

DECEMBER 2011

THE OFFICIAL MAGAZINE OF ACCELERATED GENETICS

GENETIC TRENDS[®]



New Brand Emphasizes
People. Products. Pride.

Italian Distributor
Cosapam Excels

Hurtgen-Vue
Reality-Red

Consulting for
Reproductive Success



ON THE COVER

View from Italy! With much interest in the photographer, this cow from Go-Farm Holsteins, (breeder of 218H000157 Artes) keeps a keen eye trained on the world around her. Recently, Accelerated Genetics employees traveled to Italy to visit alliance partners Cosapam, and their customer's herds; Semenzoo, to view progeny of sires marketed in the U.S.; and to attend Italy's premier dairy event, the Cremona Show.

GENETIC TRENDS®

Official Publication of Accelerated Genetics
December 2011

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People. Products. Pride.

GREAT THINGS ARE HAPPENING AT YOUR COOPERATIVE AS WE CLOSE AN EXCITING YEAR. The accomplishments we've gained are a direct result of hard work and planning by our employees, executive team, directors, county chairs, delegates, and YOU, our valued customers. With your continued help, we are confident that 2011-2012 will be even more successful for you and your cooperative.

This past fiscal year represents a banner performance year in all areas of the company.

Whether it be total sales for a month, sales to World Wide Sires, or beef sales, to name a few, we have continued to forge ahead at a record or near record pace to finish strong, all while the economy overall has yet to show signs of recovery! That is an amazing feat and we thank you for placing your confidence in us. We understand our success stems from yours and with that have made the commitment to always be the "producer's trusted first choice."

You may have noticed Accelerated Genetics is sporting a "new look!" This past year has also brought about a culture change as we began the process of rebranding your cooperative. Through the efforts of a rebranding committee made up of Accelerated

Genetics employees from across divisions nationwide, and as a result of surveys sent to random customers globally, a new brand surfaced emphasizing our brand promise - People, Products, and Pride. You can read more about this exciting venture on the next two pages.

The dawning of a new year is exciting - we don't know what the future holds, where it will lead us, or who we will meet along the way. What we do know, however, is the steps we take today can make an influential difference in someone's life tomorrow. Accelerated Genetics is committed to aggressively take those steps to help you become even more successful. Stay tuned!



JOEL GROSCKREUTZ
President & CEO

A 70-YEAR HISTORY IS GOOD.

A 70-YEAR FUTURE IS BETTER.

We're certainly proud of what we've accomplished in the industry since 1941, but that's nothing compared to what's in store for the future. Why are we so confident?

Because we've got the right people, fantastic products—and we couldn't be prouder of them all.



PEOPLE / PRODUCTS / PRIDE

New Brand Emphasizes People, Products and Pride

By Angie Lindloff
Beef Advertising and Website Coordinator

A BRAND IS MORE THAN A LOGO. It's a promise we as a cooperative make to our customers—and everyone else who interacts with us. At a minimum, a successful brand makes the following promises: This is what we value, these are our priorities and this is how we behave.

Much effort has gone into refining the Accelerated Genetics brand promise. Accelerated Genetics surveyed employees and customers, in the U.S. and across the globe, to assess their perception of the cooperative. We assembled an internal, cross-functional team to carefully work through the specifics of a promise that can be summed up in three words: People, Products and Pride.

WHAT WE VALUE: PEOPLE

Accelerated Genetics will always put a high value on the people who interact with the organization, whether those people are employees, customers or those in the industry.

OUR PRIORITIES: PRODUCTS

Another essential part of the Accelerated Genetics brand promise is that we back up our words with exceptional products – the ones our customers want, the ones that will help move our entire industry forward.

HOW WE BEHAVE: PRIDE

Every day in everything we do, Accelerated Genetics is characterized by pride. Not arrogance – but a dedicated resolve to look ourselves in the mirror at the end of the day knowing we've done everything we could for our customers and the industry.

The new logo reflects the essential elements of the re-branded cooperative. The red triangle, part of the cooperative's logo since the beginning, represents the company's history. You may have noticed that our logo now features three distinctive black stripes, one for each of the brand promises we're making: *People, Products and Pride.*

The new Accelerated Genetics logo reflects the essential elements of the re-branded cooperative.

Accelerated Genetics®

“To be the producer’s trusted first choice.”

70 YEARS YOUNG

This year Accelerated Genetics celebrates its 70th year. We are proud that we are the only A.I. company that has remained under the same cooperative ownership and structure over this time period.

Throughout the anniversary celebration

we will look back at where we came from and, more importantly, look forward to where we are going. We have weathered many challenges in our 70-year history, and it’s time to set a course for the next 70 years.

“As part of our 70th anniversary celebration, we wanted to do something to pay tribute to our cooperative’s rich history that also helped us set sail for a bright future,” says Joel Groskreutz, Accelerated Genetics President and CEO. “Our new brand is reflective of both our heritage and our opportunity.”

“We appreciate our history, but we’re confident that we are correctly positioned to take advantage of future opportunities,” says Groskreutz.

Watch for these new pieces to arrive at your farm.



THE ACCELERATED GENETICS PROMISE

Accelerated Genetics provides top-quality genetics and solution-based products to all customers. Focused on people, products and pride, Accelerated Genetics is setting a standard for the future.

Here is why you can be confident in Accelerated Genetics:

- Accelerated Genetics is a cooperative that has the unique position of being a global business, serving customer needs in over 90 countries.
- Accelerated Genetics offers beef and dairy genetics as well as a wide array of animal health products.
- Accelerated Genetics is a solution-based provider with trained personnel committed to working with herdspeople, veterinarians and nutrition experts to develop a strategic approach to achieving the customer’s herd objectives.

Consulting for Reproductive Success

By Dr. Alex Souza
Reproduction Specialist

REPRODUCTIVE PERFORMANCE ON DAIRY FARMS HAS IMPROVED IN RECENT YEARS. And that's important, because poor reproductive programs carry a serious financial cost. According to data from the University of Missouri, an increase in days open can be valued from 50¢ to \$4.50 per day, a pregnant cow is worth \$250 to \$600 more than an open cow and each percentage point increase in pregnancy rate (PR) is equal to roughly \$35 per cow per year.

Plus, keep in mind good programs can always get better. There is always an opportunity to tweak systems so they work better together for optimum profitability and efficiency. The challenge is to keep reproductive programs on course for continued success so smaller issues don't become big problems.

Call on an Accelerated Genetics' reproductive advisor to assist with your herd's needs.



One way to help ensure peak performance is to invite outside experts [like Accelerated Genetics' reproductive advisors] to offer you and your management team a fresh set of eyes regarding your reproductive program. If you decide to go this route, the first question from a consultant should always be, "How can I help?" before ever offering a management change.

The answer is going to be different from farm to farm, but should start with an understanding of the challenges owners and managers (and their teams) see as problems. That way the whole team starts on the same page, which is essential in order to arrive at the most relevant and economical solutions.

It's also very important to include all members of the dairy team in the consultation process, from your nutritionist and veterinarian to the people implementing your reproductive program. This is also the time to talk about what's important to your dairy in terms of reproductive performance to identify goals and where the team sees potential bottlenecks or problems.

Respect for each other's position and opinions are critical for buy-in and success.

DATA REQUIREMENTS

After you've got this step handled, it's time to dig into the data and lay the groundwork for a diagnosis. Begin with 12 months of herd management data. If you don't have this information available, the process will be nearly impossible to complete.

Key information points include:

- Service rate. This is defined as the percentage of eligible cows bred during a 21-day period.
- Conception rate. This is the number of animals that conceived, divided by the number that were inseminated.
- 21-Day pregnancy rate. This is the percentage of cows eligible to become pregnant that do become pregnant within 21-day periods. In other words, pregnancy rate is determined by heat detection rate (submission rate for insemination) multiplied by conception rate.
- Days between services. This tracks the time between one A.I. service and the next. This determines how soon a cow is re-inseminated in case of conception failure.
- Distribution for first A.I. This examines when cows received their first A.I. service.

Is there an opportunity to tweak your farm's repro program?



In high-producing confinement herds, a realistic goal would be to shoot for a service rate of 60 percent, a conception rate of greater than 30 percent, an 18 to 20 percent pregnancy rate, fewer than 35 days between services and nearly 100 percent cows to be submitted for first service A.I. between 50 to 100 days in milk.

COMPARE SAME TO SAME

Use these data points to benchmark against herds of similar size and to judge your herd's reproductive performance. That way you can see just how you stack up against other dairies and where deviations in performance occur. Again, conversations about dairy team expectations and performance goals are essential while exploring this data.

Keep in mind, you may not always be looking at comparable data when benchmarking against other herds. This data has value, and can be of great help. But keep it in perspective.

For example, one herd may code a lot more cows as "do not breed" than another because their culling criteria or goals are very different. If you don't know this, you will not be getting an accurate picture of what's happening on the farm in terms of reproductive performance, resulting in unfair and incorrect comparisons. Also, some herds may cull a greater proportion of cows than others, or even have a greater percentage of cows in their first lactation, which are generally more fertile.

At the very least, you should benchmark against your own performance and examine trends within your herd and management strategies. Decide how much variation is acceptable; is it when service rate fluctuates by 5 percent, at 2 percent, or another point? Again, this is why it is important to have at least 12 months of data so you are not misled by seasonal challenges or other factors that may temporarily impact performance.

There can be great value in going through this exercise. As noted earlier, poor reproduction carries a significant cost. So improving reproduction also carries significant reward. If gaining 1 percentage point in PR is worth \$35 per cow per year, then going from a 15 percent PR to an 18 percent PR on a 1,000-cow dairy is worth more than \$100,000.

SEEK ANY AND ALL SOLUTIONS

Sometimes, the "second set of eyes" provided by an outside consultant can pinpoint problems that really have nothing to do with a dairy's reproductive performance at all, like what happened recently on a larger Western operation that was seemingly struggling with getting heifers bred.

The problem was with how a computer program calculated results. The breeder and heifers were doing their jobs, but the computer didn't accurately record the results. A call to the software provider quickly cleared up the problem, and no changes had to be made because reproduction on the farm was actually quite good.

Other situations require more involved solutions. For example, a Midwestern dairy was averaging service rates around 45 percent and conception rates were under 30 percent.

The farm relied on timed A.I. protocols in addition to heat detection, but wasn't satisfied with the overall herd performance. After analyzing the data and visiting the farm, it was determined that adding an experienced person to visually heat detect cows on the farm offered a viable solution.

One year later, after instituting the suggestion, service rates climbed to 60 percent and conception rates rose above the desired 30 percent level.

Accelerated Genetics has a team of highly trained reproductive advisors who can be called upon to assist with your farm's needs. As always, it is your decision whether to take any advice offered, or even whether to seek out additional expertise. But at the end of the day, you need to run a profitable dairy operation. An effective reproduction program is essential to meet that objective. Today's dairy producer needs to use all the tools at his or her disposal to accomplish this goal.

Cosapam Brings U.S. Genetics to Italy

By Kari Stanek
Industry Relations Coordinator



LOCATED IN THE HEART OF THE DAIRY SECTOR OF ITALY IS THE DYNAMIC COOPERATIVE COSAPAM. This organization carries the same pride that Accelerated Genetics has in providing the best quality products and services to its customers. With only 25 sales representatives in Italy, Cosapam ranks among the top sales distributors for World Wide Sires, Ltd. and Accelerated Genetics.

Cosapam is a key partner to Accelerated Genetics' worldwide market. "Distribution is worth its weight in gold," says Gary Fassett, Accelerated Genetics Vice President of Sales and Communications. "Partners like Cosapam are very important to our cooperative."

In Italy's Parma region, cows cannot be fed fermented or high oil-based feeds as this would affect the quality of Parmesan cheese.



Accelerated Genetics-sired daughters at an Italian dairy.

Cosapam's exhibit at the Cremona Show.



Recently, Cosapam's general manager, Camillo Cannizzaro, lead a small group of Accelerated Genetics employees on a tour of north central Italian herds. During the trip they had the opportunity to spend time with the cooperative's board of directors, view daughters out of Accelerated Genetics sires and learn about Italian breeding strategies.

Passion for agriculture and dairying was very evident from the Italian producers, just like here in the U.S. The producers are completely in love with breeding productive, long-lasting cows with a strong emphasis on type. And many breeders appreciate the U.S. genetics as being very reliable.

Some of the Accelerated Genetics sires the Italians have used quite heavily and are very satisfied with include: 014HO03597 Potter, 014HO04099 Billion, 014HO03831 Marion, 014HO04026 Airraid, 014HO03738 Matt, 014HO03576 Nelson, 014HO04110 Scoop, 014HO04056 Decker, and 014HO03161 Galleon. Additionally, some farms also had young calves out of 014HO04929 Man-O-Man, 014HO05006 Cedric, 014HO04916 Jake, 014HO04924 Kramer, and 014HO04956 Dotson and are patiently waiting for them to calve.

In Italy, the average herd size is about 85 cows and increasing. Almost 80 percent of milk is sold to cheese factories, so components are very important. The Italian PFT index is weighted toward high components, therefore protein and kappa casein are important breeding criteria. Type, however, remains an important breeding consideration.

At the end of the farm visits, the Accelerated Genetics group was treated to Italy's international dairy event, the Cremona Show. This year Cosapam had a special give away item for any customer who visited their trade show booth—a t-shirt featuring their favorite North American sires with 014HO03831 Marion as the focal point.

In addition to marketing semen, Cosapam carries a wide variety of cow welfare products, seed and fertilizers, and provides mating and reproductive services to their Italian customers.

This unique cooperative shares a long history and partnership with Accelerated Genetics. Together they make a synergistic partnership because of their shared business philosophy. Not only are they both cooperatives, but they also function with the needs of their customers in mind.

NATIONAL SALES CONFERENCE A SUCCESS FOR ACCELERATED GENETICS

Accelerated Genetics recently hosted its National Sales Conference in Rochester, Minn. Sales representatives and employees gathered together October 19-22 for four days of learning, sales training and networking. A number of Accelerated Genetics' vendors and partners also joined the conference for this exciting event.

During one day of the weekend employees loaded buses to tour farms and view Accelerated Genetics progeny. Thank you to Maple Leaf Farm, Lewiston, Minn.; Thesing Farm, Winona, Minn.; and Maple Twin Farm, Cashton, Wis. for hosting the tours. Then the sales team met up with employees from the Accelerated Genetics Production Facility in Westby, Wis. for lunch and tours of the facility.

The weekend featured many full sessions and mini breakouts which included updates from the Beef and Dairy divisions of Accelerated Genetics, information about Reproductive Services offered by the company, and new farm products information on Tri-Mic 1:50 and First Day Formula. In addition, representatives participated in hands-on sales training exercises, witnessed a special sales panel discussion, featuring representatives from across the country, and gained valuable information from Accelerated Genetics' alliance partner, GenerVations, Inc., from Canada.

The conference concluded with the unveiling of Accelerated Genetics' new brand, which helped set the direction and goals for the future of the cooperative.

During the annual awards banquet, employees were honored for their hard work over the past year. This year's President's Award winners included: Independent Sales Representative, Tom Kugler, Valley Falls, N.Y.; District Sales Manager, Gerald Feikema, Brookings, S.D.; A.I. Technician, Darin Klevgard, Osseo, Wis; and Membership Sales Representative, Dan Esch, Dodgeville, Wis.

Over 100 employees were in attendance at the conference



206H000175 AMIGHETTI MANOMAN GARCIA-ET

Garcia hails from the Amighetti herd in Ghedi, Italy, run by Marco and Francesco Amighetti. This exciting young GeneFORCE[®] super star comes in at +2389 GTPI and +3.08 PTAT. Garcia is a Man-O-Man son from Amighetti Shottle Ave VG-88, a family sought after around the world. She is the unparalleled Italian source of GTPI. The foundation of the family is Center-Field Elevation Berta, directly imported from the U.S.

In late October, Accelerated Genetics employees had the opportunity to visit the Amighetti herd and see Ave firsthand, along with her numerous offspring sired by a variety of sires. Joe Stanek, Accelerated Genetics Regional Services Specialist, commented on the cow family, "Ave is an impressive individual. She exemplifies dairy strength, has tremendous depth and width of fore rib and chest, with a great leg structure and super steep foot angle. Her Man-O-Man daughter, Garcia's full sister, is cut from the same mold."

Garcia is a great young bull for producers looking to add available genetics from Amighetti Shottle Ave today.

2012 SECTION MEETINGS SLATED

Accelerated Genetics will be hosting its annual Section Meetings for all cooperative members in January 2012. A full meeting schedule can be found in the *Cooperative Corner News* or on the website at www.accelgen.com under 'Company' and then 'Cooperative.' Please remember to RSVP for your meeting!

SCHOLARSHIPS OFFERED

Accelerated Genetics is excited to present scholarships to its customer's families to ensure a bright future in agriculture!

To apply, go to the Accelerated Genetics website at www.accelgen.com and click on 'Company' and then 'Scholarships', call 1.800.451.9275 or email scholarships@accelgen.com. Application Deadline is: February 15, 2012!

Raising Healthy Calves in Cold Weather

By David Carlson, PhD, PAS
 Technical Services Manager, Milk Products

YOUNG CALVES, ESPECIALLY THOSE UNDER FOUR WEEKS OF AGE, ARE GREATLY AFFECTED BY COLD WEATHER. For example, a 100 lb. calf's maintenance energy requirement (energy required to maintain normal body processes, temperature, and weight) increases by 55% when temperatures drop from 68°F to 32°F, and by 85% from 68°F to 10°F. To counteract this increase in energy need, young calves need a much greater plane of nutrition and steps must be taken to limit body heat loss during cold weather. Failure to adequately manage the calf's nutrition and environment during cold weather can lead to depressed immune function (increased risk of sickness), poor response to treatment, decreased growth performance, and possibly death.

Two things that keep a calf warm: straw bedding and a calf coat.



Adjusting the milk or milk replacer feeding program is the most effective way to address the increasing energy needs of calves in cold weather. Several management practices should be implemented during cold weather to limit body heat loss by the calf. This article will outline specific approaches for raising healthy calves in cold weather.

WHAT'S COLD TO A CALF?

A newborn calf's thermoneutral temperature is about 50-80°F, which means the calf's maintenance energy requirement is relatively constant within this temperature range. For a newborn calf, 50°F is the "lower critical temperature," or the temperature at which the calf's maintenance energy requirement begins to increase in order to maintain core body temperature. **A key concept to consider is that as more energy is used for maintenance, less is available for growth and immune function.** Therefore, the goal of any program should be to increase energy intake (through nutrition) and control loss of body heat to the environment (through management).

WHAT ARE THE WAYS TO INCREASE ENERGY INTAKE DURING TIMES OF COLD WEATHER?

1. Increase liquid feeding rate 25-50% (e.g., if you normally feed 4 quarts/day, feed 5 or 6 quarts daily), which can be accomplished by:
 - Giving an extra pint or quart of the normal milk replacer solution at AM & PM feedings
 - Feeding an extra 1-2 quarts in a 3rd daily feeding
2. Increase the milk replacer powder solids percentage to 18% (equal to 24 oz./gallon, or 12 oz./2 quarts total solution). This approach increases energy density of the milk replacer solution, but liquid feeding rate will likely need to be increased as well during extreme cold. ***WARNING: When feeding an 18% solution, keep water available for at least 30 minutes to an hour after feeding, as elevated solids percentage can predispose calves to abomasal bloat and/or nutritional scours.***

3. Add 4 oz./gallon (or 2 oz./2 quarts) of a fat supplement (e.g., Accel Energy, 7% CP, 60% Fat). Here are some guidelines for using Accel Energy:
 - Adding 4 oz./gallon (or 2 oz./2 quarts) of a fat supplement to 20 oz./gallon (or 10 oz./2 quarts) of a 20% fat milk replacer is equivalent to feeding a milk replacer with 24% fat!
 - Be aware of the maximum total solids percentage for a solution of 18%: [(4 oz. fat supplement) + (20 oz. milk replacer powder) in one gallon of total solution = 18.0% solids]. Don't add a fat supplement to a milk replacer solution that is already 18% solids.
 - If possible, discontinue fat supplementation when calves are ≥4 weeks old to avoid depressing starter intake.

HOW ABOUT ACCELERATED GROWTH PROGRAMS?

Milk replacers used in accelerated growth programs typically do have lower fat percentages (15-18%), but they are designed to be fed at feeding rates – usually 2 lbs. of powder and 6 quarts of solution or greater – that are much higher than conventional programs. A fat supplement may help increase energy intake provided solids percentage doesn't exceed 18%, but volume should not need to be adjusted.

EXAMPLE FEEDING PROGRAM

The ideal feeding program for calves during cold weather is a subject of much debate. Obviously, the program will vary based on region, average wintertime temperatures, and the goals of the calf raiser. Below are three example programs to consider.

Feeding Programs

Daily liquid feeding rates for 3 feeding strategies to maintain positive energy balance in "all winter" and "extreme cold" conditions

	All Winter (Nov.-April)	Extreme Cold (Below 10°F)
Milk Replacer, 20 oz./gallon	5.0	6.0
Milk Replacer (20 oz./gallon) + Accel Energy (4 oz./gallon)	4.0	5.0-6.0
Milk Replacer, 24 oz./gallon	4.0	5.0-6.0

Note: Colder weather or prolonged cold stretches may require feeding even more volume in which case a third feeding is advised.

MANAGEMENT TIPS FOR COLD WEATHER HOUSING

- Control wind exposure – calves should be housed such that prevailing wind and drafts are not an issue.
- Consider breed – smaller calves (e.g., Jersey) have higher maintenance requirements per unit of bodyweight and should be fed more aggressively than large breed calves.
- Use straw bedding and plenty of it – straw offers more insulation and calves are better able to nest into straw bedding.
- Maintain consistency – any feeding change should be transitioned slowly to allow the digestive system to adapt. Don't constantly change the solids percentage of the milk replacer solution as that can lead to increased risk of digestive upsets such as nutritional scours or bloat.
- Offer water if at all possible – calves consume considerably more starter when water is available. Consider offering warm water for 30 minutes to an hour shortly after milk feeding, then remove any water that hasn't been consumed to avoid making ice.
- Consider calf jackets for young calves – to help lessen body heat loss to the environment.
- Evaluate indoor air quality – as barns get closed up for the winter, airborne bacteria counts may build up due to lack of fresh air exchange and circulation. A good reference on this topic can be found here: University of Wisconsin - Basic Recommendations for Naturally Ventilated Calf Barns (http://svmweb.vetmed.wisc.edu/dms/fapm/fapmtools/9ventilation/Recommend_for_naturally_vent_calf_barns_2007.pdf).

TAKE-HOME MESSAGES

1. Cold stress can have negative effects on young calves if not managed properly.
2. Many general management and nutritional strategies exist for decreasing the impact of cold weather.
 - Follow established milk replacer guidelines (solids %, consistency) for cold weather feeding.
 - Be aggressive with the liquid feeding program, particularly for calves less than 4 weeks of age.
 - Focus on bedding to allow for deep nesting to reduce body heat loss and focus on facility air flow to maintain air quality and avoid drafts.



014H004645 Hurtgen-Vue Reality-Red

By Gregg Topp
Dairy Sire Analyst

IN JANUARY 2009, 014H004645 HURTGEN-VUE REALITY-RED BECAME THE HIGHEST RED BULL TO EVER RANK ON HOLSTEIN USA'S TOP 100 TPI® LIST, AT #23. With the fast-paced world of genomics, TPI™ formula changes, and roll-back, his ranking may have changed, but his type and production proof have remained steady for three years.

Reality-Red continues to make the fancy, catch-your-eye type of offspring as evidenced during the 2011 show season. As his daughters mature, they continue to impress and carry on the legacy of his pedigree and performance information.

His lineage is on a strong foundation with a deep pedigree of long-lived, high producing and high scoring cows noted in his pedigree below. Reality-Red has several sisters in the Hurtgen-Vue herd in Monroe, Oregon, including full sisters Veronica EX-91 and Vivian-Red VG-88. He also has half sisters a VG-88 Advent, Vaneesee-Red, a VG-85 Python, and young Talent daughters. Veronica and Vanesse-Red were the 2011 All-Oregon Produce of Dam.

HIS SPECIALTIES

Elite Cheese Merit with phenomenal butterfat percent as well as a very low inbreeding coefficient make Reality-Red a popular choice for most breeding programs. From this cow family bred for longevity, Reality-Red daughters also excel in Productive Life, low Somatic Cell Score and Daughter Pregnancy Rating. Matings to virgin heifers are also recommended due to his low Service Sire Calving Ease.

HIS DAUGHTERS

“Reality-Red daughters are built to work in a variety of operations. They have beautiful udders with very correct feet,” says Richey Hurtgen, breeder of Reality-Red. “His daughters will mature well, just like Reality’s dam, Vanessa-Red 3E-93 DOM.”

A few of the Hurtgen’s favorites from the tanbark this year include Sunnylodge Reality Megan-Red – 1st Junior calf at the Royal Winter Fair Toronto 2011, Brigeen Reality Mapel-Red – 2nd Summer Yearling at the Royal Winter Fair Toronto 2011 and World Dairy Expo 2011, and Westphalia RR Astonish-Red – 3rd

Winter Calf at World Dairy Expo 2011.

“While the show wins are great, it is also satisfying when a breeder herd uses Reality-Red and makes a Very Good two-year-old, an Excellent cow, or a barn favorite that lasts multiple lactations with high consecutive production records,” Hurtgen adds. On the home front, Hurtgen-Vue has great aspirations for a VG-86 and three VG-88 second-lactation Reality-Red daughters from 13 generations of Excellents out of the Royal Rosa family.

MATING SUGGESTIONS

With an impressive overall linear breakdown, the best way to use Reality-Red is on cows needing refinement and femininity. He will sire tall, open-ribbed daughters with steep foot angle that track well. He works extremely well on Red-Marker, Advent, and Kite bloodlines, and makes a logical mating on daughters of Jordan, Lawn Boy and Redman-Red in the Red and Whites. Matings to daughters of Shottle, Dundee, Damion, Jasper and Palermo would make the extra fancy red carrier heifers.

THE RED SOLUTION

If you like to show, breed for cow families, look for high components, emphasize great feet and legs, consider outcross, and want calving ease, Reality-Red is an easy choice. The red color is an added bonus for this proven bull with over 90% reliability!

Reality-Red’s pedigree holds a strong foundation.

HURTGEN-VUE REALITY-RED

BORN: 09/30/2003

Setp. Storm X Renaissance X Milestone-Red

SIRE: PURSUIT SEPTEMBER STORM-ET

DAM: HURTGEN-VUE HHR VANESSA-RED EX-93 3E DOM
7-11 2X 365 37230 3.7 1394 3.0 1109

HURTGEN-VUE BM VANNA-RED-TW VG-85
6-03 2X 365 27330 4.1 1107 3.0 827

LOS-PASO STANDOUT VIKI-RED VG-86 DOM
5-10 2X 365 27740 3.3 906 3.0 834

Rod-ER-Dic Reality Kati-Red,
Nominated 2010 A.A. R&W Winter Calf



Synergy Rlty Sangria-Red VG-85 at 2-01

Complete Offering of Sires to Accent Your Herd

By Dave Erf
Dairy Sire Analyst

AS WE MOVE INTO THE HOLIDAY SEASON, THE DECEMBER SIRE SUMMARIES BROUGHT ACCELERATED GENETICS A NICE GIFT OF A POSITIVE PROOF RUN AND STOCKINGS FULL OF 10 NEW ACTIVE SIRES GRADUATING FROM THE PACE PROGRAM. These bulls combined with our strong current lineup provide high net merit, outstanding TPI™ and possess the diverse pedigrees needed to help accent your breeding program.

Before we talk about our new additions, there were a number of sires that added information and made some significant positive moves. 014HO05682 CALVARY added data and moved up almost 200 pounds of milk, 11 of fat and 6 of protein while maintaining his lofty level of over +2.50PTAT type. All of this resulted in a gain of +52 TPI points.

014HO05552 GRENADE made some nice increases on production and is now over +2000 milk. He improved 4 pounds each on fat and protein and is up over +50 TPI points, coming in at +1971 TPI.

Lineup leader and top 10 TPI sire 014HO05639 CM also made some nice increases. He improved nearly +200 milk and 6 pounds of protein. CM continues to be an outcross source of elite genetics.

Other top sires maintaining their lofty rankings include 014HO04929 MAN-O-MAN at #3 on the TPI list. 014HO05560 EMERALD is a top 20 TPI sire that possesses a unique pedigree. MYSTIC, 014HO05617, made some nice increases across the board to help confirm his

elite status. Finally, 014HO05411 PALERMO made some positive moves on production as his daughters seem to improve through their second lactations.

At the top of the list of new release sires is 014HO05954 DOUGLAS. He is a Mac son from a VG Oman and then a VG Patron. He is a great health trait bull that sires medium-sized cattle with great udders and correct feet and legs. Douglas comes in at +535 NM\$, +1989 GTPI and is 6% for calving ease.

Two Elegant sons were added from the PACE program in 014HO05723 MANPOWER and 014HO05881 TRENT. Both are exceptional udder improvers at well over +2.00 UDC. Manpower is out of a VG Outside and sires high fat (+.18%) along with great health traits and high TPI (+1954). Trent is out of an Excellent AltaMerchant daughter and is a high component bull, is over +2.00 for type, udders and feet and legs, as well as being a 7% calving ease sire.

High type transmitting PACE sires, 014HO05771 LAWLER and 014HO05853 MERIDIAN also achieved active status. Lawler is a Buckeye from four generations of Excellent cows. He is over +2.00 for type, udders and feet and legs. Meridian is a Toystory from a VG Champion. He is our highest new release for type at +2.94 PTAT.

A well-balanced proof backs 014HO05751 OLIVER. He is a Buckeye from a VG Throne. He has no holes in his information and sires moderate sized cattle with exceptional feet, legs and udders.

Our first Airraid son enters the active



Top: Gilbertson Manpower 2218, Gilbertson Farms, Inc., WI
Bottom: Koval Trent 1701, Koval Bros. Dairy, NY

lineup in 014HO05777 UPWARD. He sires high fat test, low calving ease and average size while still reaching +1000 milk.

014HO05745 RANDAL*RC provides an opportunity to add the red coat color, high fat test, and calving ease. He is a Toystory son from a VG Jordan-Red. 014HO05814 ESCAPE is also a Toystory son from an Excellent Adam dam backed by three more Excellent cows. He is a high milk sire and is plus for health traits. At an astounding +7.7PL, +3.1 DPR and 6% calving ease, 014HO05880 DIECAST, a Die-Hard son from an Outside, is your source for longevity and efficient reproduction.

In the high protein breeds, a few bulls took some nice jumps. 014JE00519 LINCOLN increased +13 JPI points this summary and is a top 25 JPI active sire. His combination of production, type and longevity is sure to please. In the Brown Swiss breed, 014BS00329 PROMOTION jumped +25 PPR points, with nice increases for production and longevity ratings.

From all of us at Accelerated Genetics, please have a joyous holiday season and be sure to take advantage of the genetic gifts courtesy of the PACE program.

One Million Units, A Journey of a Lifetime

By Labecca Johnson
2011 Marketing Communications Intern

WHEN HE FINISHED HIS DEGREE AT THE UNIVERSITY OF WISCONSIN-PLATTEVILLE, DENNIS THOMPSON KNEW THAT COWS WERE GOING TO BE A PART OF HIS LIFE FOR A VERY LONG TIME. After finishing college, Thompson began working for Accelerated Genetics as a regional supervisor. For the first four years, Thompson was the supervisor of seven area representatives. Also in this position, Thompson's responsibilities included part time work as a herd analyst, assisting producers in sire selection for their herds, and part time as a membership sales representative (MSR), providing producers with semen and animal health products. Thompson then moved into the MSR position where he continues today.

After 40 years of service as an MSR with Accelerated Genetics, Thompson knows his way around the state of Wisconsin. Each day he rises with the sun, takes out his map, and tracks his route for the day, making 20 farm visits a day and visiting more than 500 farms in a year. With such precision, each customer knows what time the Accelerated Genetics truck will pull into the yard.

They appreciate knowing when Thompson arrives, he will have the most up-to-date sire information for them. And they are confident in his knowledge of the sire line up. Many of his customers let Thompson take care of their semen inventories.

Thompson grew up on an 80-cow registered Holstein farm where his passion for the dairy industry began. He was involved with the family farm until the 1970's when he

married and moved up to the Mondovi, Wis. area. Thompson began his own family and was blessed with two daughters and a son. His family has continued to expand with the addition of five grandchildren.

Thompson recently reached another milestone in his career receiving the Million Unit Direct Sales Award. This award was given to him by the National Association of Animal Breeders (NAAB) to honor his dedication and service to the industry.

The NAAB was started in 1946 "to unite those individuals and organizations engaged in the artificial insemination of cattle and other livestock into an affiliated federation operating under self-imposed standards of performance and to conduct and promote the mutual interest and ideals of its members."

Thompson is among only four Accelerated Genetics recipients to receive this award. His regional sales manager, Pam Hendel said, "Dennis is consistently a top performer in Region 12 and he makes it look so easy. He covers a very large area and to keep things running smoothly, has very organized routes. Dennis never lets the grass grow under his feet. He gets more accomplished in a day than most people, and he is very self-motivated and has a positive attitude."

This honor brings a new milestone for Thompson as he continues his career with Accelerated Genetics serving his customers and sharing in their passion for agriculture.

Hendel adds, "We [Accelerated Genetics] congratulate Dennis Thompson on this award and thank him for his dedication and service to the cooperative."

Thompson, a 40-year employee, is one of only four Accelerated Genetics employees to receive this award.



Knowledge, Credibility and Honesty get Hanselman to 500,000 Units

By Robin Kleine
2011 Marketing Communications Intern

PASSIONATE ABOUT THE DAIRY INDUSTRY – THAT IS HOW ALLAN HANSELMAN’S CUSTOMERS DESCRIBE HIM. After graduating from California Polytechnic State University in 1994, Hanselman hit the ground running, working for Accelerated Genetics ever since. Alas, Hanselman has reached the elite 500,000 Unit Sales goal, by selling semen in Oregon as well as small portions of California and Washington.

Hanselman deals with dairies of all sizes and varieties, as his two major sales areas - Tillamook County and the Willamette Valley in Oregon - have herds from 100 - 1,000 with a few in excess of 2,000 cows. Additionally, about 30% of his customers run organic operations.

In his 17 years with the company, Hanselman has had four vehicles and has racked up over a million miles in his travels.

“It’s Allan’s devotion to the dairy industry and his commitment to the customers that have helped him to achieve this milestone in his career. In an area that is not populated with mega operations, his personality and presence within industry events have established his knowledge, credibility and honesty with the dairy producers,” says Gary Fassett, Accelerated Genetics Vice President of Sales and Communications. “We are extremely proud to have Allan on our team and congratulate him on reaching this milestone.”

Since his start with Accelerated Genetics, Hanselman has seen some changes in the

industry. Because of this he has altered his sales style to better fit his customers. “I have a much more hands-on approach now. Once I develop a relationship, I’m not just there to drop off semen, I help with all areas of the operation, which means spending more time with my customers,” Hanselman said.

Besides his passion, Hanselman’s customers really appreciate his friendly and convenient service. “If I forget to get semen, Allan will come out on a Sunday morning,” says Joel Slegers of Slegers Inc., a 2,600-cow dairy near Dayton, Ore.

Coastal View Dairy, a 320-cow dairy in Tillamook, Ore., owner Greg Myers agrees, “Allan is easy to like. He is sincere and will do anything he can for you.”

Honesty is Hanselman’s number one goal when dealing with his customers. He works hard to know his herds. Working with them to improve the bottom line, he helps his customers by adapting programs to fit their needs and visiting them often. “I sell them the best product for their money. I’m honest about the bulls and about what will work in their herd,” Hanselman said.

When asked about cold calls, Hanselman has a method. “I make cold calls after a good sales day. I know things have gone well, and I’m ready to spend time with them to discover their needs and wants,” he said. Hanselman also likes word of mouth, and often lets friends and neighbors spread the news about his service and knowledge to potential customers.



Hanselman will be honored at the 2012 Annual NAAB Convention for his 500,000 Unit Sales Award.

Allan lives in Salem, Ore. but grew up in New York on a Registered Brown Swiss dairy, where his family remains. In his spare time, he enjoys sports of all kinds - including golf, football and baseball (he religiously cheers on the New York Yankees). Additionally, he loves going to shows and sales, and helping with 4-H and FFA events.

“[Allan] is really involved in the Oregon dairy industry,” says Joel Slegers. “He volunteers a lot of time at sales and youth shows. He even taught me how to train and clip a heifer while I was in high school.”

Myers of Coastal View Dairy agrees, “He does a lot for the future of the dairy business.”

Hanselman will be honored at the 2012 Annual National Association of Animal Breeders Convention for his 500,000 Unit Sales Award, a milestone he reached earlier this year. “I never imagined myself getting to this milestone, but it is an honor,” Hanselman said.

Great Milk Sires



014H3831 MARION

Addison x Formation

+2368M 99%R

014H4438 RIVER

Morty x Manfred

+2264M 98%R

014H5647 DAVIS

Toystory x Outside

+2095M 93%R

014H5552 GRENADE

Marion x Outside

+2001M 93%R



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