in only 15 years.

"Paul's days start very early," Regional Sales Manager Dave Calvert said. "He is extremely dedicated to his customers and Accelerated Genetics—he's a manager's dream employee."

Paul is typically done servicing his daily customers in the mid-morning and then takes calls until the afternoon. "I like getting up early and getting the job done," he says. "That way you've got the rest of the afternoon to yourself. You can still get other things accomplished."

Paul first began breeding cows in the 1970's on his family's dairy farm, but it wasn't until 1995 that he joined the Accelerated Genetics team.

Paul explains how he began working with Accelerated Genetics: "I quit farming, and my wife said I needed to find something to do," he says with a smile. "I was approached by an A.I. technician in the area who asked if I wanted to become a relief technician. A few months later that turned into a full-time deal. At the time, I never thought I would breed 100,000 cows."

"The reason I've stuck around so long is because Accelerated Genetics has been great to work for, and I pretty much take care of everything myself."

Since Paul began working for the company, things have changed with the farms he visits. "When I first started I'd get a call, walk into a barn and breed three or four cows," Paul explains. "Now I service a lot of larger herds too. Because of that, there's been several years where I've bred over 9,000 cows."

"Besides just the herd sizes changing, there have been a lot of little advances that have

changed the way I do my job. Simple things like a battery-operated thaw have been great. Something that small has made my job more convenient. It takes much less time to breed a cow that way."

Paul and his wife of 38 years, Peg, reside in Montfort, Wis. Besides watching his grandchildren, Paul enjoys fishing in the summertime and going to the casino with his wife when they can get away in the winter.

"We don't just talk business all the time; we talk like friends."

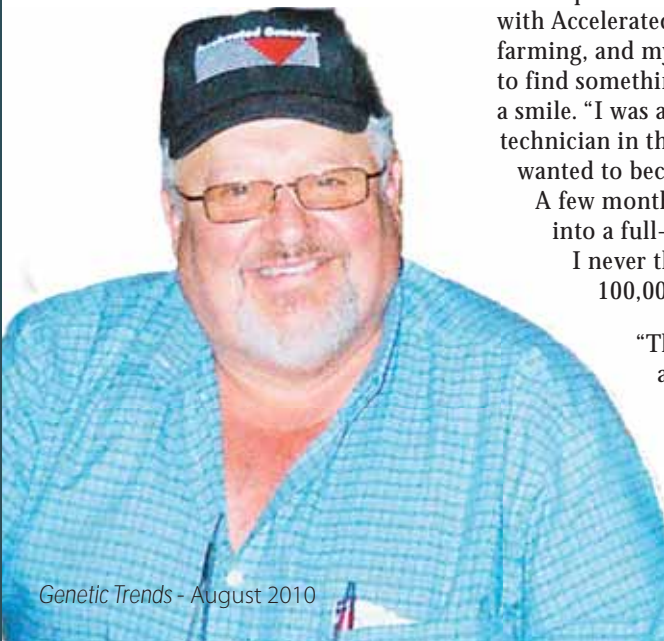
-Paul Holman

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FOR GALSTAD, CUSTOMERS ARE NUMBER ONE



By: David Jones, Marketing Communications Intern



Jim Galstad, A.I. technician, recently reached the milestone of breeding 100,000 cows at the Royal Flush Dairy in Westby, Wis.

Jim Galstad joined the group of technicians to reach the remarkable 100,000 Cow Club this January. He bred the milestone animal at the 500-cow Royal Flush Dairy in Westby, Wis., owned by long-time friend and customer, Steve Pederson.

“Steve and I go way back to our 4-H days. I’ve been breeding cows for him for over 20 years,” Jim said.

Jim grew up on a 30-cow registered Guernsey and Holstein dairy in Westby, Wis. After graduating from the University of Wisconsin – River Falls with a degree in Animal Science, he was hired by Accelerated Genetics in the Stoughton area, where he worked for about three years. After that, he worked as a barn manager at the Westby production facility and then returned to breeding cows in the Westby, Norwalk and Cashton, Wis. areas in 1994.

“The reason I’ve stayed with Accelerated Genetics so long is because they’ve always been very good to me,” Jim says. “Coming back from college, I didn’t have a lot. My

work here started with pretty humble beginnings, Accelerated Genetics was always willing to help out.”

Customer satisfaction is extremely important to Jim. In fact, Jim attributes communication and great relationships with customers to the success of Accelerated Genetics. For example, “the owner of a local dairy called for a bid, and within hours we had someone here,” he explains. “Not every company can do that.”

“I also try to anticipate what a customer needs before they need it. There are guys that don’t even call me anymore; I just stop in and make sure their tank is stocked or drop off milk replacer or other products. That keeps my customers happy.”

Over the years, Jim has developed both working relationships and friendships with his customers. “We have a mutual respect for each other,” he says. “You get close to some of these families. I’ve watched kids grow up and come back to the dairy. One kid I used to see running around the barn now buys semen from me.”

Regional Sales Manager, Pam Hendel, describes Jim’s dedication to his customers: “Jim provides outstanding service to a wide range of customers in the Westby area,” she says. “He is a true leader in the A.I. business and goes above and beyond the call of duty. Jim is also willing to share his experience with new Accelerated employees and foreign visitors on his daily route.”

Jim deals with a wide range of clients on a day-to-day basis—from one-cow herds to 1500 cow dairies, organic herds and the occasional cow on an Amish farm.

“My goal is to get cows pregnant, so when guys tell me I’m doing a good job, that’s rewarding,” Jim says.

Jim’s customers are extremely happy with his service.

“Jim’s pretty thorough; I don’t have to correct him too often,” Steve Pederson says jokingly. “But he’ll always go the extra mile. Jim’s as good as they come.”

Jim and his wife, Patti, met in college on a blind date and just celebrated their 22nd anniversary. His two daughters, Jessica (20) and Elizabeth (15) proudly support him. In his spare time, Jim enjoys landscaping and attending his daughters’ sporting events.

Jim will be honored at the 64th National Association of Animal Breeders (NAAB) Convention this fall.



Galstad wraps up another successful day breeding cows for his customers in Westby, Norwalk and Cashton, Wis.

SIZZLING AUGUST SIRES



By: Dave Erf, Dairy Sire Analyst

As the weather this summer seems to be a scorcher from coast to coast, it is fitting that the August Sire Summary for Accelerated Genetics continues that hot trend.

The top bull in Accelerated's sire lineup continues to be 014HO04929 MAN-O-MAN. He is siring many high priced offspring at sales this summer and the future holds more of the same. MAN-O-MAN improved to #3 on the TPI list at +2149 and continues to be a source of high components and total performance.

Two highly touted releases from April solidified themselves as elite bulls of the breed. 014HO05411 PALERMO added significant information and retained his place as one of the top type bulls of the breed. This early Goldwyn son is now +3.25 type and is among the top 20 TPI bulls of the breed at +1998 TPI. His ability to sire stylish type, great udders, high components and outstanding health

traits will make him in high demand as a sire of sons as well as a great one to make a fancy show calf.

014HO05300 MICAH continues to improve with every proof run. His daughters are doing great and contribute greatly to his climb up the charts. MICAH enters the TPI list among the top 50 bulls of the breed. He is a great source for improving production and type together.

Adding over 350 daughters to his proof this summary, 014HO04148 NIFTY now enters the realm of second crop success sires at Accelerated. NIFTY improved on milk, protein, type, udders, NMS and TPI with these additional daughters. Many reports of well satisfied dairy producers are coming into Accelerated about NIFTY daughters.

The "hot" news did not stop there as a slew of PACE graduates join the proven

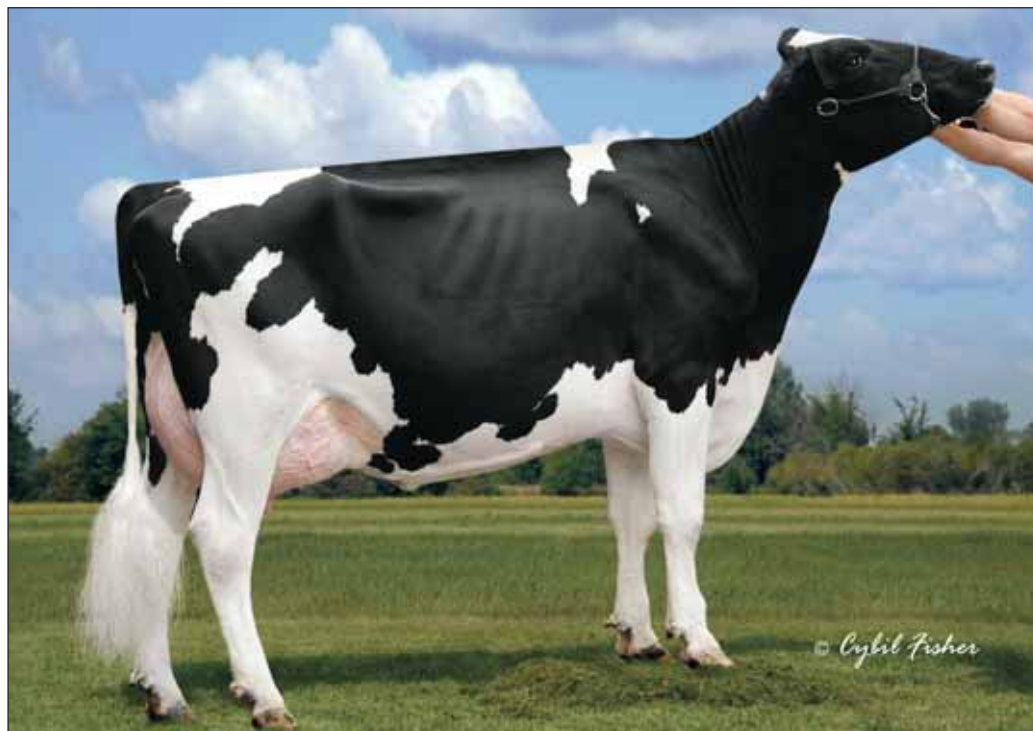
lineup this summary.

The list of new graduates start with a pair of high net merit sires. 014HO05359 CARS is a 99%RHA-I Laudan son out of an Excellent, 92 point Durham dam. CARS is over +500NMS, +4.9PL and is 7% sire calving ease. His TPI of +1899 places him among the top 60 of the breed. CARS offers a different pedigree that sires moderate frames with great udders and excellent feet and legs.

014HO05394 GLADIATOR is an O-Man son with a unique pedigree backing him up. He has three Excellent dams behind him, an EX Comestar Lee backed by a 92 point Formation and a 92 point Duplicate. GLADIATOR is also a high net merit sire at +473 NMS as well as being a great health trait sire. He also is rated at 6% sire calving ease, is plus for components and is over +1.00 for udders and feet and legs.

Three high type sires entered active status this summary.

014HO05399 KOLTON is a Goldwyn son from a VG Zade dam. He is +2.29 type and sires phenomenal udders (+2.21UDC) and great feet and legs (+1.45FLC). He joins PALERMO as two of the higher Goldwyn sons for health traits as both are +0.5 for DPR as well as being great for longevity and cell count. 014HO05382 CONTACT is a Shottle son from a Very Good Marathon and then a 93 point Spirit daughter. CONTACT is our highest new release for type at +2.80 and is +2.32 udders and +1.87 FLC. He sires tall and framey cows that have tremendous udders as well as very correct feet and legs. CONTACT is



SUGAR RIVER GARRET 1495

an 8% sire calving ease. The third high type new release sire is 014HO05378 GARRET. He is another Goldwyn son, this time from an Excellent, 91 point, Emory. GARRET sires high type (+2.72), great dairy frames, super feet and legs (+2.82) and is an impressive 6% for sire calving ease.

The next two PACE graduates come from well known cow families and bring great pedigrees with them. 014HO05434 TRUMP is a former GeneForce bull that now makes the active lineup. He is a Shottle son from a full sister to the popular Toystory bull. TRUMP sires high production and great type. His daughters are tall and dairy with great udders that they use to produce great quantities of milk. 014HO05406 AIR FORCE comes from a family very familiar to Accelerated. He is a Shottle son from a Very Good Magna and then a Very Good Manfred, the dam of 014HO04026 AIRRAID. AIR FORCE transmits lots of production while maintaining tall and strong framed daughters who walk on great feet and legs.

Also entering the active lineup is 014HO05318 DURANT. He is a Shottle from a Very Good BW Marshall daughter. He sires a very balanced profile with good production and solid type as he is at or close to +1.50 for type, udders and foot and leg composite. He is a high TPI sire at +1810 and is rated at 8% for sire calving ease.

Three new release sires were added to the Colored Breed lineups. 014AY00026 CHARLIE enters the active Ayrshire lineup as a high production bull. He has a unique pedigree being an Eastern son from a Griffey dam. CHARLIE is almost +1000 milk and is +36 fat and +27 protein, ranking him very high among active Ayrshire bulls.

In Jerseys, 014JE00488 A-ONE is a Nathan son from an Excellent Fair daughter. He brings a lot of the qualities of his sire to the table. Good, strong dairy frames with shallow udders and high protein test are all things that A-ONE has in common with his sire. Also, 014JE00473 LOUIE remains ranked #3 in the breed for JPI and is a tremendous production sire.



VISION QUEST CARS 504 VG-85



KOTEK KOLTON 118

The Guernsey lineup added 014GU00309 KAPTAIN to the active ranks. He is a Legacy son from an Excellent Lorry dam. He is among the breed leaders for Productive Life and DPR and still ranks in the top ten of the breed for PTI.

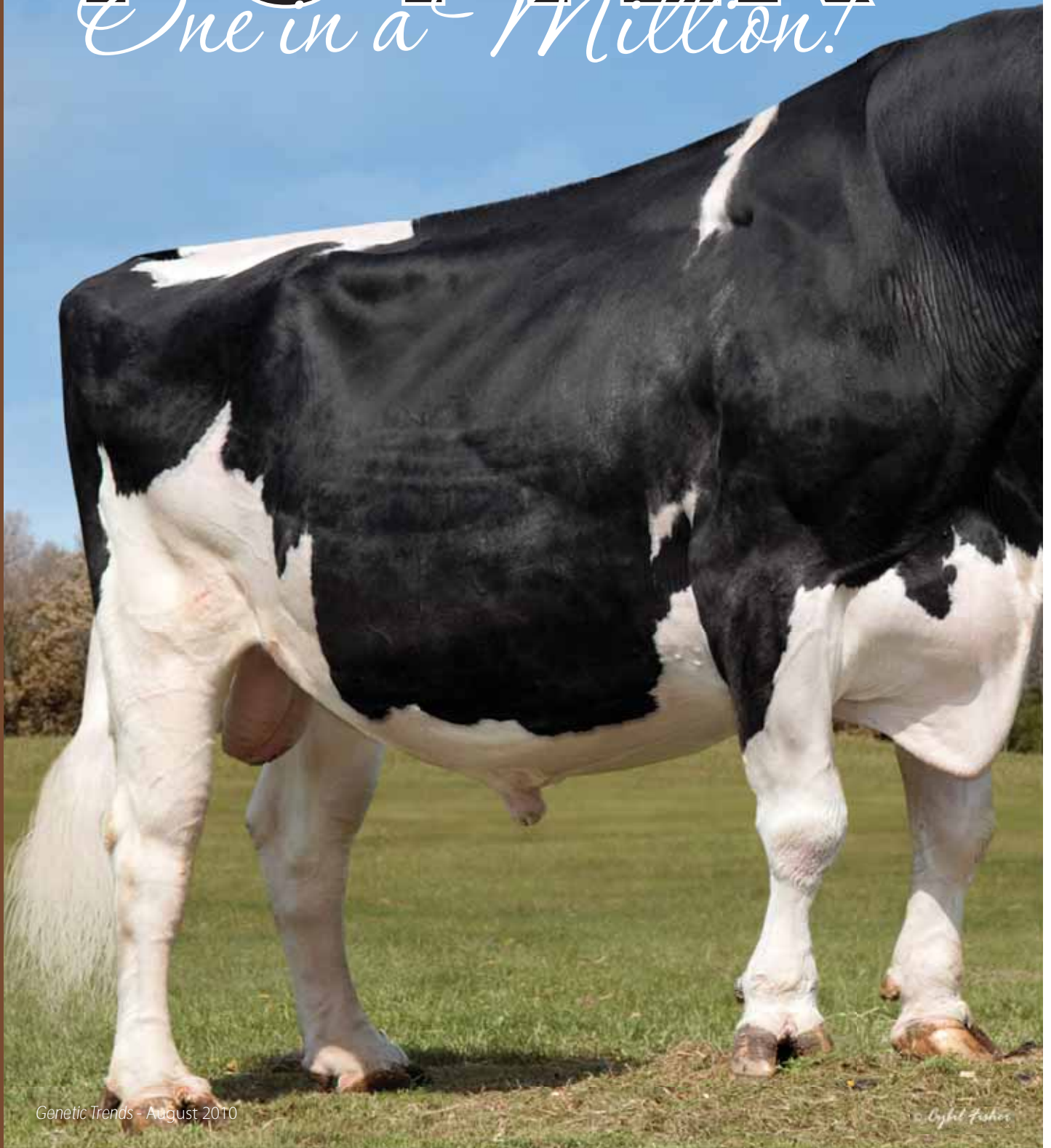
The Brown Swiss lineage continues to be led by 014BS00314 DRIVER who is ranked third on the PTI list. His high components, great udders and feet and

legs and outstanding health traits keep him popular.

As you can see, the summer heat is not the only hot thing at Accelerated Genetics. These sires and more are proof that the PACE program is continuing to churn out elite genetics for your herd's profitability. Contact your Accelerated Genetics representative for more information about these exciting sires.

POTTER

One in a Million!



At the age of ten years and nine months, 014HO03597 Keystone Potter EX-90 reached the milestone of producing and selling one million

Potter, born at Keystone Farm in Easton, Penn. in August of 1999, joined the Accelerated Genetics proven line-up in 2003.

"This is a very unique milestone for both Accelerated Genetics and Potter,"

President and CEO of Accelerated Genetics Joel Groskreutz said.

"The impact Potter has had on the Holstein breed across the globe is just phenomenal.

Potter's legacy will endure the test of time."

units of semen. The farm and barn crew at Accelerated Genetics' West View

Farm in Westby, Wis. collected and processed his one-millionth unit on April 22, 2010, and by the end of May, that unit was sold.

Potter's journey to Accelerated Genetics started when Gregg Topp, Accelerated Genetics Dairy Sire Analyst, put a contract on Keystone Juror Pasta-ET EX-90 EXMS. Pasta was a full sister to a very popular new PACE young sire graduate, 014HO02909 Pyrex. Pasta was paired with top TPI bull—014HO02090 Manfred, which proved to be a very

complimentary mating.

"My hope for the mating was to get Manfred's high productive life, low calving ease, strength and width and outstanding feet and legs and couple those traits with Juror's tremendous angularity, high, wide rear udders, super udder quality, ideal teat size and placement and low calving ease," Topp says.

"Potter delivered with the positives from both sides of his pedigree and none of the negatives. His daughters are medium-sized, well balanced, and mature very nicely. They have wonderful dispositions and produce at a high level with fine udders. They breed back quickly while producing small calves and have been called the ultimate trouble-free cow. Potter is the ultimate 'customer satisfaction' sire."

To the barn crew at the West View Production Facility in Westby, Wis., Potter has always been a special bull, even more so now after reaching the one million-unit milestone. Todd

Holen, Accelerated Genetics Barn Supervisor, had the honor of performing the actual collection for the one-millionth unit while Jayme Berger, Accelerated Genetics Herdsman, handled Potter.

"With all bulls, semen collection can be challenging—you have to be patient, show the bulls you care, but always be very cautious," Holen says. "Working with Potter is unique and knowing how good his genetics are and what he expresses through his daughters also makes him special to us."

Few "genetic giants" rise to the top of the sire lists and stay there. However, Potter has earned a spot and is one of the favorites among dairy producers worldwide. Whether a commercial or seed stock marketing dairy operation, Potter's ability to transmit desired traits dairy producers value has driven his semen sales in numerous countries around the world and here in the United States.

Potter Sons: The Next Generation of Management Trait Leaders

014HO03597 Potter proves that he can produce elite sons in addition to his trouble-free daughters. Like their popular sire, Potter sons are in the breed's top 30 percent for Productive Life (PL) with low Somatic Cell Score (SCS) and Service Sire Calving Ease (SSCE).

014HO05260 HOLLYWOOD

Potter x EX-90 Durham x VG-88 Duster

- Trouble-free cows: +4.3 PL, 2.66 SCS, +1.1 DPR
- Moderate size with pleasing type: +1.72 PTAT, +2.05 UDC, +1.46 FLC
- Great Protein +.04% PTAP
- Dam has a top record of 46,957 lbs milk and more than 1,982 kg fat. Second dam made over 176,208 kg milk lifetime.

014HO05156 MAST

Potter x VG-86 BW Marshall x EX-92 4E DOM Luke

- Terrific type: +2.04 PTAT, +1.82 UDC, and +1.62 FLC
- Fitness trait specialist: +3.4 PL, +2.86 SCS, and +0.9 DPR
- Hails from nine generations of VG or EX cows with records over 31,937 kg milk from his four nearest dams
- SSCE & DCE

014HO05271 MIKE

Potter x VG-87 BW Marshall x VG-87 Rudolph

- Components specialist: 0.15% Fat, 0.01% Protein
- Fantastic fitness: +3.4 PL, +1.1 DPR, +2.86 SCS
- Backed by five generations of VG cows

014HO05223 PRECISION

Potter x EX-91BW Marshall x VG-86 Mattie

- Daughters are a perfect fit for free stalls with moderate body size and +2.41 FLC
- High milk production at +1392 PTAM with dam's top record over 37,444 kg
- Backed by nine generations of VG or EX

POTTER SATISFACTION

around the world

Through Accelerated Genetics' Latin American distributors and international distribution arm – World Wide Sires, LTD. – close to 500,000 units of Potter semen has been sold outside of the United States. The countries with the top use of Potter semen are Italy, South Africa, Hungary, Japan, Saudi Arabia, Mexico, Brazil and Argentina. Potter has made a huge impact on dairy herds around the world. Hear what a few satisfied Potter customers have to say.

“I love my Potter daughters! They’re average-sized cows with great udders; I don’t think his current udder score does him justice. We’ve got one Excellent daughter, and many Very Good daughters across the board. We’ve used several hundred units of Potter, and the daughters tend to have little—if any—reproductive issues. They typically breed back fairly easily.”

*Jim Burros - Vista Livestock
1500 Holsteins - California, United States*

“We have about 100 daughters out of Potter—60 are producing and 40 are heifers. I have used Potter to improve longevity and health traits. The average classification score is 81.06 and in nearly every case, the daughter is better than the dam. I’m also satisfied with the high milk production. The average calculated on 63 lactations is 25,810 pounds of milk. We continue to use Potter because I have seen they have a good pregnancy rate.”

*Taveggia Alessandro – Az.Agr. Taveggia Pietro e Figli
700 cows – Carpiano (MI), Italy*

“My Potter daughters are good, functional commercial cows. They have plenty of strength and have solid udders. The thing I like most about them is that they breed back very easily—most of them on the first try. None of my Potter daughters have any problems as far as mastitis goes. I have three Potter daughters that are going on their fourth lactations, and two on their second. Two of them scored 87 points, and I have two that are 84 and 83.”

*Tracy Snyder - Carl-A Farms
Pennsylvania, United States*

“This morning I had a Potter daughter in heat, but at 70 days in milk she’s giving 168 pounds. I’m in no hurry to breed her, especially when most of the daughters breed back on the first service. They’re a little smaller-framed, but they’ve got beautiful udders, and they’re milking extremely well. They’re at 100 percent relative value or over in our herd.”

*Amanda Dye - Dyecrest Dairy
1400 Holsteins - Colorado, United States*





"I have 144 Potter daughters and am currently milking 113. Half of these daughters are now in their second lactation. I look forward to seeing these animals perform in their third lactations. Potter daughters are good-looking cows and most of all trouble-free. Currently on my farm the biggest challenge with our herd is mastitis and lame cows. Potter is a winner in my herd. His daughters are very trouble-free and are also very fertile falling into calf very easily. All in all his daughters are top animals, having no complaints with them as they pour milk, walk back and forth from the pasture twice a day and have no mastitis."

Hayden Stokes – Burnview
1000 cows - Creighton, KwaZulu-Natal, South Africa



"Daughters out of Potter are really uniform. They've got quality udders, decent size, strong feet and legs and good rib. They're average and above as far as production goes in our herd. We have 30 to 40 heifers out of Potter. We're not using him anymore since we used him so heavily at one time, but we recommend him highly."

Rex Chamberlain
600 Holsteins - Washington, United States



"We, NOSAWA & CO., LTD., have imported over 25,000 doses of Potter semen into Japan and have seen 3,043 offspring registered in the Holstein Association of Japan as of March 2010. Many large commercial farms do not register their cattle, yet they have used his semen; many have milking daughters today. Our producers are very satisfied with Potter, especially for his calving ease. The Potter daughters are consistent, moderate sized, have very good udders, are calm and get bred back quickly."

Kota Yamagishi - Livestock Division
NOSAWA & CO., LTD. - Japan



"We have 104 Potter daughters listed in our herd. Two are in their third lactation, 12 are in their second lactation, 69 are in their first lactation and 21 are mated heifers ready to calve in mid-2010. Consequently one could say that we are heavily dependent on him for our future as they are our up-and-coming cows as well as our present cornerstone of young cows. They are producing well with peaks that are very respectable, and they are the mainstay contributors to filling our young herd's milk tank. Their type is consistent, and we have actually taken some to shows."

Kirsty Turner – Hlogoma Farms
Underberg, KwaZulu-Natal, South Africa

PHOTOS Left Page: Vista-LC Potter 2905 EX-90 EX-MS and Vista-LC Potter 2845, Robinson photo. Right Page (top-bottom): Weigland Potter Danica, Herges photo. Vista-LC Potter 2905 EX-90 EX-MS, Robinson photo. Sildahl Potter Flash Flood VG-86, Robinson photo. Hakker Paulo Potter Anie VG-86 VG-MS, Robinson photo.

STILL MANUALLY TRACKING COWS IN SYNCH PROGRAMS?



By: Dr. Alex Souza, Ph.D., Reproductive Specialist

If you still manage your herd's dairy records by hand, be aware that computers can make your job easier. Dairy software programs used in herds can save you time by generating different daily activity lists and reports easily and quickly. These reports can be used for many management tasks, including bST treatments, GnRH and PGF shots for Ovsynch cows, pregnancy checklists or hoof trimmings.

Dairy producers must consider the transition to computer software programs as a great investment rather than a painful upgrade. Unfortunately, many producers (even in some large herds) are still spending long hours manually tracking cows and treatments in their herds on a piece of paper. Many times the handwritten notes are hard to read, particularly after a rainy day or after an undesirable coffee spill. That is why farmers must consider using computer programs for record keeping. In contrast, many progressive dairies in the U.S. and around the world now use a computer-based system to record all events and track cows undergoing synchronization programs and many other activities on the dairy. Transitioning to a computer-based record system is not always easy. It

takes some time to learn new processes, including data security, frequent data backup, producing correct reports, feeding data into computer, and most importantly, correctly interpreting all of the summaries and graphs produced by the different computer packages. However, once a program is up and running, it will produce accurate reports with space to write comments when necessary.

When selecting a herd management software program, remember: the best computer package is the one you know how to use! Choose one that is easy to understand and will supply you with the records and summaries that you routinely use in your dairy. It's important that you know how to retrieve any piece of information that will be useful for you and your consultant to make decisions about your management.

Here are some questions to consider when selecting a software package to manage your synchronization program:

Is your software program helping you track reproductive program shots accurately?

It's important to use a program that

fits the specific needs for your dairy. Also, make sure that you are able to use the software correctly and to tailor the program's features to work with your management strategies. If the program doesn't help you in your daily management routine, then it is not being used effectively.

With a properly set-up software program, you can save time and effort by eliminating unnecessary steps. Your software program, when running correctly, can help you ensure that the correct cows appear on the right lists, order your lists by pen and cow number and give you extra space to write any notes in the report.

Are you able to check key reproductive parameters easily with your farm software?

If a dairy is manually tracking its reproduction program, it has to rely heavily on pregnancy check results. However, a good software program can supply a dairy operation with much more information throughout the month.

If you have a reproductive problem in your herd and you only rely on the results from pregnancy checks as your main information, you don't know if the problem stems from a low heat detection rate or low conception rate.

With computerized records, you can track actual conception results and current service rates to better define problems and set up specific action plans with your consultants – all with the click of a few buttons!

As a side note, make sure you are able to break conception rate results apart and look at conception rate by lactation number, technician, breeding codes or triggers, pen number, times bred, milk production level or any other criteria you choose. This way, you will be able to pinpoint fertility issues more precisely.

Can you easily share a backup data file with your consultant?

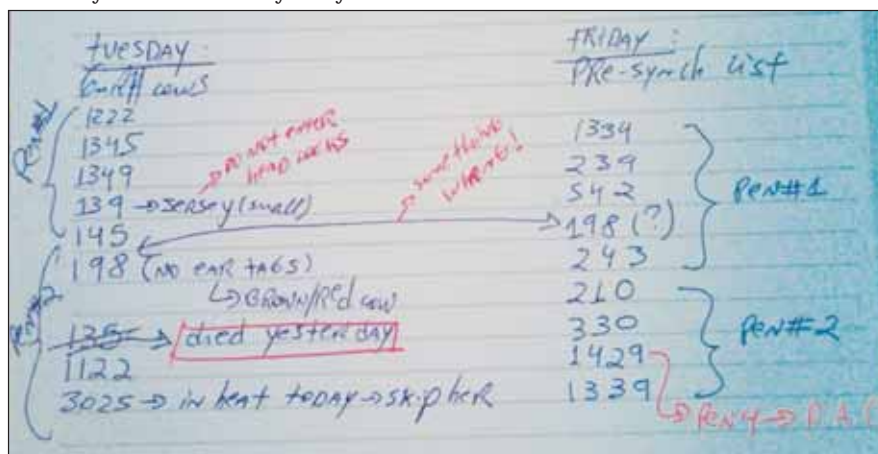


Figure 1. An example of a confusing, hand-written list of cows to receive Pre-Synch/Ovsynch shots. A herd management computer program would sort out cows that don't need to be on this list and order cows by pen and ID number.

PEN	ID	LACT	TBRD	DSLH	ID
9	3415	2	1	75	3415
11	5456	3	2	68	5456
11	5515	3	3	68	5515
18	3402	2	2	75	3402
18	3414	2	1	75	3414
18	5044	6	4	54	5044

Figure 2. Example of a clear report of cows to be examined, ordered by pen and ID number. Notice that the ID number is repeated at beginning and at the end of each line to avoid mistakes when writing comments for a particular cow.

This is a major issue. Many herds want their consultants to closely monitor their reproductive and herd health parameters. Consultants can easily obtain this information by getting a backup of each dairy's computer records.

Also, some software programs have great options for built-in, predefined reports and benchmarks as well as great support on their website, which can be used to compare your dairy to other dairies of a

similar size and region.

Do you have quick access to reliable customer support?

This is a very important detail when selecting a computer program. Surprisingly, many dairies have incorrect settings within their management programs, causing numerous, time-wasting problems. Having reliable customer support to correct these issues will make your daily activities

much easier. Make sure you have good support.

Are you stuck with a synchronization program because you can't change your computer's settings?

I hope not. Computer programs should allow you to change to another synchronization program whenever you desire. If you need help changing the settings, rely on your customer support resources.

One of the biggest frustrations for any consultant in the dairy business is not been able to pull accurate reproductive data to support logical decision making. A properly managed computerized record system can help everyone involved with the dairy.

One of the best ways to save money in this harsh economic environment is to find ways to be more efficient, like integrating a computer package that allows good data keeping and accurate reports, followed by frequent analysis of key parameters by the managerial team. By following these recommendations, dairy producers can more effectively manage their reproductive programs on their operation.

INVESTING IN YOUR FORAGES

AccelEnsilé forage inoculants produce the right types and amounts of organic acids, which act as an aid in the fermentation process of stabilization.

Benefits:

- Less dry matter loss and heat damage
- Longer bunk life
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This year, 13 Accelerated Genetics employees will be honored by the National Association of Animal Breeders at their National convention in Milwaukee, Wis., on September 15-16, 2010.

100,000 COW CLUB AWARDS

- Dave Holzinger - Lancaster, Wis.
- Paul Holman - Montfort, Wis.
- Ken Montsma - Brandon, Wis.
- Mark Rude - Ridgeland, Wis.
- Jason Goke - Belleville, Wis.
- Rick Welke - Stanley, Wis.
- Pat Lindgren - Colfax, Wis.
- Jim Galstad - Westby, Wis.
- Rick Seebecker - Prairie du Sac, Wis.

500,000 DIRECT UNIT SALES AWARDS

- Ben Cotta - San Luis Obispo, Calif.
- Scott Brim - Roswell, N.M.

1,000,000 DIRECT UNIT SALES AWARDS

- Allan Pereira - Bakersfield, Calif.

MANAGING PATHOGEN EXPOSURE FOR SUCCESSFUL CALF RAISING

By: David Carlson, Ph.D., Technical Services Manager – Milk Products, LLC.

With recent changes to how neomycin and oxytetracycline can be used in calf milk replacers, it is an opportune time to evaluate what can be done to further decrease the incidence of calf health problems on dairies and custom calf operations.

The incidence of disease on a calf operation is a complex issue, but can be simplified by thinking of it as a *balance between the calf's immunity and the degree of pathogen exposure*. Ideally, we want to maximize calf immunity through good colostrum management and effective dry cow and calthood vaccination programs. The other side of the equation involves reducing the exposure of the calf to pathogenic organisms that can cause scours or respiratory disease.

Sources of Pathogen Transfer

Pathogenic microbes that can cause scours are abundant on dairies and are transmitted to the calf predominantly through fecal contamination and

subsequent oral ingestion of the microbe (fecal-oral transmission). The overall goal is to minimize the opportunities for the calf to come in contact with these organisms through management of the following:

Calving Pen: The calving pen must be clean, dry, and well-bedded to minimize changes for pathogen transfer. In addition, calves should be removed from the calving pen as soon as possible after birth to limit exposure to pathogens that are present and to prevent nursing of the dam. Don't forget to clean the temporary holding pens or hutches and calf warming boxes regularly.

Colostrum: Recent research has identified that colostrum can have high bacteria counts due to inadequate udder preparation, poor sanitation of milking units, hoses and collection buckets, or improper colostrum storage, which can then interfere with colostrum antibody absorption. Colostrum cleanliness, quality, quantity and quickness of feeding are all critical for achieving passive transfer of immunity. Colostrum replacement and supplement products are excellent tools that are available to the producer if clean, high quality colostrum is not available.

Transports: The equipment used to transport the calf to its hutch or pen, such as sleds, carts, or trailers should be cleaned regularly to avoid build-up of pathogens over time.

Housing: The pen or hutch that the calf is placed into after removal from the calving pen is one of the most critical areas to clean. Fecal material and soiled bedding from the previous calf are key sources of pathogens for the new occupant. Pens and hutches should be cleaned (e.g., power-washed), disinfected and supplied with clean bedding. Many calf raisers will subject hutches of pens to direct sunlight for a few days after cleaning and will move hutches to

previously unoccupied ground to attempt to break the cycle of soil-borne pathogen build-up.

Feeding Equipment: Milk and milk replacer solutions can be good growth media for pathogenic microbes. Therefore, feeding equipment such as bottles, nipples, buckets, tanks, whisks, etc. should be cleaned and sanitized after every feeding. This equipment should be allowed to dry completely between feedings to reduce microbial growth in residual moisture from the cleaning process.

Other Animals: Although older calves, heifers and adult animals may be healthy, they can be shedding pathogenic organisms in feces or saliva. It is always best to keep preweaned and newly weaned calves away from older animals, fill hutches or pens from youngest to oldest and situate the hutches or pens away from cow barns and upwind from sources of fecal contamination.

People: Fecal material can easily be transferred from pen-to-pen and calf-to-calf on hands, gloves, clothing and footwear. Working from youngest to oldest (i.e., when feeding or treating) is recommended and take precautions to decrease pathogen transfer through the use of disposable rubber gloves.



START CALVES OUT RIGHT

The *First Day* and *First Life* line of calf health products help ensure a wholesome start to any management program.



First Day Formula® is a dual feature product that can serve as either a colostrum supplement or replacement. The new formula features higher levels of bovine

globulin protein per package, made from high quality first and second lactation animals from selected Grade A dairies. The *First Day Formula* is also guaranteed free of organisms that can cause major colostrum-transmissible diseases, including Johnes's.

SAFETY FIRST AROUND TRACTORS

Agriculture ranks among the most hazardous industries.

Farmers are at high risk for fatal and nonfatal injuries, work-related lung diseases noise-induced hearing loss, skin diseases, and certain cancers associated with chemical use and prolonged sun exposure. Farming is one of the few industries in which the families, who often share the work and live on the premises, are also at risk for injuries, illness, and death.

Farms are fun places — with all that fresh air, sunshine, and room to run around. However, they are also places where real work gets done. Some of that work involves equipment that can be dangerous if people don't know how to be safe around them.

Kids who live on farms need to know proper farm safety measures. According to the National Safety Council, farming is one of America's most hazardous jobs. Kids ages 10 to 14 are at high risk for injury, often because they take on a job or task that they are not ready to handle.

Parents and farm supervisors need to inform children of the dangers on the

farm and to not go out on play or work on the farm by themselves. There should be safe zones set up for children if they live on the farm, so they have an area that is free of tractor traffic or large machinery. Children who are helping out on the farm should not try to use equipment or tackle big projects if they haven't been properly trained.

Take a look around any farm. How many different pieces of equipment can be seen? How many are bigger than children or adults?

Pickup trucks, tractors, threshers, lawn mowers and all-terrain vehicles (ATVs) are powerful machines. These machines and all other types of farm equipment are not safe for kids to ride on (even with an adult present), play on, or even be around no matter whether they are in use or not. It's very easy to be thrown from a tractor, thresher or riding mower.

Here are more tips to remember while working around equipment no matter if you're a child or an adult:

- Never ride in the back of a pickup truck or on the fender of a tractor.
- Never get on a tractor as an extra rider.
- Stay out of the path of moving equipment.
- Don't use electric power tools without adult supervision, and always use protective equipment like gloves and goggles.



Join Us For 'Crowning Achievements, Golden Opportunities' At The 2010 World Dairy Expo



The dairy industry's spotlight will be focused on Madison, Wis. when the 44th edition of World Dairy Expo, "Crowning Achievements, Golden Opportunities," takes place September 28 through October 2, 2010.

Accelerated Genetics will be greeting many customers from around the country and the globe during World Dairy Expo.

Visit with Accelerated Genetics personnel about the deep sire line-up, solution-based animal health products, leading genomic research and herd reproductive consulting offered by the cooperative.

Accelerated Genetics will have two booth locations: one in the Coliseum at 191-193 on the lower level and the other in the Exhibition Hall at 3601-3603 and 3701-3703.

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