

# GeneticTrends®

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- Together We Can Accomplish Great Things
- August Dairy Proof Highlights
- Sire Feature: MARION
- Developing Your Herd On Demand With GEMpc
- Investing In The Future – Internships Offered

**Accelerated Genetics®**



# FEATURES AND NEWS

- Page 3:** Together We Can Accomplish Great Things  
Upcoming Events
- Page 4:** Harvesting From The PACE Program With Multiple Crops
- Page 5:** Man-O-Man Has Proven To Be The MAN  
USDA Releases Brown Swiss Genomic Evaluations
- Page 6:** 100% Timed A.I. In Dairy Herds: Is It Really Feasible?
- Page 7:** Harvesting Corn Silage
- Page 8:** Summer Internships: Accelerated Genetics Invests  
In The Future
- Page 9:** Hearing Protection For Farmers
- Page 10:** MARION: Promises Made, Promises Delivered
- Page 11:** Great Friendships Lead Welke To 100,000 Cow Club  
Sign Up For The ReproConnections Insider Newsletter
- Page 12:** Developing Your Herd On-Demand With GEMpc
- Page 14:** Top-Notch Qualities Guide Rude To 100,000 Cow Club  
The 2009 World Dairy Expo Will Be 'Legendary'
- Page 15:** Managing in Difficult Times: Profitable Practices

## ON THE COVER

*Accelerated Genetics stands ready to serve you – our customers. The dedicated and experienced staff from all positions within Accelerated Genetics goes above and beyond the status quo to provide unmatched genetics, products, research and service for customers world-wide. The culture at Accelerated Genetics is filled with passion for the dairy industry and we will manage with producers through these challenging economic times.*

*Cover photos from Tiffany Brubaker Photography.*

## Accelerated Genetics®



### Administrative Headquarters

E10890 Penny Lane • Baraboo, WI 53913

Phone: 1.800.451.9275 • 608.356.8357

Fax: 608.356.4387

Email: [info@accelgen.com](mailto:info@accelgen.com) • Website: [www.accelgen.com](http://www.accelgen.com)

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# TOGETHER WE CAN ACCOMPLISH GREAT THINGS



BY: JOEL GROSCKREUTZ, PRESIDENT & CEO

Accelerated Genetics fully understands today's industry economy problems and is here for YOU – our customers. Our team of dedicated and experienced personnel has accepted the challenge to help you through these most difficult financial times.

As you struggle with making efficiency decisions with your farm business, we are struggling as well looking for efficiencies within your cooperative while continuing to offer the highest-quality genetics, products and services in the industry. In this unprecedented economic climate, it's more important than ever that we have a clear strategy in place as we move forward to address the challenges facing the cattle industry.

As your cooperative, Accelerated Genetics is here for YOU. Together we will get you through this economic crisis because together we can accomplish great things.

## YOUR CHOICE FOR A GENETIC SOURCE

After the recent August Dairy Sire Summary, Accelerated Genetics continues to offer an outstanding line up of sires with numerous breed leaders. A few highlights include 014HO04929 Man-O-Man adding enough daughters so that he can appear on the Holstein Top 100 TPI® list and he debuts on it at #2. In the Jersey breed 014JE00473 Louie continues to make improvements in all traits and now stands #1 on the Jersey Top 100 JPI list.

There are also a wide variety of sires specializing in type improvement, calving ease and health traits – something for any type of breeding goal. In addition, we continue to offer our top genetics in all breeds in ACC-SS™ sexed semen.

## YOU ARE NOT ALONE

While renewing international relationships over the past few months, it has become clear that the economic struggle is not just a problem for U.S. dairy producer's – it's the same struggle for dairy producers everywhere. But like here in the U.S., the customers I visited with around the globe were excited that our cooperative is really targeting relevant topics and services that can provide valuable resources to them and ultimately assist in their farm's management and economic success.

## STRETCH YOUR 'SOCIAL LEGS'

In these turbulent times, it is easy to get discouraged and internalize all of the worries; instead you must look for all of the possibilities. Opportunities abound for people in agriculture; sometimes you just need help realizing them. Over these past few months, producers have been telling me that they do feel better after a day or two off the farm, stretching their 'social legs' at agricultural meetings or events.

Fortunately, there are many opportunities to network socially with producers and industry professionals. I would first encourage producers within our cooperative membership area to participate in YOUR cooperative. One great program to become involved with is the Young Producer Program. The goals of this program are to educate producers, build agricultural leaders and provide networking opportunities. Join us at the next event the YP Summit – Innovate, Integrate, Motive, which is scheduled for December 5-6, 2009 at the Holiday Inn and Conference Center in Tomah, Wis.

Beyond our cooperative activities, there are numerous agricultural industry groups, breed organizations and other cooperatives that you can become involved with that offer the one thing that is most important when you

feel the world closing in on you – friends in the industry. Another great social activity that puts you around industry friends, are agricultural trade shows. A few are listed below that Accelerated Genetics will be at in the coming months, with the biggest being World Dairy Expo in Madison, Wis. on September 29 – October 3, 2009. Stop in and see us!

## VALUE-ADDED SERVICES FOR YOU

Another advantage of working with Accelerated Genetics is that we offer a wide array of value-added services. Whether you need an A.I. refresher course, help identifying the best timed A.I. protocol or need assistance in analyzing your herd's reproductive efficiency, Accelerated Genetics has a variety of resources available to you through the ReproConnections program.

In addition to reproductive assistance, Accelerated Genetics offers genetic services with sire selection assistance and corrective mating through the GEMpc program. With the help of a Herd Analyst, GEMpc allows you to create a personalized sire selection index that picks the ideal bulls for each of your particular breeding programs.

## YOUR FARM BUSINESS PARTNER

The dedicated, knowledgeable, experienced staff at Accelerated Genetics all strive to produce a quality semen product, assist with your on-farm needs and ultimately help you to be the most successful in your farm business. We appreciate you, our loyal customers, and promise to be responsive to your expectations and future needs.

Accelerated Genetics strives to be your first choice as a genetic source. At Accelerated Genetics, we have a passion for the industry and will manage with you through challenging times. Together We CAN Accomplish Great Things!

## UPCOMING EVENTS

### National Red Angus Convention

September 16-19, 2009  
Mahnomen, Minn.

### Central New York Farm Show

September 16-17, 2009  
Mohawk, N.Y.

### Collegiate Dairy Judging Contest

September 20, 2009  
Viroqua, Wis.

### Ohio Farm Science Review

September 22-24, 2009  
London, Ohio

### World Dairy Expo

September 29-October 3, 2009  
Madison, Wis.

### Ozark Fall Farm Fest

October 2-4, 2009  
Springfield, Mo.

### NILE

October 13-17, 2009  
Billings, Mont.

### Sunbelt Ag Expo

October 20-22, 2009  
Moultrie, Ga.

### NAILE

November 7-20, 2009  
Louisville, Ky.

# HARVESTING FROM THE PACE PROGRAM WITH MULTIPLE CROPS



BY: GREGG TOPP, DAIRY SIRE ANALYST

With the success of the PACE young sire program recently, Accelerated Genetics has branded themselves as a high yielding commodity. The August 2009 Genetic Evaluations have confirmed that the crop is just getting better.

## VETERANS

Long time favorites such as 014HO03597 **Potter** continue to rank high with Productive Life at +5.7 and Daughter Pregnancy Rating at +1.8 and calving ease at 6%. He is a staple in most breeding programs as well as 014HO03831 **Marion** who has become a true favorite with high production and solid type. Other second crop sires such as 014HO04110 **Scoop** and 014HO03722 **Doug** have a big fan base with dairy producers milking daughters that exemplify that the PACE program is a long term investment that works.

## SPRING PLANTINGS

April 2009 brought Accelerated Genetics one of its greatest groups of PACE graduates ever with the five outstanding O Man sons and they still stand tall in the field as 014HO04929 **Man-O-Man** is now #2 on the Top 100 TPI® list with +2172G. He is tremendous at improving components without sacrificing milk while still adding style and type, with high Net Merit +\$700.

014HO04924 **Kramer** continues to rank high at +2003 PTAM and +2016G TPI being amongst the Top 15 TPI bulls of the breed. He is also one of the best at

improving foot angle, mates well with cows needing dairyness and is a great option for your heifer breeding program.

014HO04876 **Paxton** continues to be a breed leader in health traits at +5.3 Productive Life and +3.6 Daughter Pregnancy Rate and delivers long-lived profitable cows. 014HO04916 **Jake** is a very balanced O Man son with a 'no holes' linear profile that fits into every herd's genetic program from a deep cow family. Not to be left out, 014HO04956 **Dotson** is a high milk O Man son with high type and 6% calving ease who makes profitable, long-lived cows.

## THE RED REVOLUTION

Entering the Red lineup, 014HO05095 **Alando-Red**, is a serious player at +1654G TPI. He is loaded with Productive Life (+4.8) and produces tremendous udders (+2.60 UDC). His daughters are medium-sized, that are built correctly with the udders that made his sire, Talent\*RC, famous. Matings to daughters of Advent and Addiction make a logical and complimentary blend for a great next generation.

Lighting the lamp as the new elite type Red carrier is 014HO05075 **Hvezda\*RC**. He is a September Storm\*RC from a Durham from a Jolt. Hvezda\*RC graduates at +3.76 PTAT, +3.14 UDC

and +2.76 FLC. His daughters are extremely tall, long and deep bodied with a lot of style. Their udders are fancy and well-attached. Hvezda\*RC gives producers the chance to make a fancy red one.

014HO05025 **Chuck\*RC** adds an option bringing Duster bloodlines into the red equation. He is +3.0 Productive Life, +2.36 PTAT and +2.87 Udder Composite. His daughters are dairy with snug udders and high butterfat test. 014HO05085 **Curk\*RC** is a Talent\*RC son from an Excellent-92 Durham with multiple, high production records and his grandam is Excellent with six superb records. He brings high milk at +1542 PTAM and high protein at +38 PTAP as well as low calving ease at 7%. These new additions make the Accelerated Genetics Red lineup a strong and powerful force.

## THE NEW GENERATION

014HO05073 **Merit** is the highest new release at +\$483 Net Merit and is an O Man son who specializes in calving ease at 6%. He also improves rear udders and does this without sacrificing milk (+1296 PTAM). Continuing the long line of superior O Man sons at Accelerated Genetics is 014HO05006 **Cedric**. He adds tremendous calving ease at 6% and



At left: 014HO05075 Hvezda\*RC Daughter: Trinkle Farms Hvezda 2337 GP-84 • Trinkle Farms, Bushkirk, N.Y.

Above: 014HO05095 Alando-Red Daughter: Bert-Mar Alando 569-Red • Allan Lundberg, Osseo, Wis.

tremendous productive life at +3.1 and low somatic cell score at +2.74. His daughters are tall and strong with superior udders.

If you like high milk and type 014HO04966 **Thaw** will catch your attention. He is a Titanic son at +2080 PTAM that makes them fancy. His daughters are tall, long and stylish with fancy udders. Another Titanic son that adds type and style is 014HO05060 **Rambo**. He is a descendant of the Raven cow family and sires tall, dairy and wide cows that have great components. They also are extremely high and wide in the rear udder with plenty of width at both ends.

014HO05134 **Dory** is a production specialist who also adds high type. The combination of Bellwood Marshall and Rubens is a natural mating to sire great udders and Dory does not disappoint. 014HO05058 **Arick** is Titanic son from a Bellwood Marshall who brings the fancy udders you would expect from that mating and excels in calving ease at 7%. This group of new graduates adds depth to the Accelerated Genetics lineup as well as many new calving ease and type specialists.

### THE PROTEIN PROVIDERS

The Accelerated Genetics Jersey lineup continues its high level of success. Recent PACE graduate 014JE00473 **Louie** is the new #1 JPI sire (+288G) and #1 Net Merit sire (+582) of the breed. Significant increase in production helped move Louie to this level.

### USDA RELEASES BROWN SWISS GENOMIC EVALUATIONS

Official genomic evaluations were computed for 906 Brown Swiss animals. Reliability was improved over initial tests by genotyping additional bulls not previously available in the Cooperative Dairy DNA Repository and by trading genotypes for 115 bulls with the Swiss Brown Cattle Breeders' Federation in Switzerland in a trade arranged by Dan Gilbert and Jürg Moll. For young animals, genomic reliabilities average about 12% above parent average reliability, as compared to 20% for Jerseys and 30% for Holsteins. The U.S. Brown Swiss Association will distribute evaluations for both males and females. They offer testing of females and young bulls because testing of bulls is not restricted to NAAB members in this breed.

014JE00472 **Alexander** also lands in the Top 15 for JPI (+229G) after a nice increase for type. In addition, new PACE graduate 014JE00478 **General** joins the active lineup. He is Accelerated Genetics first 014JE00365 Rebel son to return to active service and brings lots of production to the active lineup. General is over +100 combined fat and protein pounds and has a high rating of +3.4 Productive Life. His daughters are dairy framed cows with outstanding rear udders and strong center support.

In the Brown Swiss breed, 014BS00320 **Dally** graduated to active status. He is a Pronto son from an Excellent Emerald daughter. Dally combines positive components and great type. His daughters

possess great udders and very correct feet and legs as he is over +1.00 for both. Dally has a very reliable proof with over 100 daughters evaluated for production.

014GU00305 **Flash** joins the active ranks among the Guernsey bulls. He is a Tiller son from a Very Good Lorry daughter. Flash brings high type (+1.80 PTAT) and positive components to the lineup.

### BOUNTIFUL HARVEST

With this bountiful harvest of PACE graduates and the strong group of sires already in the barn, Accelerated Genetics is prepared for the future in a way that can only warrant a bumper crop for your herd's future.

## MAN-O-MAN HAS PROVEN TO BE THE MAN

BY: GREGG TOPP, DAIRY SIRE ANALYST



014HO04929 *Man-O-Man* Daughter:  
Enges Meadowood *Man-O-Man* 1060 • Enges Meadowood, Inc., Lodi, Wis.

014HO04929 LONG-LANGS OMAN OMAN, or **Man-O-Man**, as he is called was released in April with huge expectations and he has answered the call with his August evaluation.

He is in the large class of the of O Man sons recently released, but **Man-O-Man** carries the most impressive proof with +1739 PTAM, +.09% F with +87 PTAF, +.12% P with +85 PTAP, +\$700 NMS, +2.1 PL, +2.94 SCS, +0.6 DPR, 5% calving ease AND he is the #2 bull on the Top 100 TPI list with +2172G TPI!

His daughters are tall, long and dairy with level rumps with snugly attached udders. **Man-O-Man** is best mated with daughters of Boliver, Champion, Toystory, Ramos, Zenith, Durham and Goldwyn.

His cow family is known worldwide and his dam is now classified Very Good-89 at 7 years of age. For a clear cut option for your flush program and your heifer breeding program as well as your general breeding program, **Man-O-Man** is the MAN for the job.

# 100% TIMED A.I. IN DAIRY HERDS: IS IT REALLY FEASIBLE?



BY: DR. ALEX SOUZA, PH. D., REPRODUCTIVE SPECIALIST

We all know that modern high producing cows do not express estrus as they used to a couple of decades ago. This has led to poor heat detection efficiency and many times to inadequate heat detection accuracy. On top of that, in order to achieve maximal reproduction results, producers need to increase the efficiency of the working hours of their employees. It is always challenging to have a person using much of their working hours only detecting heats. Therefore, several producers are currently asking the following question to their consultants: 'Is it possible to use 100% timed A.I. on my dairy?'

It is possible – but not every herd is able to do so. Thus, because of this common inquiry from the producers, we are going to highlight some important factors required to turn your herd into 100% timed A.I.

### HORMONE TREATMENT COMPLIANCE:

We can define compliance as the percentage of cows receiving the right amount of hormones, at the right time, and given to the correct cows. Ideally, it should be nearly 100%, but in the real world this is seldom accomplished. For instance, it is common to find poor compliance rates as low as 70%. Therefore, achieving great compliance rates are probably one of the main limiting factors when working with any sort of timed A.I. programs. Obviously, this is even

more important if 100% of your cows are going through timed AI protocols.

### DATA RECORDING:

Another important point is related with data recording. The use of good computer software for accurate data keeping, and to generate reports that are precise and easy to read is mandatory.

### TYPE OF PREGNANCY CHECK EXAM:

In general, it is easier to build a reproductive calendar using 100% timed A.I. when pregnancy checks are done with ultrasound (or any device that accurately detects pregnancy no later than 28 days after A.I.). This is because we must rely on accurate early pregnancy examination to re-enroll cows soon enough after a previous breeding back into resynch protocols. Thus, the type of pregnancy diagnosis will determine how soon we will be able to re-enroll open cows again to resynch treatments.

It is important to clarify that great reproductive efficiency can be achieved with the use of regular palpation instead of ultrasound – we have seen several examples of that in the field. But, in general, reproductive calendars relying on rectal palpation as pregnancy examination must be associated with some degree of heat detection, making it more difficult to be implemented in association with 100% timed A.I.

### FREQUENT PREGNANCY CHECKS:

One important requirement for using 100% timed A.I. is the high frequency of pregnancy

checks. They must be performed at least once a week. And eventually even more often in very large herds (> 3,000 cows in milk). This is critical to keep interval between breedings less than 40 days. Basically, if frequency of pregnancy checks is less than once a week the average interval between synch and resynch will be high (more than 40 days), which will lead to poor service rate results – turning then 100% timed A.I. probably into a bad option.

Actually, if your pregnancy diagnosis is not nearly as frequent, you are better off relying more aggressively on heat detection strategies such as tail chalking rather than timed A.I. The correlation between average interval of breedings and service rate is shown below:

**TABLE 1. CORRELATION BETWEEN AVERAGE INTERVAL BETWEEN BREEDINGS AND CORRESPONDING HEAT DETECTION EFFICIENCY.**

AVERAGE INTERVAL BETWEEN BREEDINGS	CORRESPONDING HEAT DETECTION EFFICIENCY
52 DAYS	40%
42 DAYS	50%
35 DAYS	60%

### SIZE OF THE HERD MATTERS

**Smaller herds (<200 cows in milk):** Because pregnancy checks must be performed very frequently, in general, it is harder in many situations to implement 100% timed A.I. in herds with less than 200 cows in milk.



Pregnancy examination with an ultrasound. A good tool when conducting 100% Timed A.I.



Dairy herd in Saudi Arabia with 10,000 cows uses both visual heat detection and timed A.I.

Photos from Accelerated Genetics File.

# HARVESTING CORN SILAGE



BY: DAN SCHREINER, PRODUCT SPECIALIST

In other words, the herd must have a minimum number of cows to be checked open every week in order to justify frequent vet visits for pregnancy diagnosis. Thus, if you have less than 200 cows it is probably better to use heat detection associated with timed A.I. in cows not detected in heat.

## Super large herds (>3,000 cows in milk):

Now we get stuck with another problem when doing 100% timed A.I. – How many cows can you breed a day? Even further, how many cows can your veterinarian pregnancy check a day?

In very large herds, if you enroll cows on synch programs once a week you may sometimes end up breeding more than 200 cows on the same day! Particularly in summer months when conception rates are lower and more breedings are necessary to get cows pregnant – more cows will be on the resynch breedings. Then, for these super large herds, you have two options: 1) Enroll cows in synch programs and perform pregnancy checks more than once a week OR 2) Avoid working with 100% timed A.I., and try to associate at least 50% of the breedings using tail chalking or any other heat detection strategy.

Thus, it seem more feasible to use 100% timed A.I. in herds with 200 to 3,000 cows in milk due to previously mentioned reasons.

## COSTS OF HORMONES & LABOR:

The goal is to minimize costs per pregnant cow, but also to get cows pregnant as soon as possible after calving.

This topic is rather simple and most producers already have a very good idea about some of the limitations related to it. For instance, if the price of hormones is too high and labor costs are not overwhelming, you may need to avoid working with 100% timed A.I. programs.

In contrast, if hormones are somewhat cheap and labor is expensive, 100% timed A.I. may be a good option to be considered! Important: remember that you will need to find highly skilled individuals to accurately perform hormonal shots. Also, your consultant together with your market situation will determine how aggressive you should be in regard to timed A.I. programs.

Let us know if you need help to decide which reproductive calendar is the very best option for your herd!

For most dairies corn silage is a large percentage of the total amount of forage fed on the farm. There are many advantages of feeding corn silage, such as high yields and high starch and energy content, but it can also be one of the biggest liabilities on the farm if not managed correctly.

The decisions made over just a few days on how and when to harvest corn silage can impact the herd production and the farms bottom line for the rest of the year. Mistakes made during harvest and storage could result in dry matter loss, mold, yeast and mycotoxins in feed and increased labor to remove spoiled feed. Here are a few key points to harvesting good quality corn silage.

## CORRECT HARVEST TIME:

The simplest way to determine when corn silage can be harvested is to look at the kernels of corn. Corn should be at  $\frac{1}{4}$  to  $\frac{2}{3}$  milk line before harvesting. Keep in mind though that depending on the variety and weather, the corn plant itself will vary in moisture content. To ensure a good packing density in bunkers, corn silage should be 65% to 70% moisture and upright silos can be as dry as 60% moisture. Checking the whole plant moisture by drying it down in a microwave is probably the simplest method to determining moisture content.

## CHOP LENGTH:

There is a fine line between having long enough particle length to promote a healthy rumen and keeping it short enough to pack the silage tight enough to reduce the amount of air in the pile. It is recommended that unprocessed corn silage be cut at  $\frac{3}{8}$  to  $\frac{1}{2}$  inch while processed corn silage can be as long as  $\frac{3}{4}$  inch.

## PACKING DENSITY:

The more densely packed corn silage is the quicker and more complete the fermentation of the silage will be which will reduce spoilage and dry matter loss. The packing tractor should be as heavy as possible to achieve good packing density. If filling rate is high a second pack tractor may be needed to ensure proper packing.

Not only does a well packed bunker improve fermentation, but more feed will be able to fit into the same sized bunker.

## FILLING TIME:

The silage should be harvested, and silos filled and sealed as quickly as possible to reduce the amount of air the silage is exposed while fermenting.

## SILCO COVERS:

Bunkers, piles and silos all need to be covered to prevent dry matter and nutrient loss. Forgetting to use a cover or delaying when a cover is placed on the silage exposes the feed to oxygen, which slows down or stops the fermentation process, especially the first few feet exposed to air.

## INOCULANTS:

Correct harvesting, packing and covering are all top priorities when it comes to putting up good corn silage. Even when everything is done right there can still be mold and yeast growth which leads to dry matter loss. Using a good inoculant is a good way to ensure that lactic acid is produced during the fermentation process, which will lower pH and reduce mold and yeast growth.



*AccelEnsile forage inoculants produce the right types and amounts of organic acids, which act as an aid in the fermentation process of forages. The patented process of stabilization and packaging insures that all AccelEnsile inoculants contain live and viable bacteria specifically selected for the crop being ensiled. AccelEnsile Benefits: less dry matter loss, less heat damage, longer bunk life, improved preservation of feed value, increased dry matter intakes, improved milk production, easier unloading and feed-out, effective in all types of applicators, and available in both dry and wet applied formulas.*

# SUMMER INTERNSHIPS

## ACCELERATED GENETICS INVESTS IN THE FUTURE

BY: KRISTIN NATZKE, PUBLIC RELATIONS & ADVERTISING INTERN

As summer winds down and the leaves begin to change, students will head back to campus for the start of another school year. Few and far between, however, will be able to bring back the valuable experiences obtained over the summer, than those who held internships with Accelerated Genetics.

For years, Accelerated Genetics has been well recognized as a strong supporter of youth programs and events in the industry. As youth get older and move on to college, the strong support continues with the highly sought-after Summer Internship Program. Even as the industry faces tough times, Accelerated Genetics still realizes the importance of investing in youth and young adults, since they will be the future of our industry.

This summer, Accelerated Genetics offered four types of internships to nine college students, including:

### Public Relations and Advertising Intern:

Kristin Natzke, Fond du Lac, Wis.

### Genetic Services Interns:

Carissa McCay, Tippecanoe, Ind.  
Ben Sarbacker, Verona, Wis.

### Sales and Services Interns:

Marc Dierickx, Monticello, Wis.  
Alex Geiser, Hilbert, Wis.  
Aaron Gorst, Granton, Wis.  
Alicia Metz, Rushford, Minn.  
Brandon Thesing, Winona, Minn.

### Veterinarian Intern:

Andrew Perrine, Keokok, Iowa

These internships provide hands-on, real-world experiences that are advantageous for college and future careers.

Headquartered in Baraboo, Wis., with a fair amount of traveling on the side, the Public Relations and Advertising Internship offers variety, creativity, and a vast amount of communications skills. This intern is responsible for an assortment of projects within the subjects of public relations, written communications, print advertising, and web. The Public Relations and Advertising Intern can be seen representing

the company at various promotional events and trade shows, on farms conducting customer interviews, in the office designing a new advertising piece, and the list goes on! No doubt, this internship provides interns with experiences that can't be matched by a classroom.

Although the Genetic Services Internship is also based out of Baraboo, this internship involves an extensive amount of travel throughout the summer, with the interns traveling primarily through the states of Wisconsin, Minnesota, and Iowa, visiting customer herds. The Genetic Services Internship offers interns the unique opportunity to learn about genetics within Accelerated Genetics. Interns are responsible for scouting, selecting, fitting and photographing Accelerated Genetics' progeny, as well as assisting with the hosting of tours for international and domestic groups.

University of Wisconsin-Madison junior, Ben Sarbacker, has always enjoyed showing, fitting, and working with cattle, along with dairy genetics, which is why he chose to apply for the Genetic Services Internship. Throughout the summer, Ben did something 'new every day,' whether it be scheduling trips to farms, breaking cows to lead, representing Accelerated Genetics at a trade show, or traveling to New York to picture daughters.

Like other interns, Ben also had the opportunity to ride along with employees of Accelerated Genetics. "It was nice to ride along with different people with varying careers because I was able to understand what I'd like to do by spending a day in their shoes," Ben said. "It was cool to see different farm operations and how they work. I also loved seeing cows almost every day, and in different states."

Ben also mentioned that he enjoyed working within the dairy genetics field, meeting new people—from Accelerated Genetics employees, to customers, and being able to network with them. "Accelerated Genetics gives you responsibility and allows you to jump in and be a part of the company," he said, "Being



Brandon Thesing, Sales and Services Intern, spent his summer calling on customers – providing breeding services and selling semen and products.

that A.I. is changing with genomics, the best way to learn about the topic is to work in A.I. I was able to pick up on it faster because I had a responsible role in the company. This internship also helped my organizational and communication skills and definitely heightened my interest of dairy genetics."

Perhaps working the most directly with A.I. itself are the Sales and Service Interns. For this internship, interns provide relief



Clipping a cow and preparing her for picturing is Carissa McCay, Genetic Services Intern.



Photos by: Kristin Natzke

Public Relations and Advertising Intern Kristin Natzke assists some customers at Wisconsin Farm Technology Days.

breeding services for A.I. Technicians and gain knowledge on reproductive services such as synchronization programs. Interns also have the chance to learn a little about sales with Accelerated Genetics farm products and the marketing of these products and services.

Never having worked for an A.I. company before, Brandon Thesing, a junior at the University of Minnesota, was interested in the Sales and Service Internship because he wanted to ‘experience being part of such a great company as Accelerated Genetics.’ During his internship, Brandon had a wide array of duties, such as covering for A.I. Technicians, running retail trucks, representing Accelerated Genetics by attending county fairs, helping with daughter pictures, and riding along with and assisting sales reps and technicians.

Having grown up on a dairy farm, he was able to put things in a different perspective and see the other side of the industry, being in sales and service, and he credits his farming background to being able to work some of the longer, harder days. Brandon said, “Not only have I been treated extremely well, working with great employees of Accelerated Genetics, but I have gained people skills, public speaking skills, improved my A.I. skills, and I’ve been able to network with other professionals and industry people.” He added, “I’ve also learned things I like and what I don’t like as well, and this is helping me realize what I’d like to pursue as a career someday.”

New to Accelerated Genetics this year was the Veterinarian Internship. Andrew Perrine, who will be attending his first year at Iowa State University’s School of Veterinary Medicine this fall, worked with the Accelerated Genetics Staff Veterinarian, Dr. Dave Brown. Andrew’s responsibilities involved special projects, animal health, blood testing, semen collections, processing of semen, and record keeping.

After talking to Roger Hanson and setting up an internship opportunity at the Iowa State University Ag Career Fair, Andrew was excited to come to Accelerated Genetics and gain experience. “I really enjoyed the experience of working with bulls and handling them, since I hope to be working with animals the rest of my life,” Andrew commented. “Dr. Brown was willing to let

me do a lot of hands-on things, from pulling blood, to sedating bulls and treating them.”

For Andrew, a new journey will begin in a few weeks as he begins his four years of vet school. “Learning how to deal with cattle, specifically bulls, has benefitted me and helped me with my career goals, and I know I’ll use this experience in the future. I will be able to put into practice what I’ve done. Although I’m not sure where life will take me, I know I want to become a large mixed animal practitioner.” Andrew added, “I enjoyed my time with Accelerated Genetics. I not only got to see how the bulls were managed, but also how people manage others. Someday I may have my own office staff, and will be able to put this into practice as well.”

On top of everything, Accelerated Genetics interns receive a broad-range of experience with all Accelerated Genetics programs and services by working hands-on or riding along with employees such as A.I. Technicians, Herd Analysts, and Sales Representatives. Most importantly, interns are welcomed with open arms and treated as a part of the Accelerated Genetics team. All of the above make an internship with Accelerated Genetics an unforgettable experience!

To apply for an Accelerated Genetics internship, or for further information, please visit [www.accelgen.com/Internships.aspx](http://www.accelgen.com/Internships.aspx). The deadline to apply for all internships is November 15, 2009.

## HEARING PROTECTION FOR FARMERS

Loud noise is the most common cause of permanent hearing loss. Noise-induced hearing loss does not heal and cannot be corrected by hearing aids. No one is ever too young or old to suffer from the effects of hearing loss from noise. Protect your hearing by wearing the right personal protective equipment. Ear muffs, ear plugs and canal cups can all reduce the amount of noise exposure.

Make sure that everyone on the farm understands the effects of noise. Tell them that noise exposure can damage hearing. Space out or shorten noise-related activities. This gives your ears a rest and reduces general daily exposure. Household appliances, power tools, recreational vehicles and loud music can all damage hearing. The louder the noise the greater the chance of permanent hearing loss.

DECIBEL	EXAMPLE OF SOUND
0	Lowest sound audible to the human ear.
30	Crickets, distant frogs, whisper.
40	Kitten meowing, song birds, distant dog bark.
50	Refrigerator running, babbling trout stream, quiet empty barn.
60	Average conversation level.
70	Chicken coop, busy restaurant. At this decibel level, noise may begin to affect your hearing if you’re exposed to it over the long term.
80	Tractor idling, barn cleaner, conveyers, elevators. These noises can damage hearing if exposure to them is for more than eight hours continuously.
90	Tractor at 50% load, blower, compressor, combine. As loudness increases, the ‘safe’ exposure time decreases; damage can occur in less than eight hours.
100	Tractor at 80% load, pig squeal, power tools. Even two hours of exposure can be dangerous. With each 5 decibel increase, the ‘safe time’ is cut in half.
120	Tractor at full load, bad muffler, old chain saw. The danger is immediate.
140	Gunshot, back-fire, dynamite blast. Any length of exposure time is dangerous. At this level, the noise may actually cause pain in the ear.

# MARION

## PROMISES MADE, PROMISES DELIVERED



BY: DAVE ERF, DAIRY SIRE ANALYST

When 014HO03831 Veazland **Marion**-ET was added to the active lineup, he came as a PACE graduate that offered a tremendous amount of milk while siring strong frames along with super udders. Now with second crop daughter information (over 5,000 milking daughters across the globe), **Marion** has confirmed that initial proof and has become a true customer satisfaction sire while maintaining his elite status as a breed leader for siring high production.

The story of **Marion** begins with a herd visit that I made to Veazland Farm in the fall of 1999. The Veazie family operates Veazland Farm, located in central Maine, which consists of over 300 cows in a very commercial free stall environment. Rob Veazie takes responsibility for the breeding decisions and marketing of their elite animals. It was on this trip to Veazland that Rob showed me Formation Missa in the first lactation group. The 'M' family at Veazland has been a steady succession of very impressive cows. In fact this family had put bulls in A.I. for many generations prior to Missa.

As I viewed Missa, I was quite impressed with this young cow. She had a tremendous frame and it was very evident that she was one of the wettest two-year-olds at Veazland. The combination of frame and production instantly triggered my asking when Accelerated Genetics could get a son of this cow. Rob informed me that he had not received any contract interest yet on this cow and that we could have the first chance to get a bull.



014HO03831 Marion Daughter:

Regancrest-ALH M Devita VG-85 @ 2 years  
Regancrest Farm & Adolf Langhout, Waukon, IA

The next step was to choose a sire that we could both agree would be appropriate to use on Missa. After some discussion, we decided that Addison, the high production bull from Europe, could bring out the strengths of this cow. Rob flushed Missa to Addison and the results yielded two heifers and one bull – **Marion**. Accelerated Genetics health tested this bull and brought him to Westby in March of 2001 for housing.

**Marion** entered the PACE program and began the long journey of receiving a proof. His first proof was very encouraging and he was put on collection for potential release to active service. Upon receiving his second summary, **Marion** entered the active lineup and although he did not have enough reliability to be on the TPI® list, his rating would have placed him in the top ten. It was during the time immediately after his release to active service that the information Accelerated Genetics receives on daughter performance for type and production moved to an even higher level and there was much anticipation for the next run.

With the next proof run, **Marion** ascended to the number one position on the TPI list, a place he held for three summaries. **Marion** was an obvious source of production, strength and good udders and was used extensively as a sire of sons around the world. The strengths of **Marion's** proof made him a popular bull in herds in many countries and his sales figures put him among Accelerated Genetics' top sellers.

**Marion** has always been at or near the top of the PTA Milk list. The addition of second crop daughters very much confirmed his initial sampling for both type and production. The **Marion** daughters are tall, strong and wide, possessing tremendous width and substance of bone that many high production cows lack. They have outstanding rear udders and good quality mammary systems. The teat placement is close on the **Marion** daughters with a very strong center support.

The major areas of concern when using **Marion** had been in the areas of rear legs

rear view and his ratings for longevity and reproduction. With the addition of second crop, these areas have seen dramatic improvements. It is quite evident that the second crop **Marion** daughters are all that was promised and more.

Today, **Marion** stands at the Westby, Wis. facility and is still producing semen to create more satisfied customers. The PACE young sire program has a long and rich history of providing reliable proofs on our young bulls that stand the test of time and do not change with the addition of second crop data. **Marion** is another example of this program's success.

### SATISFIED CUSTOMERS:

"Our Marion daughter is the top producing 2-year-old in the herd, giving as much as 120 pounds a day. She is also above herdmates on type, currently VG-85, and she should gain a point or two next time around."

**BRUCE STRAUSS**

Lake Mills, Wis.

"I'm really glad that I used Marion. Our Marion daughters are really, very wet, milking 8,600, 3,300 and 1,200 pounds over herdmates, and they have enough power to do it easily."

**BOB TRAYNOR**

Spring Valley, Wis.

"I really like my Marion daughter. She is truly a tall, framy cow that really has the will to milk. Giving 100 pounds of milk a day as a two-year-old, she is producing more than any other two-year-old we've ever had. Her type is also very sound, and she is VG-86 at two years of age."

**PAUL BUHR**

Viroqua, Wis.

# GREAT FRIENDSHIPS LEAD WELKE TO 100,000 COW CLUB



BY: KRISTIN NATZKE, PUBLIC RELATIONS & ADVERTISING INTERN

Rick Welke will be the first to admit, he thinks of his producers more as friends than he does customers. Whether he is handing out candy to kids on the farm, or taking the time to talk with customers about the current endeavors in their lives, it is apparent that Rick truly cares about his customers and the friendships that they have made. It is because of these great customer relationships that led him to be inducted into the elite 100,000 Cow Club, a milestone he will be honored for at the 63<sup>rd</sup> National Association of Animal Breeders (NAAB) Convention this fall.

Rick grew up working on a Milking Shorthorn dairy farm, owned by Tom and Arleen Mathwig, in Fall Creek, Wis. When he was 18, Arnie Zimmerman, a District Manager for Accelerated Genetics, offered Rick a part time position as a relief technician on the spot. As a high school graduate at the time, Rick had planned to work and eventually take over the

Mathwig's farm, but Tom encouraged him to take the job with Accelerated Genetics for a few years to 'get out and learn from other farms' so that he could use that knowledge when he came back. After a few years of training, and relief work for five years, Rick took a full-time job, and as the saying goes, 'the rest is history.' He has been a devoted A.I. Technician for Accelerated Genetics, providing producers with excellent service and friendship, specifically in the Stanley-Boyd, Wis. area, for 20 years.

"Rick has the same goals we do," said producer Bob Kaszubowski, owner of the 100,000<sup>th</sup> cow that Rick bred on March 15, 2009. "He's family oriented, likes the area, likes what he's doing. I think that's why we get along so well. We're in the same boat."

Bob, along with his wife, Deb, and their youngest son, Marty, own and operate Kaszubowski Farms, a 55-cow dairy located in the town of Thorp, Wis. Their sons, Rob, Kyle, and Kevin, still come home regularly to help on the farm. The Kaszubowski farm has been a loyal customer to Accelerated Genetics since Bob's parents were farming in 1978, and the family has worked with Rick since he started in the area in 1989. After selling the entire milking herd in 2006, the Kaszubowskis were able to restart their herd with the heifers they kept, and have since increased their milk production by over 2,000 pounds. The herd is a closed herd, containing 100% homebred animals, which is something the family is very proud of.

Rick credits a lot of talented, top-notch, A.I. Technicians, especially the late Larry Kadolph, for helping him to decide to continue as a A.I. Technician himself. "Larry was the big factor in how I did. He



Rick Welke, Accelerated Genetics A.I. Technician, working here with his semen tank, recently earned the 100,000 Cow Club Recognition.

was very influential and someone I really looked up to and admired."

Proof that life can lead you in different directions can be seen from Rick's story. "Honestly, I thought anyone to breed over 100,000 cows was crazy. People would always ask me 'How did you end up with that job?' and I would say 'It just kind of happened.' It's a great job, but just overlooked. I have a good life!"

According to Rick's supervisor, Pam Hendel, Accelerated Genetics Regional Sales Manager, "Through dedication and hard work, Rick has achieved this milestone. Over those years, Rick has built many trusted relationships with his customers. They know they can depend on him. His service is second to none."

Rick and his wife, Vicki, reside in Stanley, Wis., along with their two daughters, Nicole, and Erika. In his free time, he can be found working with his beef cattle, hunting, fishing, and riding bicycle.



Rick Welke, Accelerated Genetics A.I. Technician, left, is with his customers Deb and Bob Kaszubowski of Kaszubowski Farms located in Thorp, Wis.

Accelerated Genetics has a bimonthly newsletter called the **ReproConnections Insider**. It is designed for producers interested in the latest reproductive specific information. If you haven't received this highly technical and free newsletter yet, but would like to, please send an email to: [reproconnections@accelgen.com](mailto:reproconnections@accelgen.com) or call 800.451.9275. Also, you can check out [www.accelgen.com](http://www.accelgen.com) for past **ReproConnections Insider** issues.



# DEVELOPING YOUR HERD ON-DEMAND WITH GEMpc

BY: KARI STANEK, COMMUNICATIONS & PUBLIC RELATIONS COORDINATOR

Did you know that Accelerated Genetics offers genetics services? Accelerated Genetics, with the assistance of a Herd Analyst, offers sire selection assistance and corrective mating through the Genetic Evaluation and Mating Program (GEMpc).

## FLEXIBLE MATING PROGRAM

GEMpc creates a personalized sire selection index that picks the ideal bulls for each producer's particular breeding program. The sire selections are made from a data bank of 150,000 proven bulls. The GEMpc program analyzes each animal individually and takes into account 17 major type traits on a linear scale, plus additional secondary type traits.

The program considers six generations of pedigree information, both maternal and paternal with over a quarter million animals used for pedigree calculations. GEMpc also completes a recessive match check for each potential mating. Further, there is an option to pedigree mate heifers. This feature takes into account the future udder of the heifer through the heifer's sire and maternal grandsire's traits.

GEMpc gives a balanced approach to mating – using ALL traits. This helps ensure that progeny will be more uniform which are easier for the producer to manage. Utilizing all of the traits in the mating is also important from a safety perspective, as it is the only way to ensure that mediocre traits aren't magnified.

"The greatest advantage of the GEMpc program is the ability to customize the particular needs of each customer to meet their herd goals," says John Jacobs, Herd Analyst,

Greenwood, N.Y. "This makes every mating unique to that individual farm operation."

GEMpc is a very popular program with dairy producers throughout the U.S. and internationally. Every year over one million cows are mated through the GEMpc program. With input of producers, analysts, and genetics, GEMpc continues to evolve to meet the changing needs of the dairy industry and making it the best program in the industry today.

Georgina Hernandez, Herd Analyst for Plastivet S.A. de C.V. in Mexico, shares her perspective when working with new customers. "We explain that GEMpc will improve production, type and health traits along with the ability to control inbreeding."

Another unique feature is the ability to compare proof information between Accelerated Genetics' sires and competitor sires. And then give recommendations based on the farm's individual and customized breeding index.

## EXPERIENCED PERSONNEL

Accelerated Genetics highly-trained and experienced Herd Analysts combine dairy cattle evaluation; sire knowledge and computer expertise to help producers achieve their herd goals. Herd Analysts attend regular training programs to keep current on sires, industry information, and consistency in evaluating dairy cattle traits.

"Producers using GEMpc receive the benefit of the Herd Analyst's vast

knowledge about sires, cattle evaluation skills to evaluate each animal to provide corrective mating and dairy management software [like DairyComp, PCDart, etc.]," says Joe Stanek, Herd Analyst, Reedsburg, Wis., who also manages the GEMpc training program. "Herd Analysts have the opportunity to see numerous milking daughters out of Accelerated Genetics sires and this assists them when talking with producers about sire selection."

Joe adds, "Herd Analysts care about their producer's herds. When they hear about their customer's success, that is success for the Herd Analyst."

## ON-DEMAND RESULTS YOU WANT

GEMpc results are printed right on the farm. And these results can be exported into any dairy management software program including DairyComp, PCDart, DHIplus, DairyPlan, DairyLive, DairyQuest, Scout, LactoFox and many more. Plus, GEMpc has multiple report formats, which were developed with producer's needs in mind. A few examples include the option of sorting virgin heifers from cows or sorting by breed or by date. Furthermore, GEMpc results can be viewed as two or three sire choices per page with varying information given in each format.

No matter what your herd size, GEMpc is a valuable tool for your dairy. Stephani Omtvedt, Herd Analyst, in New Auburn, Wis., says "The GEMpc program is great because it is highly effective in working with dairies both large and small in achieving their goals."



Photos by: Kari Stanek, Charlotte Muenzenberger & Amber Elliott

Sire utilization is based on the sires' genetic value to the dairy – not the cost of semen. Selection of a sire at the time of breeding is already determined, so there is no need to re-evaluate sires every time an animal needs to be bred. With three choices the producer gets to make the final decision of which sire to use.

“The GEMpc program can also help producers keep a more precise control of their semen inventory and shows producers what bulls will help improve their herd according to their own breeding goals versus buying whatever is on sale,” shares Krista Luedtke, Herd Analyst, Hortonville, Wis. “Plus, it helps producers save time since all the leg work is done for them—they only need to select one of three bulls.”

### FAST, EFFICIENT & FREE

Producers can save valuable time by using the GEMpc program. When it's time to breed, it only takes seconds to look at the mating recommendation and then pull that semen.

The only requirement needed of the producer is for discussing the goals of the herd, the bulls they want used and ensuring cattle have visual identification. Then the Herd Analyst creates a custom index for the farmer similar to the Net Merit or TPI® indexes, but based on the producer's individual goals and objectives. The Herd Analyst can complete the program with visual cattle identification, data entry, report completion and finally leave mating reports on the farm. Another benefit of GEMpc is that it is one of the value-added services to customers within the U.S. – it is free of charge.

“GEMpc is a time saver for producers. Our ability to work with their dairy management systems and do most of the work ourselves is huge – everyone needs more time,” comments Carla Stetzer, Herd Analyst, Alma Center, Wis. “Further, Herd Analysts are a valuable resource for customers who have questions about young sires, products, specials, or upcoming Accelerated Genetics' events.”

### PART OF YOUR TEAM

Herd Analysts are another valuable team member of a farm's consultant group. The genetic expertise of the Herd Analysts coupled with the excellent service provided by the entire team of Sales Representatives, A.I. Technicians, and Reproductive Specialists, producers can continue to be confident in Accelerated Genetics.

## SATISFIED GEM<sub>PC</sub> CUSTOMERS

“GEMpc just works! It allows me to focus more on other aspects of the farm. I can leave the sire knowledge to our Herd Analyst, Charlotte Muenzenberger, and use my time elsewhere. If you follow the matings directly off the report, the mating program works. One example of a result of a GEMpc mating is a 7<sup>th</sup> lactation Manfred daughter. She is 10-years-old and has met 250,000 pounds of milk lifetime along with birthing many sets of twins.”

### DAN & NANCY KARLEN

*Danance Karlen Holsteins  
Monticello, Wis.*



*Dan Karlen checks through his mating.*

“We have been working with the GEMpc program and Joe Stanek, our Herd Analyst since 2000. The whole process is great. Our genetics are getting better. The cows feet and legs have improved, frames and udders are better. Overall, GEMpc has increased our herd's genetics. Between Joe and Pieter Koopmans, our A.I. Technician, they come and get the job done for our herd.”

### JERRY MAIER

*Waunakee, Wis.*

“We have been with Accelerated Genetics for 13 years and using the GEMpc for 5 years. We are just starting to see the results of the mating program and like what we see. We are looking to build as strong animal, with good feet and legs, and cows that will last in our herd.”

### RYAN & KATIE RICHERT

*Lyndon Station, Wis.*



*Ryan Richert says GEMpc is helpful.*

“GEMpc is working really well for us. Ryan Weigel, our Herd Analyst, does a good job getting the cows mated, and it saves me time. As a result of having our heifers mated, our two-year-olds are starting to freshen in as more sound cows, with good feet and legs and our ME has improved. Accelerated Genetics has a good line up of sires, which really helps, too.”

### STEVE CARPENTER

*Red Rock View Farms  
Darlington, Wis.*

# TOP-NOTCH QUALITIES GUIDE RUDE TO 100,000 COW CLUB

BY: KRISTIN NATZKE, PUBLIC RELATIONS & ADVERTISING INTERN



Reaching the 100,000 Cow Club level is Accelerated Genetics' A.I. Technician Mark Rude, left. He stands with his customer Greg Knutson of Knut-Sons, Inc..

"I started working as a technician because I was interested in having a job in agriculture, and I really enjoyed working with cattle," Mark recalled. "I never thought I would reach this milestone, however. It seemed so far away, and for a while my cow numbers were dwindling."

Mark says he has really enjoyed working with Accelerated Genetics, and it's the people, along with great improvements, that have made him stay for over twenty years. He explained, "We have a lot of good people working for our company. Our customers are also good people, and it's satisfying to see improvements in herds over the years. Since I've been hired, our bull power has also continued to get better, and our customers are seeing the improvements and have confidence in the breeding program. When a customer tells you how much they appreciate you or tells you that you're doing a good job, it makes the job worthwhile."

"Through dedication and hard work, Mark has achieved this milestone," commented Mark's supervisor, Pam Hendel, Accelerated Genetics Regional Sales Manager. "Mark is a 20-plus year veteran of Accelerated Genetics. His customers enjoy him because he gets the job done right with an easy-going, pleasant attitude. He can always be depended on to get the job done and done well."

Mark and his wife, Leona, reside in Ridgeland, Wis., along with their four kids, Christopher, Austin, Zachary, and Tristan.

Knowledge, reliability, and a love of cows can all be attributed to the success of Mark Rude. All of these qualities, which Mark possesses, have led him to be inducted into the impressive 100,000 Cow Club, a milestone he will be honored for at the 63<sup>rd</sup> National Association of Animal Breeders (NAAB) Convention this fall.

Mark grew up on his family's 40-cow dairy farm near Cashton, Wis. Upon graduating from High School, he attended the University of Wisconsin—River Falls and earned a degree in Agriculture in 1983. Since that time, Mark has been a dedicated A.I. Technician for Accelerated Genetics, providing producers with excellent service for over 20 years in Ridgeland, Wis., and the surrounding areas.

"Mark is very knowledgeable and reliable," said producer Greg Knutson, owner of the

100,000<sup>th</sup> cow that Mark bred. "He knows where to find cows if they're not locked up at our place. He also really helps us out by looking for cows in heat."

Greg, along with his parents, Eugene and Eunice, and brothers, Brian and Dan, own and operate Knut-Sons, Inc., a 720-cow dairy located between Ridgeland and Barron, Wis. The farm has been a loyal customer to Accelerated Genetics since 1971, and the family has worked with Mark since he started in 1983.

Breeding services are just the start of what Mark provides to his customers. "If we need something," Greg remarked, "[Mark] can get it fast, whether it be milk replacer, teat dip, boluses, etc. He also will leave a note if he notices that something is wrong with a cow or if he feels she's not feeling right."

## THE 2009 WORLD DAIRY EXPO WILL BE 'LEGENDARY'

The dairy industry's spotlight will be trained on Madison, Wis., when the 43rd edition of World Dairy Expo takes place September 29 through October 3, 2009. 'Legendary' is the theme of this year's show—a celebration of the legendary trade show, legendary cows and legendary people that make the first week in October one to look forward to. It is, after all, where the dairy industry meets. Last year, more than 68,000 people from 84 countries attended.

Accelerated Genetics will be at the 'Legendary' World Dairy Expo. Come and visit with Accelerated Genetics representatives about the deep sire line-up, solution-based animal health products, leading genomic research and herd reproductive consulting facets of the cooperative. Accelerated Genetics will be located in the Coliseum at 191-193 on the lower level and in the Exhibition Hall at 3601-3603 and 3701-3703.



Photo by: Kori Stenek

# MANAGING IN DIFFICULT TIMES: PROFITABLE PRACTICES

BY: CENTER FOR DAIRY PROFITABILITY - UNIVERSITY OF WISCONSIN-MADISON/EXTENSION

When times are tough – when commodity prices are low, when there is drought or a shortage of feed, for example – farmers often ask: “What are the most profitable practices under these conditions?”

The answer usually disappoints those who ask it because practices that maximize profitability when ‘times are good’ are the same practices that help maximize profits (or in many cases minimize losses) when ‘times are tough.’

“I think this surprises people because, when times are good, one can achieve a satisfactory profit level without using all of the profit maximizing practices,” said Tom Kriegl, Farm Financial Analyst, Center for Dairy Profitability, University of Wisconsin-Madison/Extension. “When times are good and profit margins are generous, people may become complacent and adopt practices that seem convenient or appealing even though the practices reduce profitability. When these practices become routine, it is easy to think of these less profitable practices as essential.”

It’s also important to recognize that the components of a practice that contributes to profitability can change. For example, feeding the least cost-balanced ration (compared with feeding an unbalanced ration and without regard to cost) is a practice that helps maximize profits or minimize losses under all conditions except one – when revenue fails to equal or exceed variable cost. However, the components of the least cost-balanced ration can vary radically as prices of the ingredients and the product change.

We must also recognize that tools that maximize profit can be under used. For example, feed testing, milk testing, soil testing, and record keeping and analysis are all tools that can help maximize profits. Yet, some managers pay for these tools but ignore the information these tools provide. Misusing or not using such tools will actually detract from profitability.

In summary, the practices and tools that contribute to profitability are similar

in both good economic times and bad. However, the way managers implement these practices and tools may change. To maximize profitability, managers must pay attention to details and make adjustments to these practices to fit their circumstances.

Following are more specific comments about adjustments and practices.

1. Analyze, measure, test and monitor. You can’t manage what you can’t measure.

2. Review all of your practices – including financial and production.

3. Return to the basics – the practices that serve best in most conditions.

4. Focus on input-output relationships.

5. Pay attention to details.

6. Eliminate wastage wherever you can whether it is reducing feed spoilage or the avoidance of spilling manure on the road where it does no good.

7. Use decision making tools such as those provided by Extension.

8. Monitor your cost of production on a regular basis. On many farms it should be done monthly.

9. Focus on the controllable larger expense items first. Even among dairy farms that raise much of their feed, purchased feed is usually the largest cost item. Other cost items that rank high for most dairy systems in most years include depreciation, labor, repairs and interest.

When costs are categorized in a different way, the cost of raising or buying replacements is also a very large cost. The same is true for all the costs associated with raising feed. Don’t get over focused on the smaller costs without having these larger costs under control.

10. Defer or pass up capital investments unless they are really needed now. However, if your debt is low, you intend

to farm for several years, and you have cash reserves or a good credit rating, you might find bargains for capital items and interest rates. Even then, limit capital purchases to items that really are needed in the long run. An item like a low cost labor efficient milking parlor could fit into the need category even now.

11. It is appropriate to time capital investments for tax management purposes, but few if any capital investments can be justified on tax benefits alone.

12. Make sure your debt is productive debt – debt that supports investments that will pay for themselves in a reasonable time frame.

13. Check opportunities to refinance for lower interest rates but make sure that refinancing costs don’t nullify the reduced interest rate. If refinancing converts your interest rate from fixed to variable, be aware of what that could mean.

14. Take advantage of government programs such as MILC.

15. While one needs to survive the short run to have a long run, don’t lose sight of the long run.

16. While many farm families routinely minimize family living costs, that isn’t the case for everyone. Consequently 2009 would be a good year to reduce or defer large discretionary family living expenses such as new cars or houses.

17. Maintain adequate two way communication with your farm staff (whether paid or unpaid) to ensure proper training and functioning of and to minimize turnover of the labor force.

To access more information and/or tools to help analyze your situation, link to the Extension Responds web page at: [www.uwex.edu/ces/ag/farmingindifficulttimes.html](http://www.uwex.edu/ces/ag/farmingindifficulttimes.html).

014HO04766 Champion x VG-85 Formation x EX-90 Loyalty

# CHAMP

*The Total Package!*



Above: Fox Ridge Champ 2363 GP-83  
Below: Tamarack-Valley Champ Caitlin GP-83



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