

Genetic Trends®

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Innovative Resource Guide Tips

page 4

Are Your Heifers Calving on Time?

page 6

Jersey Sire Feature

page 8

Get More out of Your Feed

page 14

Accelerated Genetics®



More info at www.accelgen.com

FEATURES & NEWS

A Peek Inside the Innovative Resource Guide.....4-5

Repro Connections.....6-7
 Are You Getting Your Heifers into the Milking Herd On-Time?
by P.C. Hoffman

Sire Feature.....8-9
 Jersey Sires Top the Breed
by Dave Erf

Innovative Resources.....10
 To Get the Most Out of Feed, Focus on the Rumen and DFMs
by Dan Schreiner

Alliance Partners.....11
 Relationship Brings Great Genetics to U.S. and Canadian Producers
by David Jones

100,000 Cow Club.....12
 Dedication to Customers Leads Holzinger to 100,000 Cow Club
by David Jones

Herd Profile13
 Productive Life, Components And Service Are Key for Petersons
by David Jones

News.....14-15
 2011 Photo Contest
 Review of Essential Semen Handling Techniques



ON THE COVER

As the genetic future of the dairy herd, a heifer calf is a dairy farm's most valuable investment. Accelerated Genetics wants to help you get your heifers bred to high quality genetics, so that they can join your milking herd and reach their fullest potential. Photo by Sascha Burkard.

Accelerated Genetics[®]



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OUR PRIORITIES: GREAT GENETICS, PRODUCTS AND SERVICES

By: Joel Groskreutz, President and CEO

The first quarter of 2010-2011 is complete and I couldn't be more pleased with the results! We are up 27 percent in sales compared to last year with all markets showing great performance. As a company, we have continued the momentum from the end of 2009-2010.

Much of Accelerated Genetics' success is due, not only to the fact we provide quality products and services, but, to the many talents of our dedicated employees, who are second-to-none in the industry. Our people remain our greatest asset – whether our dedicated and visionary employees or our loyal and much appreciated customers.

Our priorities remain constant. Providing customers –

- a broad selection of the best genetics
- top-quality, solution-based products

- cutting-edge genomic research
- services for all styles of businesses


As we look to the future, we continue to evaluate the evolving needs of our customers and enhance the programs and services we provide. Within the year we will be unveiling some new tools that will help producers even more.

This year also marks a major milestone for your cooperative, as we celebrate our 70th anniversary. The 70-year evolution has included a never-ending pioneering spirit, which has helped us through the many peaks and valleys of the agricultural economy. Stay tuned for more details on how we can celebrate, together, our 70-year success story!

Also this year, Accelerated Genetics' marketing arm outside the Americas –

World Wide Sires, Ltd. – is celebrating its 40th anniversary. During their rich 40-year history, World-Wide Sires has exported over 64 million doses of semen to 108 different countries.

As always, we value your input. Your contributions have helped Accelerated Genetics become the successful cooperative it is today. Thank you for your business and continued loyalty. Together we can accomplish great things!



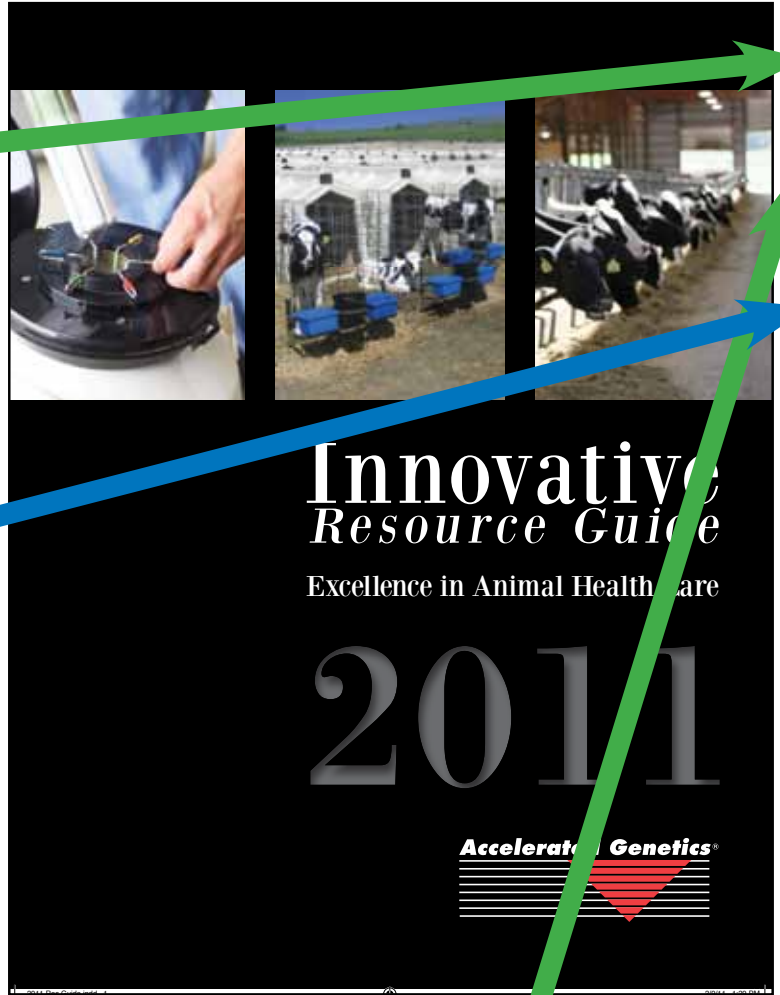
A PEEK INSIDE THE 2011

The 2011 Innovative Resource Guide from Accelerated Genetics (mailed with this issue of Genetic Trends) is just like its name implies: a great resource for your herd. From handy tips to current research results to useful products and solutions, the Innovative Resource Guide is full of information to help you with your herd's management decisions. Here is just a small sample of what you can find inside the Innovative Resource Guide.

FIVE FACTORS AFFECTING CALF PERFORMANCE

- 1. Nutrition:** Use a good quality milk replacer and feed it at recommended levels. Start feeding a good quality calf starter by day three (3) in small quantities. Keep the starter fresh by replacing daily and offer free choice clean water at all times. Work with your local Accelerated Genetics representative to fine-tune your nutritional products to match your performance goals.

For all five factors, see page 4 of the Innovative Resource Guide.



MACROMINERALS ARE AN IMPORTANT PART OF CATTLE'S DIETS

Having a healthy cow means ensuring there are enough minerals in the diet to help the animal meet all of its needs. The bullets below show most important minerals and their role in a healthy dairy cow:

Phosphorus (P): Phosphorus is commonly referred to as the "fertility" mineral. Inactive ovaries, delayed sexual maturity and low Cromium (CR) have been attributed to low P intakes.

Calcium (Ca): Cattle need Ca for skeletal growth and milk production. From mid to late pregnancy, a bred cow's requirement for Ca increases by 22 percent and after calving by an additional 40 percent. A deficiency can lead to milk fever around the time of calving particularly in high milk producing breeds.

Potassium (K): Potassium functions in pH balance, osmotic pressure and the amount of water retained in the body. High levels of K may inhibit Magnesium (Mg) absorption and cause metabolic problems, especially in grazing systems.

Sodium (Na) and Chloride (Cl): Sodium and chloride are critical in the electrolyte balance. Salt (NaCl) deficiencies can affect the efficiency of digestion and indirectly affect the reproduction performance of cows.

For more information, see page 13 of the Innovative Resource Guide.

FIVE SIMPLE RULES FOR FEEDING COLOSTRUM

Step 2: Feed A Gallon, and Feed It Early.

Passive transfer – the measurement of the calf's absorption of the protective antibodies in colostrum (IgG's) – is affected by the quality and amount of colostrum fed as well as the size and age of the calf. For Holstein calves, feed four (4) quarts of colostrum within the first hour. However, Jersey calves and small Holsteins should be fed less.

For all five steps, see page 3 of the Innovative Resource Guide.

INNOVATIVE RESOURCE

Guide

Table of Contents	
Calf Management	3-9
Colostrum Replacement	
Early Calf Care	
Milk Replacers	
Calf Starter	
Calf First-Aid	
Cold Weather Care	
Calf-Tel Hutches and Accessories	
Calf-Tel Pen System	
Direct-Fed Microbials (DFM)	
Nutrition and Feed Quality	10-15
Direct Fed Microbials	
Electrolytes	
Accelerated Nutrition - Vitamin and Mineral Supplements	
Accelerated Supplements	
Silage Inoculants	
Feed Quality	
Essential Solutions (Organic Certified)	16-17
Direct Fed Microbial	
Electrolytes	
Dairy Premises	
Udder Health & Milk Quality	18-20
Conditioners	
Teat Dips & Barrier Dips	
Mastitis Treatment	
Sealants	
Milking Hygiene	
Alkaline Detergents	
Acid Rinse	
Sanitizer	
Inflations	
Bedding Conditioner	21-22
SOP® Products - C Cow, C Calf, Lagoon	
SOP® Duster	
Breeding Supplies	23-27
Estrus Synchronization Supplies	
Nitrogen Tanks and Accessories	
Heat Detection Aids	
A.I. Breeding Supplies	
Animal Identification	
Miscellaneous	28-29
Breeding Records and Supplies	
Equipment	
Disinfectants and Boots	
Insecticides	
Hoof Treatment	
Deworming Program	

Innovative Solutions

CALF MANAGEMENT		Page
Five Simple Rules for Feeding Colostrum		3
Five Factors Affecting Calf Performance		4
Benchmarks for Calf Performance and Health		5
ACT - Accelerated Calf Technology Calf Starter		6
Cold Weather Management		7
Bloating in Calves		8
NUTRITION & FEED QUALITY		
The Tri-Mic Program		10
Key Points		11
Macrominerals: An Expensive Way		12
to Cut Expenses in Dairy Cows		
Macrominerals are important to cattle diets		13
Potential Solutions for Multiple Symptoms		14
Safety Around Silage		15
ESSENTIAL SOLUTIONS (Organic Certified)		
Essential Solutions: Direct Fed Microbials		16
Essential Solutions Organic Certification		17
UDDER HEALTH & MILK QUALITY		
Mastitis Management		19
BREEDING SUPPLIES		
Conditioner		21
Inserting		23
Is It Time for a Semen Tank?		24

For over 30 years, Accelerated Genetics has established a tradition of providing solution-based products that meet the changing needs of dairy and beef producers.

WHAT IS A DIRECT FED MICROBIAL (DFM)?

DFMs, also referred to as "probiotics," are viable (live), naturally occurring, beneficial microorganisms. They have long been known to help maintain desirable digestive microflora populations by warding off undesirable pathogens. Tri-Mic products from Accelerated Genetics contain a Direct Fed Microbial (DFM).

Tri-Mic products help animals in the following ways:

- Tri-Mic implants live rumen bacteria, which have a direct effect on digestion both for mature cows (in the rumen) and in calves (small intestine).
- Increasing bug numbers improves fermentation by improving the environment for beneficial microbes, which can lead to higher production in cows and a better growth in calves.
- A stable, healthy digestive environment allows for improved feed efficiency.
- Providing beneficial microbes reduces the risk of pathogenic microbes becoming established in the digestive tract, which can improve overall animal health.
- Healthy cows, with a stable digestive tract, are better equipped to absorb required nutrients needed for crucial biological functions such as reproduction.

See page 10 of the Innovative Resource Guide to learn more.

WHAT DOES "CERTIFIED ORGANIC" MEAN?

The term "certified organic" means that a nonprofit, state or private certification organization, accredited by the United States Department of Agriculture (USDA), has verified that a product labeled as "organic" meets the strictly defined organic standards. Certification is important for consumers, the industry and the regulatory community in order to assure organic integrity from farm to retail shelf.

The "Essential Solutions" line of organic feed supplements from Accelerated Genetics has been reviewed and approved for organic use by Quality Assurance International (QAI). The USDA Organic Seal and the QAI Seal, which both appear on all Essential Solutions products, signify that these products have been verified as certified organic in compliance with the strict USDA federal regulations for organic.

See page 17 of the Innovative Resource Guide for more information.

IS IT TIME FOR A NEW SEMEN TANK?

Take this short quiz to see if you need to replace your semen tank:

- Is the time between fills becoming shorter?
- Do you notice an increase in liquid nitrogen use?
- Is condensation or frost noticeable on the outside of the tank?
- Is your current tank more than eight (8) years old?

If you answered "yes" to one or more of these questions, refer to page 24 of the Innovative Resource Guide to learn more.

ARE YOU GETTING YOUR HEIFERS INTO THE MILKING HERD ON TIME?

By: P.C. Hoffman, professor, Department of Dairy Science, University of Wisconsin-Madison

A common discussion between dairy producers and their consultants continues to be about the optimum age of calving for dairy heifers. Today, we focus on reproductive efficiency to get heifers into the milking string on time.

Historically, dairy heifer research focused on feeding heifers higher energy diets to increase average daily gain (ADG) to help reduce the calving age below recommended levels (22 to 24 months). The thought was to shorten heifer-raising period and correspondingly reduce feed cost. Although this strategy has the potential to lead to an earlier return on investment, decreasing the calving age frequently resulted in a decrease in first lactation performance.

Some loss in first lactation milk yield with early calving ages (less than 22 months) is well-documented but questions regarding lifetime milk yield often follow. Some research has suggested lifetime milk yield is improved when heifers calve earlier (less than 22 months), yet other research demonstrated little difference in lifetime milk yields. In short, research has not identified early calving of dairy heifers (less than 22 months) as a high priority to maximize lifetime milk yield of dairy cows. As a result, the general guideline is to calve dairy heifers at between 22 to 24 months of age.

While this calving age guideline of 22 to 24 months exists, there continues to be a dairy industry emphasis on management practices to reduce the age of first calving further to 19 to 21 months.

It just seems logical to increase ADG of pre-breeding heifers to get them to breeding weight earlier, calve earlier and save rearing cost. The questions and approach is logical, but it is unfortunately filled with many assumptions making application of them challenging.



Focus on reproductive efficiency to get your heifers into the milking string on time.

Listed below are general assumptions about the age of first calving in a given dairy herd or in the dairy industry.

1) The age of first calving in the United States is not changing. Dairy producers are not adopting management practices to reduce the age of first calving.

This assumption is false.

Considerable progress has been made in reducing the age of first calving. Scientists from the USDA reported that in 1980 only 26 percent of Holstein heifers calved between 22 and 25 months of age. In 2004, over 55 percent of Holstein dairy heifers calved between 22 and 25 months of age.

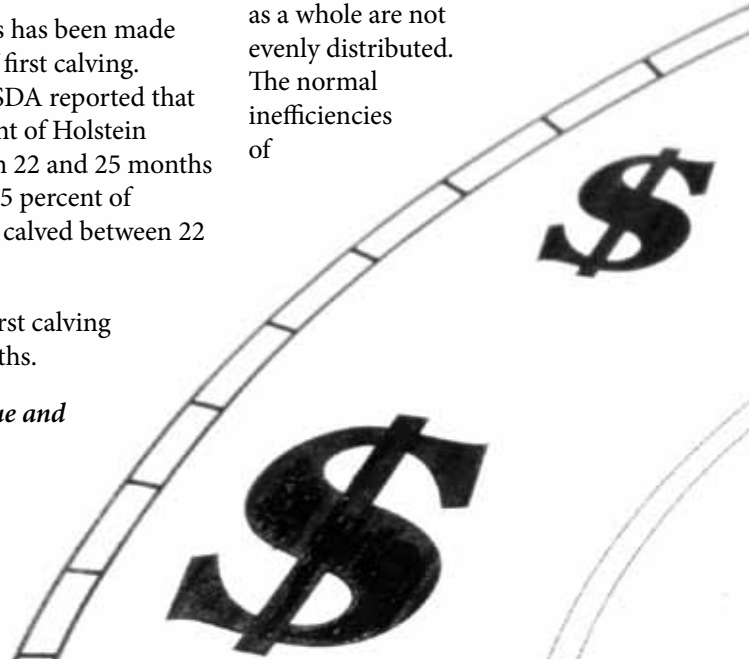
2) Many herds have first calving ages less than 22 months.

This assumption is true and false.

Many individual heifers in a herd may

calve at 22 months of age, but the herd's average age (DHIA) at first calving will always be greater. This means individual heifers that calve at 22 months of age likely come from herds with a herd average calving age of 24 months.

The reason for this is relatively simple. Calving age distributions in a dairy herd or in the dairy industry as a whole are not evenly distributed. The normal inefficiencies of



breeding and re-breeding, string pregnancy and calving age into a right-tailed distribution.

3) Improving ADG is the most important management practice to reduce herd breeding age and herd average calving age.

This assumption is mostly false.

The herd average age at first calving is not solely a function of ADG. Age at first calving is a function of the following factors: voluntary age waiting period, pregnancy rate, variance of pre-breeding ADG, mean pre-breeding ADG and re-breeding cutoff criteria.

For example, a dairy producer with pre-breeding Holstein heifers growing at 1.8 pounds per day sets a voluntary age waiting period of 13 months to avoid calving ages less than 22 months. The producer then sets a second breeding weight criteria of 875 pounds (for Holsteins) to assure adequate size. If pre-breeding heifer ADG is highly variable (SD 0.20 pounds per day), heifers actually reach the breeding weight criteria from 13.0 to 16.0 months. If the pregnancy rate is only 50 percent, this increases re-breeding rates.

Under this scenario, the first heifers calve at 22 months and the last heifers calve at 29 months. The difference in the number of days

on feed is greater than 200 days, making grouping, diet formulation, control of body condition and weight at calving very challenging.

In contrast, by decreasing the variance of heifer growth 0.10 pounds per day, through the use of good housing, bedding, and nutrition, and increasing the pregnancy rate from 50 to 60 percent, a herd's average age at first calving decreases from 25.6 months to 23.8 months without any appreciable management change in the voluntary age waiting period or ADG.

In dairy herds with herd average calving ages of less than 23 months, common denominators include excellent breeding efficiency and very low variance in heifer growth. These two measures define heifers reaching the breeding weight criteria at very similar ages, and heifers become pregnant at that age with a high degree of efficiency. It is important to understand that pre-breeding ADG is not the sole influence on age at first calving.

In conclusion, the secret to managing age at first calving is to intensively manage the pieces of the puzzle that determine a herd's calving age objectives, and worry less about research defined optimum age, or optimum lifetime milk yields.

Key points for a successful heifer breeding program:

The secret to improving your heifer reproduction program and managing age at first calving is to determine your herd's calving age objectives and focus on reproductive efficiency.

Factors that can help improve heifer reproduction include the following:

1) Properly manage pre- and post-weaning calf nutrition and offer adequate calf and heifer housing.

This puts heifers in the breeding target window at uniform weights and ages.

2) Focus on breeding heifers with an extremely high degree of efficiency.

Greater reproductive efficiency minimizes the number of days on feed and older calving ages.

3) Set a maximum number of breedings for problem heifers.

Heifers that calve in at a much older age may be prone to over-conditioning and metabolic problems at calving due to an excess number of days on feed.



The December 2010 sire summary brought impressive results to the Accelerated Genetics Jersey sire lineup which now includes the #1 JPI proven sire along with the #1 and #2 JPI genomic young sires.

Jersey Sires Top the Breed

By: Dave Erf, Sire Analyst

Once again 014JE00473 Tollenaars Impuls Louie is the proven sire leader, ranking number one for the Jersey Performance Index (JPI). With his December summary, Louie improved to +192 JPI, up an impressive 15 points from August. He improved across the board as he gained on milk, fat, protein, type, PL and DPR. At +66 fat and +43 protein, Louie is a great mating choice to increase production. He is also +3.7 PL and an impressive +1.3 DPR, making him a great choice for adding longevity and efficient reproduction.

For type, Louie now is at +1.0 PTAT. He sires tall, strong and dairy frames. His

daughters have very correct feet and legs, and they are coded shallow for udders, quite impressive for a sire at over +1500 milk. Louie is an Impuls son from an Excellent-scored Khan daughter and is an impressive 5.3 percent for EFI making him an outstanding sire to use on non-Impuls bloodlines.

Most impressive for this sire run is the fact that the two highest genomic young sires available in the Jersey breed are from Accelerated Genetics.

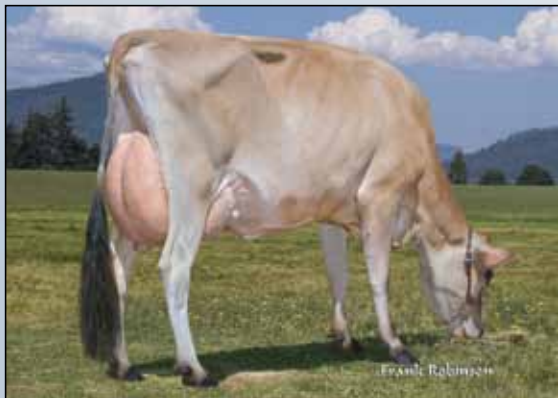
The two highest genomic young sires available in the Jersey breed are from Accelerated Genetics.

Topping the genomic young sire list at +198 GJPI is the recent PACE release 014JE00555 Peterson Impulsive Roy. He is an Impuls son from a very productive and long lasting Jace dam. Roy comes in at +69 fat and +44 protein and is an impressive +626 LCM\$. Roy has immediately attained status as a mating sire and should be a high demand young bull.

014JE00537 MVF Jevon Lotto-ET ranks second in the breed among available young bulls for genomic JPI at +197. Lotto has been a GeneFORCE® bull since

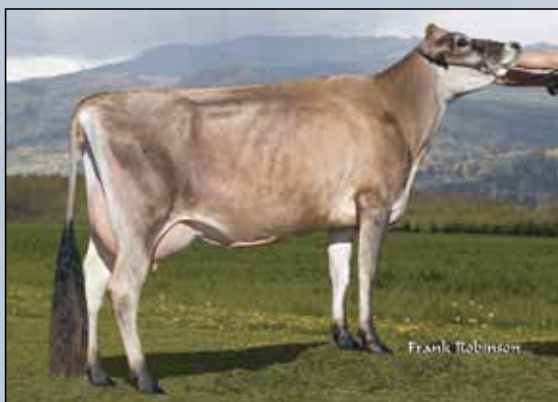


Frank Robinson



Wilsonview Access Jadis VG-85%

the inception of genomics and is a mainstay near the top of the Jersey genomic list. Lotto is the highest Jersey bull available for LCM\$ at +631 (Roy is number two at +626 LCM\$). Lotto is also high ranking for PL at +5.1 and DPR at +0.8 with a low SCS of +2.71. Lotto has been a highly sought-after young bull since his semen was released. His young heifer calves have been selling well across the U.S. this past year.



Valley Oaks Alexanders Wedding-P EX-90%

Our other GeneFORCE Jersey sire, 014JE00533 All Lynns Restore Vito-ET, ranks among the top ten genomic young sires of the Jersey breed for JPI at +182. Vito is the highest available sire for protein production at an astounding +54 PTAP. Vito is also the highest milk sire available at +1905 PTAM.

Adding to the depth of the PACE program, another recent release, 014JE00553 O.F. Impuls Hancock, brings production and extreme outcross opportunities. Hancock is +60 fat and +28 protein. However, the most impressive aspect of this Impuls son out of a Maximus dam is his phenomenally low 2.1 percent genomic EFI. No bull in the breed at or even remotely near Hancock for genomic JPI can come close to his outcross ability.



FDB Campbell Joanne VG-85%

Along with the impressive group of genomic young sires, the rest of Accelerated Genetics' Jersey proven sires creates a strong line-up.

014JE00472 Forest Glen Artist Alexander is sire that can offer high components and outcross capabilities. An Artist son from an VG-88% Bold dam, Alexander is a true component improver at +.15 percent fat and +.04 percent protein. He has over 100 daughters in his production proof and is among the top of the breed for LCM\$. Alexander's daughters are moderate sized with very correct feet and leg structure and are extremely shallow uddered at +1.6 for udder depth. Alexander makes



Nymans Epic 7955 VG-81%

a good cross on Dale, Rebel, Abe and Jevon daughters.

Two of the higher production Action sons available are 014JE00483 Ahlem Action Access and 014JE00484 Calamitys Action Campbell-ET. Access is among the top 15 bulls available for improving milk production at +1038 PTAM. He is out of an VG-88% Hallmark and is Accelerated Genetics' highest sire for type at +1.4 PTAT. Access' daughters are tall and dairy with outstanding udders.

Campbell is also out of a Hallmark dam and sires impressive dairy frames along with shallow udders, snug fore udders and high and wide rear udders. He has nearly 150 daughters in his production proof and is a milk improver at +786 PTAM.

Other notable proven sires include 014JE00460 Ahlem Jace Epic-ET, a Jace son that sires very high components and a nice balanced linear. Also, 014JE00415 Raline Paramount Peter is a bull with a nice linear pattern and sires solid production.

As you can see, many breed-leading proven and genomic young sires for total performance call Accelerated Genetics 'home'. It's quite impressive for our PACE program to have graduated so many top available JPI bulls. Take advantage of these genetics, and put these Jersey sires to work in your herd's mating program.

RECENT SALE HIGHLIGHTS

HESSENS ZUKUNFT, GERMANY

€57,000 Skye
Man-O-Man x UFM-Dubs Shottle Sheray
Highest German sale price ever!

K&L SELECTION SALE, THE NETHERLANDS

€37,500 Apina Fleur
Man-O-Man x Ralma Mac Beauty VG-87
Record-breaking high seller!

SEMEX SPECTACULAR SALE, AUSTRALIA

\$32,000^{AUS} M-Gee Silk
Man-O-Man x Misty-Springs Shottle Satin
Top price at the sale!

ALL-AMERICAN JERSEY SALE, U.S.A.

\$32,000 Tollenaars Lotto Lottery 1046C96-ET
Young bull, Lotto x VG-88% Impuls

TOP-GENETIK-AUKTION, GERMANY

€11,500 KNS Monamie
Man-O-Man x Sharky

TO GET THE MOST OUT OF FEED, FOCUS ON THE RUMEN AND DIRECT FED MICROBIALS

By: Dan Schreiner, Products Specialist

Each year, dairy producers face challenges when putting up high quality feed, and 2010 was no exception. Many areas of the United States experienced a steady stream of rainfall, which made harvesting difficult. Plus, the heat accompanied the rain made it more difficult to harvest forages at the “ideal” time because the plants grew faster than usual. While many producers aim for a 28-day gap between harvesting, many areas experienced crops maturing in as little as 24 days.

Faster-growing forages tend to feed more poorly than slower-growing crops. This is due to a narrow window for ideal harvest time. Also, faster-growing plants need to produce more fiber to keep upright to continue to grow, which in turn affects the digestibility of the feed.

Corn digestibility also suffered this year for the same reasons. Many producers are seeing more corn in the manure than they have in previous years, and the cows aren't producing as much milk as they should with the feed that they are given. The

challenge many dairy producers are facing now is getting the most production out of the herd without wasting grain.

Regardless of the challenges facing the cow, the solution to this problem almost always relates back to the rumen. A healthy rumen requires a balanced ration, not only for the cows, but for the millions of fungi, bacteria, and yeast that reside inside the cow.

Each different microbe is responsible for its own specific task. There are bugs that digest starch, others that digest fiber and still others that break down protein. To maintain an efficient and healthy animal, each type of microbe has to be present at the proper ratio to survive and give the animal the nutrients it needs. Any variation, such as a pH change caused by overfeeding grain or a mycotoxin from poorly-stored feed, can destroy specific microbes and throw the balance off. This unbalance causes problems both in the short term (production) and long term (reproduction).

Sometimes it is difficult, if not impossible, to maintain the correct balance of rumen

microbes through diet alone. When this happens, there are many products or tools available to help achieve the desired balance.

One of the most effective tools are Direct Fed Microbials (DFMs). DFMs improve rumen function by adding beneficial bacteria to the rumen that will overpower less desirable microbes. These beneficial bacteria allow the rumen's defense system to balance itself and improve efficiency.

Adding extra microbes to the rumen helps break down the slower digesting fiber and starch. Because there are more microbes eating more feed, a cow receives more nutrition from the same amount of feed without risking long term rumen health.

Fast results are an additional benefit of a DFM. If the cows are benefiting from the added microbes, there should be a noticeable reduction in the amount of corn passing through. In many cases, those cows will also have increased production, improved milk components or both, depending on the situation.

Looking for a Direct Fed Microbial (DFM)?

The Tri-Mic product line for cows and calves from Accelerated Genetics contains DFMs..

Tri-Mic products implant live rumen bacteria, which have a direct effect on

digestion both for mature cows (in the rumen) and in calves (small intestine).



Tri-Mic stimulates rumen fungi and micro flora which increases lactic acid utilization.

Tri-Mic also contains live-cell yeast which acts as an oxygen scavenger and encourages an anaerobic environment needed for proper rumen micro flora function and growth.

For more information on Tri-Mic products, check out page 10 in the 2011 Innovative Resource Guide.

RELATIONSHIP BRINGS GREAT GENETICS TO U.S. AND CANADIAN PRODUCERS

By: David Jones, Marketing Communications Intern

GenerVations Inc., established a working relationship with Accelerated Genetics several years ago. The widespread success of 250HO00803 Champion helped put GenerVations on the map with Holstein breeders around the world. Champion produced and sold more than 1,000,000 units in his semen production career. This bull is no stranger to the tanbark trail, siring many winners in European and North American shows over the years.

Based in Campbellville, Ontario, GenerVations is the exclusive distributor of Accelerated Genetics for the Canadian provinces. Their skilled and motivated sales team has proven to be a great asset to Accelerated Genetics' business in Canada. Likewise,

GenerVations has provided excellent genetics for Accelerated Genetics to offer to Customers.

"GenerVations has tied into some of the most popular and respected cow families in Canada," says Gary Fassett, vice president of sales and communications for Accelerated Genetics. "The cow families are unique and offer different pedigrees than what Accelerated Genetics has in its lineup, offering a greater spectrum of genetics to our customers. There is a niche market in the USA for high profile Canadian pedigrees that we would love to do more business in."

Dave Eastman, CEO of GenerVations, grew up on his family's farm in Kinburn, Ontario and began working with their breeding program when he was just 12 years old. He

graduated from the University of Guelph with a Bachelor of Science degree in 1991, majoring in Agricultural Business.

Dave began working for what was Cormdale Genetics, Inc. in 1993 and was offered an opportunity to purchase a stake in the company in 1998. The semen marketing division of Cormdale became

and a broad base of genetics.

GenerVations also owns many of their own females. They plan to release 30 new young sires this year, and about two-thirds of them will carry the GenerVations prefix. This provides them with a unique opportunity to brand their product. The company samples between 15 and 20 bulls each year and

looks for the most complete package.

"Because we don't sample many bulls each year, we have to be extremely picky," Eastman explains. "We're looking for high type, high production with great cow families behind them."

This philosophy works very well for the company. There are some very exciting sires coming soon, including two 014HO03831 Marion sons, named 250HO00903 Wildthing and 250HO00902 Willrock, from an embryo split that will be released in April.

"They're a complete outcross to the O Man, Shottle and Goldwyn bloodlines and will be a

perfect fit for the many Man-O-Man heifers ready to flush. Their proofs will be identical; it will be kind of neat," Eastman says.

Accelerated Genetics is pleased to offer GenerVations semen in the line-up and looks forward to the unique genetic pool they will offer in the future.

"We see GenerVations as becoming bigger players in the U.S. marketplace with high-end genetics for type conformation and milk production," Fassett says. "Many of GenerVations' younger bulls have ranked very high in the Canadian system for genomics. We believe that GenerVations is on the right track for accessing elite genetics and providing excellent values to our customers."



Dave Eastman, CEO of GenerVations Inc., poses with 250HO00833 Champion II, the clone of the popular sire 250HO00803 Champion. GenerVations has been the exclusive distributor of Accelerated Genetics semen in Canada for over eleven years.

GenerVations, Inc. in 1999. A mere five years later, Eastman became the sole owner of the company. The relationship with Accelerated Genetics sparked in early 2000.

"Our relationship with Accelerated Genetics has worked out very well," Eastman says. "Right now we're selling a lot of [014HO03597] Potter, [014HO04929] Man-O-Man and [014HO05411] Palermo. [014HO04026] Airraid has been extremely popular for us also. Our customers appreciate that we can bring some of the best bulls from across the world to them."

In addition to marketing bulls from Accelerated Genetics, GenerVations pools genetics from across the world. Their current line-up includes bulls from France, Italy, Germany, Spain and other countries. This provides them with a unique market

DEDICATION TO CUSTOMERS LEADS HOLZINGER TO 100,000 COW CLUB

By: David Jones, Marketing Communications Intern



Holzinger checks through a group of cows during a farm visit last summer.

In 2010, Dave Holzinger joined the prestigious 100,000 Cow Club and was honored at the 64th Annual National Association of Animal Breeders Convention last fall. Holzinger started breeding cows with Accelerated Genetics when he was twenty years old, and he has stayed with the company because of quality customer friendships and outstanding support.

“Accelerated Genetics has been good to me. Everyone treats each other like family,” Holzinger says. “I’ve also got a great boss, Dave Calvert, who has been very great to work with.”

The feeling is mutual for regional sales manager, Dave Calvert: “Dave [Holzinger] has a great relationship with his customers,” Calvert says. “He has become very good at chalk and breeds and attains very high pregnancy rates for his customers. Dave has a great desire to be successful in life, and I am very proud to be on his team.”

Holzinger isn’t afraid to go above and beyond for his customers. In fact, he considers it an important part of his service.

“The guy with ten cows is just as valuable as the guy with 500,” Holzinger explains. “They’re both important customers to me. The friendships I’ve developed with my customers are a big reason why I enjoy this job. We look out for each other. My success is dependent on their success.”

Holzinger is constantly trying to better his skills and stay fresh in order to better fit the needs of his customer base.

A few years ago, he traveled to Idaho to pick up some breeding tips on a 10,000-cow dairy. Holzinger knows he needs to stay innovative to meet the ever-changing needs of this industry.

“For a technician today, you’ve got to be diversified and adapt easily to change,” he says. “You’ve got to be able to serve both large herds and small herds, in addition to offering farm products.”

While A.I. technicians may have different hours than most individuals, Holzinger doesn’t mind.

“Your days always go fast because, in a way, you’re always racing the clock,” Holzinger says. “I start at four [a.m.], and I’m usually done by one in the afternoon. I love those hours.”

It’s not all business, however. Holzinger thinks the world of

his customers, and they think of him as more than just a technician.

“I’ve developed relationships with these families beyond just being their technician,” Holzinger says. “I’ve watched their kids grow up. I never thought I’d get to that point when I started.”

“The friendships I’ve developed with my customers are a big reason why I enjoy this job. We look out for each other.” - Holzinger

Holzinger was born and raised on a registered Simmental farm. His wife, Lynn, grew up

on a dairy. In fact that’s how they met. His son, Nathan, and daughter, Taylor, proudly support their dad. In his spare time, Holzinger enjoys going to their sporting events and spending time on his farm.



Maintaining accurate breeding records is one of the daily services that Holzinger provides to his customers. Photos by David Jones.

PRODUCTIVE LIFE, COMPONENTS AND SERVICE ARE KEY FOR PETERSONS

By: David Jones, Marketing Communications Intern

Alden Peterson & Sons Dairy, located in Turlock, California, uses 100 percent Accelerated Genetics sires and has since 1983. According to owner and operator, Dan Peterson, the dairy was established in 1960 by his father and has grown over the years to accommodate 700 milking cows.

“We use Accelerated Genetics because they have one of the best breeding programs,” Peterson says. “They provide us with what we need to improve genetically. That’s what we’re after.”

The cows at the Peterson dairy feature a “who’s who” of some of Accelerated Genetics’ most successful sires. Their current favorites are daughters out of 014HO06090 Bowser, 014HO03913 Harry, 014HO05300 Micah, 014HO05434 Trump, 014HO03597 Potter and 014HO05177 Phantom. They’ve also had great success with 014HO05411 Palermo. In fact, one of their Palermo daughters, Peterson Palermo 3179, is currently featured on the Accelerated Genetics website.

Herdsmen Marcos Mercado aids in the sire selection and has worked alongside Dan for 13 years. When Mercado was younger, he accompanied his father to work at the dairy for years. Eventually, Mercado was offered a full-time position.

“A lot of people won’t use bulls that have negative numbers for milk production,” Mercado says. “We breed for productive life and high components. We feed for milk production.”

This philosophy has worked well for the Peterson dairy. According to the latest Central Counties DHIA statistics from 2009, Peterson’s dairy ranked second in its size category for milk production with a rolling herd average of 30,098 pounds of milk, an astounding 3.87 percent fat and an average SCC of 134,000.

“The first thing you have to consider in management is what you want to be milking three years down the line,” Mercado says. “There’s a tremendous variety of bulls out there. You’ve just got to pick the ones that work best for your operation.”

The Peterson dairy participates in the PACE young sire program; however, they use proven sires the most, especially when using sexed semen on heifers. One of their favorite sires in the ACC-SS® sexed semen lineup is 014HO03597 Potter.

“I read in the [Genetic Trends] magazine that Potter sold 1,000,000 units,” Mercado says. “I can definitely see why. We’re very happy with Potter. You can’t go wrong with that bull.”

While the Peterson dairy is extremely happy with sires of Accelerated Genetics, they’ve stayed with the company so long due to the outstanding service.



Alden Peterson & Son Dairy has been using 100 percent Accelerated Genetics sires since 1983. In 2009, the dairy ranked second in its size category for milk production in the Central Counties DHIA program with a rolling herd average of 30,098 pounds of milk and 3.87 percent fat.

Accelerated Genetics employee, Ed Correia, has been serving the dairy since 1983 and always enjoys a stop at the dairy.

“I make every effort to take care of my guys,” Correia says. “Service is the name of the game. If you’re running three days behind, your customers are going to look someplace else.”

Prompt and reliable service helps keep customers happy and coming back for more, according to Correia.

“Just this morning, Marcos called and asked for some more Potter sexed semen,” Correia explains. “My clients and I have a mutual respect for each other. They understand that I can’t always process their request as quickly as I’d like to. I understand their urgency and do my best to provide them with the tools they need as quickly as possible.”

Congratulations to the Alden Peterson & Sons Dairy, and thank you for your continued use of Accelerated Genetics!



Accelerated Genetics employee, Ed Correia, poses with Marcos Mercado, a full-time employee at the Peterson’s dairy. Correia has been working with the Petersons for over 27 years. Photos by David Jones.

2011 PHOTO CONTEST

Get your cameras ready! The 2011 Accelerated Genetics photo contest is here! This year, there are two categories: "Calves" and "In Their Environment."

CATEGORY ONE:

"Calves"

- Photos could include any number of dairy or beef calves
- In any location: hutches, calf barns, on pasture, at the fair, etc.
- Calves must be relatively clean
- Action shots are preferred

CATEGORY TWO:

"In Their Environment"

- Photos of beef or dairy cows and/or calves "in their environment": in freestall barns, on pasture, in the milking parlor, on a dry lot, etc.
- Animals must be relatively clean
- Action shots are preferred
- Photo may include people

DEADLINE: JULY 1, 2011

Prizes:

(for each category)

FIRST PLACE - \$100 Gift Card

SECOND PLACE - \$75 Gift Card

THIRD PLACE - \$50 Gift Card

SUBMIT ENTRIES TO:

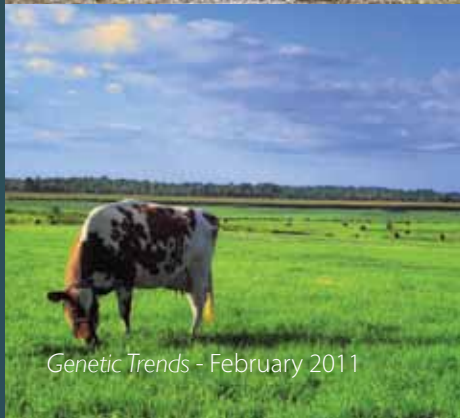
Accelerated Genetics
Attn: Kelly Kendall
E10890 Penny Lane
Baraboo, WI 53913
800-451-9275, ext. 5423
kkendall@accelgen.com

Rules & Guidelines:

1. Entry deadline is July 1, 2011.
2. Digital images are preferred and must be sent as a high resolution (300 dpi) JPEG or TIFF image. Photo size must be 8" x 10" or larger. Send digital images either by mail on a CD or USB drive or by email to kkendall@accelgen.com.
3. For each photo entry, include: photographer's name, address, phone number, location that photo was taken, photo title and photo category.
4. There is no limit on the number of entries per person, but only one winning photo per person per category.
5. Photo must be taken by the contest entrant.

QUICK PHOTOGRAPHY TIPS:

- Natural outdoor lighting produces good images, but watch out for shadows and the angle of the sun. Try using a flash outdoors, but know your flash's range.
- Move in close to your subject, and get on its level or change your level to create a unique angle.
- Move the subject slightly off center to create more interest in your photo.
- Capture your subjects in their element or in action. Candid shots typically produce better results than staged.
- Be aware of your surroundings and the background behind your main subject. (i.e. reflective objects or other distractions)
- Take lots of pictures to capture that perfect one!



REVIEW OF ESSENTIAL SEMEN HANDLING TECHNIQUES

Reproduction represents a big challenge for managers and farm employees in all sizes of dairy operations. A specific reproductive problem may be the consequence of failures in different areas, including management, nutrition, facilities, heat detection, synchronization protocols, or A.I. technique.

Accelerated Genetics invests a great deal of time, effort and resources to ensure the highest quality semen for its customers. However, fertile semen will only get cows to conceive when the correct management procedures are followed, especially when it comes to the handling of semen and the technique of breeding a cow.

There are a few main standards that Accelerated Genetics teaches and demands from the A.I. technician force, including semen handling, technique and procedure.

Typically when producers are having conceptions problems, it is because proper technique is not followed.

Here are some simple semen handling tips:

- **Check liquid nitrogen levels.** Properly maintain your semen tank and measure the liquid nitrogen levels to ensure semen viability. Refill tank when it gets down to five inches. Never allow it to drop below two inches. If you notice your liquid nitrogen levels decreasing rapidly after a tank fill, it may be time to get a new semen tank.
- **Thaw semen in a water bath.** Accelerated Genetics recommends to thaw semen in a water bath to achieve the highest conception rate possible.



- **Use proper time and temperature of water bath.** Allow the semen to be thawed for at least 45 seconds in a water bath that is 95° F to 98° F. Time and temperature are extremely important when breeding large number of cows with Timed A.I.
- **Handle semen straws with tweezers.** Don't touch the semen straw with your fingers. Use tweezers to grab the semen straw out of the tank. A semen straw will not thaw uniformly when touched by fingers, plus the heat from fingers may damage or kill sperm cells in the surrounding straws that you touched trying to retrieve the one straw.
- **Double-check that your thermometer works properly.** Regularly review the water

temperature of the thaw unit with an alternative thermometer to ensure proper temperatures of water bath.

- **Watch the temperature closely when thawing several units at once.** It is especially important to check the water bath temperature when thawing several semen units simultaneously. Thawing more than four units at once may affect conception rate. Special attention should be given to avoid straws sticking together while thawing as this affects internal temperature of the straw.
- **Breed animal as quickly as possible.** Don't let the semen just sit around in the water bath. Once you thaw it use it to breed cows or heifers. Don't allow more than 10 minutes between semen thawing and inseminating the cow or heifer.
- **Protect the loaded semen gun from the weather.** Once the semen gun is loaded, place it in a secure and warm place like an A.I. gun warmer. This is very important if you have to walk long distances in the cold or wind before you breed a cow.

With these simple tips, plus following through with all reproductive management protocols when it comes to breeding a cow, producers should expect great conception results.



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- Increased globulin protein intake has been shown to improve passive transfer of immunity to the newborn calf
- Provides assurance that diseases won't be passed from cow to calf, an important step in maintaining biosecurity
- Mixes easier than other replacement products, making it more convenient to feed
- Dual replacer/supplement directions are suitable for dairy and beef cow-calf operations

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Feed 1 packet to provide 150 grams of bovine globulin protein.

As a supplement to colostrum:

Feed 1/2 packet to provide 75 grams of bovine globulin protein.

30240 500 grams



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