

# *Genetic* Trends®

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Serving The Industry – The  
Cooperative Way

Cold Weather Calf Raising

Sire Features:

LOUIE & ALANDO-RED

2010 Photo Contest Rules

Why Use A.I.

Scholarship's Due: Feb. 15<sup>TH</sup>

**Accelerated Genetics®**



# FEATURES & NEWS

- Page 3:** 2010 - A New Year With A Brighter Outlook
- Page 4:** Raising Healthy Calves In Cold Weather
- Page 5:** Point & Shoot For The 2010 Photo Contest
- Page 6:** Serving The Industry – The Cooperative Way
- Page 8:** Reasons To Use Artificial Insemination Instead Of Natural Service In Dairy Herds
- Page 9:** Scholarship Deadline February 15<sup>TH</sup>
- Page 10:** Many New Changes With The New Dairy Proofs
- Page 12:** Alando-Red A Shining Star In The Red & Whites
- Page 13:** For Pereira, Friends And Clients Are One In The Same
- Page 14:** Louie Is An All-Around High-Ranking Sire
- Page 15:** Brim Puts Accelerated Genetics On The Map in New Mexico, West Texas

## ON THE COVER

*Caring for your calves in the wintery cold months involves a whole different level of calf care management. In this issue of Genetic Trends, there are some great tips on what you should be concerned about during the cold months of the year.*

*Also included in this issue are some important reasons why producers should use A.I. versus natural service. Additionally, breeding your heifers to A.I. sires is a great way to highly impact the genetics of your dairy herd.*

Cover photos by: Kari Stanek



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# GeneticTrends®

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# 2010 - A NEW YEAR WITH A BRIGHTER OUTLOOK



BY: JOEL GROSCKREUTZ, PRESIDENT & CEO

Accelerated Genetics is stepping into 2010 with great enthusiasm as the New Year holds a more vibrant future for the dairy industry.

Financial experts report the dairy industry has emerged from the global financial crisis with a positive outlook. And even though the industry has been 'scratched' and 'dented', the solid foundation should support the global dairy price recovery into the future.

As I look ahead and what Accelerated Genetics' approach will be, four words come to mind: People, Prepare, Proactive and Professional. These four key words will form the plan that will guide Accelerated Genetics to better assist its customers.

## PEOPLE:

As I have stated numerous times before in this column, Accelerated Genetics' greatest asset is its people. It is these employees, and their continued commitment and dedication to our customers that makes our company shine.

Accelerated Genetics employees assist you with on-farm needs and are your reproductive and genetics resource. The unique thing about our employee structure is, even though you may only have direct interaction with one or two employees,

backing them is a whole team of on-staff professionals, with whom they can consult to ensure your questions are properly answered and solutions to your problems are found. Ultimately, Accelerated Genetics employees are available to make certain your farm business thrives.

## PREPARE:

Accelerated Genetics is preparing for the future by emphasizing the importance of continued leadership education of its board of directors and management team. A Standards of Professional Excellence leadership training program has been developed to help better prepare these two management groups in their future decision-making process.

Much of the initial leadership training is focused on developing open communications, understanding roles and responsibilities, and realigning the vision, mission, and direction of the company. Beyond that, we will focus on strategic planning, both short-range, three to six months, and long-range, three to five years. This process is necessary to ensure the strength of your cooperative.

## PROACTIVE:

Accelerated Genetics prides itself in being a company that listens to the needs and

concerns of its customers. We must be ready to revamp and adapt when your needs change. Last year's challenges are a fresh reminder that we cannot continue with business as usual. Being flexible and proactive can be the difference between thriving or merely surviving as a company.

## PROFESSIONAL:

One of Accelerated Genetics' goals is to be the professional resource that you, the producer, trust. Our professional employee group provides you with unmatched services, breed-leading genetics, solution-based products and cutting-edge technologies.

- **Services** – A.I. breeding, reproductive consulting, and GEMpc mating are a sampling of the main services we provide to our customers.

- **Genetics** High-quality proven sires, top GeneFORCE® sires and PACE young sires. We have many breed-leading sires that will be sure to have a worldwide impact. In addition, ACC-SS™ sexed semen is available on a wide variety of sires.

- **Products** – Don't forget about Accelerated Genetics' outstanding solution-based products of calf care and cow nutrition supplements, microbials, feed quality treatments, breeding supplies and much more.

- **Technology** – Genetic Visions, Inc. – our wholly owned subsidiary, is the only Illumina CPro certified lab for genomic imaging in our industry. Genetic Visions has been in the business of DNA marker research since 1988. As new technology presents itself, we will be prepared to be on the forefront to assist and enhance your dairy genetics.

Maintaining a status quo is not what keeps your cooperative operating at its peak performance. Accelerated Genetics' recipe for future success begins with you, our valued customers. We promise to be your source for genetic excellence and to provide the professional service you've come to expect. Ultimately, our success can only be measured by the success of your operation.

Together We Can Accomplish Great Things!

Genetic Trends - January 2010



*A tall, delicious, cold glass of milk is one measure of success for your farm business. This glass of milk is the result of your hard efforts, breeding, feeding and managing your herd. Accelerated Genetics' recipe for future success begins with you, our value customers. Accelerated Genetics' promise is to be your source for genetic excellence and to provide the service you've come to expect.*

# RAISING HEALTHY CALVES IN COLD WEATHER

ARTICLE ADAPTED FROM MILK PRODUCTS, INC. FRONTLINE ARTICLES

## WINTER FEEDING - WHY BE CONCERNED?

At 0°F (-18°C), a 90 pound calf eating 1 pound of milk replacer powder daily (equal to 1 gallon of 12% solution) can “burn up” its entire body fat reserve (around 3-4% of their Body Weight) within 18 hours. Bring on the groceries!

Undoubtedly, young calves (less than 3 weeks of age) are prone to negative effects of cold weather, including depressed immune function (increased risk of sickness), poor response to treatment, decreased growth performance, and possibly death. Adjusting the milk or milk replacer feeding program is the most effective way to address the increasing needs of calves in cold weather.

Cold weather calf nutrition programs should focus on calves less than 3 weeks old, as they are not eating adequate amounts of starter grain to meet their energy requirements, nor do they have adequate rumen development to capture enough energy from the calf starter they do consume.

## 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. ***As more energy is used for maintenance, less is available for growth and immune function.***



Photo by: Karí Stanek

By a month old, a calf's lower critical temperature is closer to 32°F due to rumen development (greater internal heat production), grain intake, and greater internal fat stores.

As we stated before, the primary source of nutrients for a calf in its first three weeks of life is from milk or milk replacer. Because of this, calves need to receive a high quality milk replacer. The standard milk replacer in the field is an All-Milk formula (containing all-milk proteins) with 20% protein and 20% fat. This is a highly digestible milk replacer, but when fed at 1.25 pounds per calf per day, according to the latest NRC, it will only support growth in a 100 pound calf at temperatures above freezing (above 32°F), when no calf starter is consumed. The NRC tells us that calves that are fed 10 ounces of a 20-20 formula twice a day

will lose weight when fed in below freezing temperatures (below 32°F).

Traditional feeding rates of 16 ounces per calf per day are insufficient to meet a calf's maintenance needs when temperatures drop below 50°F. Most companies now recommend 20 ounces of powder per calf per day, yet even at this feeding rate, calves will lose weight when ambient temperatures drop below 32°F.

This is why it is common to increase milk feeding by up to 50% in cold weather to meet the calf's increased maintenance needs. This will avoid the calf from having to mobilize the fat it has stored around its internal organs. When feeding powder at higher mixing rates, do not concentrate milk powder at rates greater than 24 ounces (680g) of powder per gallon (3.8 liters) of water.

***As more energy is used for maintenance, less is available for growth and immune function.***

**WHAT ABOUT SUPPLEMENTING EXTRA FAT?**

Fat supplements add energy, but feeding over four ounces per calf per day often results in reduced starter intake - counterproductive!

Here are some guidelines for using a fat supplement:

- Adding two ounces per feeding of a fat supplement that contains 60% fat to 10 ounces of a 20% fat milk replacer (mixed into two quarts total solution, fed twice daily) is equivalent to feeding a milk replacer with 27% fat.
- Be aware of the maximum total solids percentage for a solution of 18%: [(2 ounces fat supplement) + (10 ounces milk replacer powder) in 2 quarts of total solution = 18% solids], don't add a fat supplement to a milk replacer solution that is already 18% solids (ie. 12 ounces of milk replacer powder in 2 quarts total solution).

There are some other management changes that will need to occur during extreme cold weather conditions. These include:

**CALF STARTER:**

Calf starter provides important nutrition for the young calf. Starter feed initiates the development of the rumen and provides nutrients to supplement the liquid diet. Calf starter also provides the young calf with carbohydrates and protein for fermentation to begin in the early rumen.

This fermentation provides a source of heat to the young calf. Think of it as a little furnace burning in its belly. It may not be much in a young calf, but when it is below freezing, any furnace is better than none.

**FREE CHOICE WATER:**

Free choice water is very important to a young calf. It has been shown that having free choice water available improves dry feed intake. Water helps to stimulate dry feed intake and encourages fermentation in the rumen as discussed above.

Water should be offered to calves all year long. Cold weather may simply mean that water is offered for an hour or so then dumped to avoid the chunky ice mess that can occur when the water is allowed to freeze in pails. Freezing temperatures should not prevent offering of water.

**ENVIRONMENT:**

Cold weather means the calf must divert more of its diet to maintaining its body than to growing its body. Calf feeders can feed more nutrients as discussed above but what can be just as (if not more so) important is to reduce any temperature effect on the calf by how it is housed.

Calves need a place to "nest" in cold weather. They should have plenty of straw bedding to lie in. Avoid putting calves on concrete without a proper bedding pack, to protect them from the concrete's ability to pull heat from a young calf.

Avoid drafts. Placing a cover over an open pen can help a calf reflect back its own heat and allow it to stay warmer when "nesting". Anything a producer can do to keep a calf warmer during cold weather will relate to either more growth or less body weight loss.

**MONITOR BODY CONDITION:**

In cold weather, calves develop a fluffy hair coat to help them stay warm. Because of this, the calf may look like it has good body condition. Body condition can really only be determined by feeling the calf over its back and hips to determine the level of body condition.

Check calves at birth, 10 days and again at 21 days of age. If their body condition drops significantly from birth to 10 days, the calves probably need more milk to meet their needs based on the environment in which they are housed. Listen to what the calves are saying.

The above points are important when raising calves in cold weather. Work with your local veterinarian and nutritionist to be sure that calves are being fed and housed properly in accordance with their environment. Together, everyone will find that calves can handle the cold weather and grow just fine.



**POINT & SHOOT FOR THE 2010 PHOTO CONTEST**

Are you ready to get started on the 2010 Photo Contest? Accelerated Genetics has two new themes for you to try your photography skills on: **'Change of Seasons'** and **'Youth In Action'**. For 'Change of Seasons' take pictures of calves, heifers or cows in the various seasons throughout the year. For 'Youth In Action', take **ACTION** photos of youth working or playing with calves, heifers or cows.

The entry deadline is SEPTEMBER 1, 2010! Digital Images are preferred and need to be sent as a high resolution (300 dpi) JPEG image with photo size at 8" x 10" or larger. Digital images can be send via email or on a CD.

For each photo entered, please include: Photographer's name, address, phone, location photo was taken, photo title and photo category. Send entries to: Accelerated Genetics, Attn: Kari Stanek, E10890 Penny Lane, Baraboo, WI 53913 or email [kstanek@accelgen.com](mailto:kstanek@accelgen.com). For questions, please call 800.451.9275.



Photo by: Kelly Kerzall

**COLD WEATHER CALF CARE:**  
**AccelENERGY** is an energy supplement added to milk replacer or whole milk during cold weather stress.  
**AccelCoat** is a high-quality coat that provides additional protection to calves during cold weather.



# SERVING THE INDUSTRY

## ~THE COOPERATIVE WAY~



BY: JODEE SATTLER, FREELANCE WRITER

A single straw of semen from Accelerated Genetics begins with proper bull nutrition and care, continues with proper laboratory techniques and quality control and it is further handled with care as it gets stored in liquid nitrogen tanks. Through this whole process, it takes a whole team of experienced people to work together for one common goal, producing the highest quality product they can for Accelerated Genetics' Customers around the world.

The Accelerated Genetics cooperative has provided satisfying careers for a variety of talented people with various skill sets. Here is a look into the world of Accelerated Genetics personnel that are truly the people behind the cooperative that ultimately provide the highest quality semen, solution-based products and unmatched services to customers around the world.

### Derrick Mashak - Semen Collector

Westby, Wis.

Derrick Mashak's work day begins at 4:00 a.m., which wasn't a tough adjustment for him because he grew up on a dairy farm. His primary job responsibility is collecting semen, but he also assists with feeding the bulls housed at the Production Facility in Westby, Wis. When he started four years ago, he cleaned the bull barns.



"Collecting semen takes patience," Mashak explained. "Sometimes it's a challenge to get quality product from some of the bulls. We do the best we can to get them to work, but sometimes it can be tough."

Mashak places a high priority on following the cooperative's strict code regarding quality semen production. In addition, his outstanding animal husbandry skills provide a caring and healthy environment for the bulls so excellent quality semen reaches the marketplace. Mashak strictly follows bull handling standard operating procedures to foster a safe work environment – for him, his fellow employees and the bulls.

When it's time to picture bulls, Mashak eagerly gets involved by washing and clipping them. On picture day, he's often the person on the halter. Again, he uses patience and works calmly with the bulls to help capture an outstanding pose.

### Kris Aspenson - Shipping Clerk

Westby, Wis.

While Shipping Clerk might not sound like a glamorous title, it's amazing the places Kris Aspenson "touches" with the items he ships. To the member market (Wisconsin, Iowa and Minnesota), national market (180 people covering the rest of the United States) and international market he ships anything from breeding supplies to direct-fed microbials. Aspenson makes sure Accelerated Genetics



with retail sales when international guests visit the facilities. "They buy everything they need to breed a cow, and sometimes more."

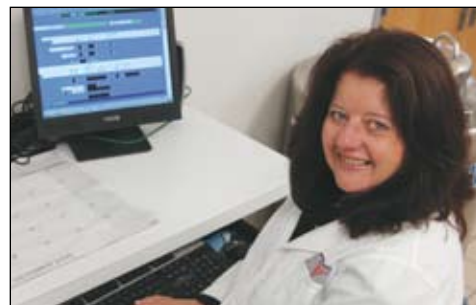
The job comes with its share of challenges. Aspenson prides himself in figuring out the most economical way to ship products in a timely manner. Also, he has taken on special projects, such as upgrading the facilities' biosecurity practices a few years ago.

"I work with a lot of nice people - many who have lots of years of experience, but aren't that old," Aspenson commented. "They hold (and share) a deep knowledge base."

### Karen Hundt - Laboratory Technician

Westby, Wis.

Another longtime employee, Karen Hundt has logged 21 years with the cooperative. In the late 1980s, Hundt and her husband faced a big decision:



to dairy farm or not to dairy farm. They did some pencil pushing and decided to pursue other professional opportunities. Born and raised on a dairy farm (which bred 100% with Accelerated Genetics), she wanted to work in agriculture.

Hundt started in the semen processing laboratory and currently works in there. However, she spent a couple years as a barn crew member - working with and feeding the bulls.

In her current role, she processes semen, evaluates semen, weighs semen samples, looks at semen concentration with a spectrometer, and freezes semen. Karen and her laboratory co-workers understand the responsibility to process semen by approved CSS standards. They pay careful attention to all semen-processing methods and take great pride in their job supplying top quality semen to customers around the world.

Why has Hundt spent more than two decades as an Accelerated Genetics employee? "The people are great," she replied. "And I'm never doing the same thing."

## Adam Cartwright - Genetic Visions Laboratory Technician

Middleton, Wis.



Adam Cartwright thought he was interested in genomics when he graduated from college. Now that he's been with Genetic Visions, Inc. for two years, he has confirmed his

interest in this field. Cartwright runs various tests from hair, blood and semen samples for Accelerated Genetics and other customers.

"A lot has changed in just two years," Cartwright commented. "We've expanded the tests we offer. And, genomics testing has taken a huge jump during that time period." About a year ago, Cartwright and his co-worker Charlie Stollberg were trained and certified on the Illumina Genome Analyzer, which is used for genomic testing. "This is a great instrument for helping provide even more services and test results for the industry," he noted.

Unlike a lot of Accelerated Genetics employees, Cartwright had no experience with dairy or beef cattle. "I'm learning about an industry that I wasn't familiar with," he said appreciatively. "It's great when I have the opportunity to actually see the animals, rather than just the lab instruments and blood, hair and semen samples."

## Gregg Topp - Dairy Sire Analyst

Minster, Ohio

Adding genomics to the sire contracting, purchasing and evaluation equation finds Gregg Topp spending more time doing "homework" and less time traveling. This added information saves him time looking at potential bull mothers and choosing between two sires with the same pedigree. While he saves some travel and farm visit time, he spends more time sifting through genomic data and crunching numbers.

However, Topp is quick to point out the importance of on-farm visits. "The top three reasons I like my job are: working with dairy producers, seeing cows and working with our sales representatives," he stated. As a sire analyst, Topp carries out three primary duties: evaluate cows, negotiate matings and negotiate prices (for bulls).

While he spends most of his time in Ohio, Michigan, New York and Pennsylvania, Topp also covers the Mid-Atlantic, Southeast and southwest, along with Texas, Kansas, Colorado, New Mexico and southern Illinois. On average, he is away from home one week per month.



With 20 years of sire analyst experience, Topp said, "The most rewarding part of my job is when dairy producers tell me that they like their Ito, Potter, Manfred and Man-O-Man daughters (for example), and they are glad they used those bulls."

## Darin Klevgard - A.I. Technician

Clark County, Wis.



Photo by: Kent Sorensen & Jordan Sorensen

While breeding cows is his primary work responsibility, Darin Klevgard also does visual heat detection on some dairy operations and updates reproduction records for some of his clients. In addition, Klevgard creates "to do lists," including cows to pregnancy check, cows to calve, cows to dry-off and cows to put on a synchronization program. This information is extremely helpful before and during herd health checks.

Klevgard enjoys working with a variety of people and helping customers choose sires. His clients' businesses range from 20-cow stanchion barns to 2,000-cow freestall operations. He's pleased that a couple of his customers had young sire daughters pictured that appeared in Accelerated Genetics' Dairy Sire Guide.

Furthermore, Klevgard also appreciates his fellow employees' thoughtfulness and caring demeanor. "It's a great company to work for," he stated. "Accelerated Genetics takes care of its employees and has a great knack for hiring good people. Co-workers help you out with your job and your personal life. There's a well-supported cast of people."

## Charlene McCauley - Promotions Coordinator

Baraboo, Wis.



From typewriter to InDesign (publishing software), Charlene McCauley has experienced many technological breakthroughs and embraced a "new way to work" several times during her 31 years of employment with Accelerated Genetics. However, she admits that her initial introduction to desktop publishing was overwhelming. "I just didn't get it," she commented.

McCauley's "can do" attitude rose to the occasion and she hasn't looked back since. She thrives in her computer-based, digital format work environment. "I just couldn't work without my computer. Designing ads and promotional materials on a computer is both challenging and rewarding," she commented.

With her innovative perspective, McCauley puts the "face" on Accelerated Genetics' beef line-up, animal health products and Genetic Visions' services - creating and designing print ads, promotional flyers and product brochures. She also plays a big role in producing the dairy sire guide, a project that is now created, printed and shipped in just days. "We used to target having the Dairy Sire Guide available within 4-6 weeks," she noted. "Now, it's in employees' and dairy producers' hands the next week."

McCauley added that she enjoys the ever-changing fields of desktop publishing and electronic communications. "I just can't learn it all, but I feel fortunate to have something new to learn every day," she stated.

# Reasons To Use Artificial Insemination Instead Of Natural Service In Dairy Herds



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

More than half century after the development of the artificial insemination (A.I.) technique, it is almost puzzling to realize that many herds in U.S. still use natural service (NS) breeding as a foundation for their reproductive program. This scenario is even more perplexing if we consider that at the present time producers have several novel technologies available such as early pregnancy examination and heat mount detectors to help detecting open cows sooner and bring them back to the breeding cycle.

On top of that, in the “old days” we were unable to accurately predict when cows were ovulating or anything. But now, with all the recent findings in reproductive physiology, we can even perform timed A.I. very successfully, even picking the day of the week that we want to breed the cows.

Not to mention the danger that bulls represent to farm employees. In other words, producers have all the necessary tools available to be used in association with A.I. in order to enhance service rates, but there are still herds unwilling to use A.I. Thus, in this article we will revisit some advantages of A.I. over NS to be considered when choosing between one of the two reproductive management practices.

Farms using NS have lower genetic gain per generation and daughters from NS bulls produce less milk (up to almost 3,000 pounds/lactation) compared with herds using A.I. (revised by Overton and Sischo, 2005; Valergakis et al., 2007). Many farmers claim that NS is an “easier” and “cheaper”



*In herds using artificial insemination, veterinarians have more control over the reproductive calendar and can treat open cows immediately.*

way to handle reproduction in a dairy herd. Unfortunately, the concept that NS is an easier way to set up reproductive calendars is likely incorrect on progressive dairies.

It is actually much harder to set up good standard operating procedures (SOP) for first postpartum A.I. and re-synch breedings in herds using NS. For instance, it is unlikely that NS will have better pregnancy results and better economical return compared with herds using consistent daily heat detection routines associated with synchronization programs for cows not detected in heat (Overton 2005). In this article, Overton (2005) actually provides a very useful spreadsheet that can be used to estimate your own costs for NS vs. A.I.

Interestingly, even when A.I. management is not optimal, A.I. still seems to be more profitable than NS breedings because the greater milk production in A.I. daughters can offset some decrease in fertility performance (Valergakis et al., 2007). Also, A.I. seems to be advantageous over NS in terms of facilitating the weekly reproductive management, and this is mostly because producers know the exact date of A.I. in herds using artificial breeding and, thereby, veterinarians can treat open cows accordingly at the time of pregnancy check. However, this cannot be done in herds using NS because in most of these herds producers do not know when breeding actually occurred.

A study performed using data from 10 commercial herds in California (Overton and Sischo, 2005), researchers found that cows exposed to A.I. had fewer days open if compared to NS – in other words, cows receiving A.I. got pregnant faster. And this was true regardless of the stage of lactation when cows were exposed to NS or A.I.

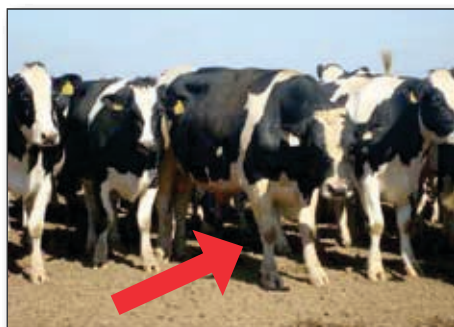
It is obvious that the rate that cows get pregnant after calving will depend on service rates (A.I. submission rate or number of cows detected in heat/number of cows eligible) and conception rates (number cows conceiving/number cows bred). Therefore, a good SOP must be implemented in herds using A.I., otherwise results can be frustrating.

Setting up a good SOP for your reproductive program is not rocket science. It comes down to these key points:

- Good record keeping through solid computer software
- Deciding the correct voluntary waiting period
- Good daily heat detection with whatever strategy you feel most comfortable
- Frequent pregnancy examinations
- Decent synchronization and re-synch program for cows detected open at the pregnancy check
- Qualified and committed labor, which is not always easy to find.

Not many herds know how to manage their bulls used during NS routines. For instance, the proportion of bull to cow should not be much higher than 1 to 20. In addition, bulls should be used for two weeks, followed by resting times of two weeks as well. Breeding soundness exams should be performed at every 3 months, and further examination for some reproductive diseases such as *Tritrichomonas fetus* should always be part of the breeding soundness examination. Since one out of five bulls have been reported to be contaminated with *Tritrichomonas*. Therefore, adequate vaccination program, complete and frequent breeding soundness exams, adequate resting times, and correct bull to cow ratio of 1 to 20, are some of the hidden costs of NS.

In addition, many times, bulls in the field do not have adequate semen production, have bad temperament, are infected with infectious diseases, sometimes they are too heavy for heifers, or develop feet problems and leg injuries, which will reduce their capability of mating cows or heifers. Problems in the rear feet seem to be a significant issue in bulls kept in free-stalls, and generally these bulls do not last long in concrete surfaces due to mounting activity – sometimes they wear out the tip of the rear feet due to frequent mounting behavior. Because of these and other issues, it has been documented that up to 40% of bulls in a random population is not acceptable for NS breeding (Kastelic et al., 2000).



Here a Holstein bull with an injured right front knee is placed in a pen with 60 open heifers. Poor libitum, plus wrong bull to heifer ratio equals not many pregnancies at the end of a breeding period.

Herds using NS are more likely to have lower pregnancy results in summer months – double problem with heat stress. It is obvious that on top of having lower fertility during hot summer months in the lactating cows, herds using NS may face reduced fertility due to lower semen quality and poor libitum in bulls exposed to higher temperatures. Lower libitum might also cause lower service rates (or heat detection efficiency), which will decrease even more the number of pregnancies generated per month during hot summer months – and this must be taken into account. Bulls in A.I. studs have adequate ventilation and cooling, which accounts for good semen quality even in summer months.

Important fact in herd health: farms using NS tend to have longer and more variable dry period lengths (either too long or too short) – this has great impact on postpartum herd health. Because herds using NS most of the time don't know the exact date of conception, and they tend to have more errors when deciding the right moment to dry cows compared to herds using artificial insemination.

In practice, longer dry period lengths have two effects in the herd: more metabolic problems postpartum and ~ 10 fewer days in milk for each cow in the herd. In other words, farmers lose the opportunity to milk each cow for 10 more days during each lactation period. In contrast, dry periods shorter than 40 days may be related with lower milk production in the next lactation, particularly in primiparous cows – costs of longer/variable dry period length and its impact in herd health should also be considered when comparing A.I. and NS breeding.

Besides all these hidden costs, when healthy bulls are used in a correct proportion of bull

to cow, we have to take into account that each bull is replacing one potential milking cow in the herd – thus, this evident loss in milk production must be considered when comparing costs of NS and A.I.

Actually, some recent studies (Overton, 2005; Lima et al., 2009) described that most of the costs related with NS is associated with market bull price, feeding costs of bulls, and lower genetic gain in NS bulls compared with A.I. sires. Overton (2005) actually found that a good NS program is, on average, \$10 dollars/cow/year more expensive than A.I. Thus, to maintain a well designed reproductive program based on NS is not as cheap as you may think!

Herds using A.I. have the opportunity to reduce rate of dystocia cases (particularly in heifers), by using proper sires. For example, heifers can be mated with adequate calving ease sires, which will reduce problems at calving time. Not only this, producers need to remember that heifers are the best genetics on the farm.

Also, heifers have pretty good heat expression and conception results. Therefore, it is very simple to set up an effective reproductive program using A.I. in heifers. For example, a simple prostaglandin shot to cycling/open heifers every other week, plus heat detection or tail chalking should do it. Also, because of the relative high conception performance in heifers, it is probably a good strategy to use higher quality proven A.I. sires in these animals. Don't waste the opportunity of fast genetic gain on your heifers.

By using A.I., producers can easily avoid inbreeding and improve some traits in the herd with the assistance of mating programs such as GEMpc from Accelerated Genetics. Controlling inbreeding in your herd is very critical since inbreeding has been reported to cause increased age at puberty, greater calving difficulty, greater



Problems at calving can be reduced when A.I. calving ease sires are used in heifers.

SSC and mastitis problems, greater culling rate, lower milk production, lower percent fat and protein, lower embryo quality, and ultimately lower pregnancy rates (Gonzalez-Recio et al., 2007).

Taken together, the advantages of A.I. over NS are pretty clear, and there is plenty of economical and scientific evidence supporting this concept.

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**SCHOLARSHIP DEADLINE FEBRUARY 15<sup>TH</sup>**

**YOUTH SCHOLARSHIP:**

Accelerated Genetics awards four - \$500 scholarships to high school seniors planning to major in agriculture at a short course, vocational technical college or a four-year university. To obtain a Youth Scholarship application, download it and/or fill it out online from the Accelerated Genetics website at [www.accelgen.com](http://www.accelgen.com), call 1.800.451.9275 or email [kstanek@accelgen.com](mailto:kstanek@accelgen.com).

**COLLEGIATE SCHOLARSHIP:**

Two - \$1,000 scholarships are awarded to students currently enrolled in a short course, vocational technical college or a four-year university degree program. The National FFA Foundation organizes this scholarship program. The Collegiate Scholarship application can only be completed online at [www.ffa.org](http://www.ffa.org) and click on Scholarships 2010 link.

Applicants or their parents must be currently active customers of Accelerated Genetics to be eligible for both types of scholarships. The Application Deadline for both is: **February 15, 2010!**

# MANY NEW CHANGES WITH THE NEW DAIRY PROOFS



BY: DR. OLE MELAND, PH. D., VICE PRESIDENT OF GENETICS

## DAIRY PROOF CHANGES

The U.S. is on the stepwise genetic base and therefore every five years the genetic base is updated. With the January 2010 Genetic Evaluations the accumulated genetic gain from the last five years is subtracted, so that all animals are compared with a more recent cow population. The 2010 genetic base for most traits is equal to all cows born in 2005. A few traits are based upon cows or bulls born in different years. For a complete list of the traits that use a different base definition see the November 2009 *Genetic Trends* article "Genetic Base Changes for January 2010".

In addition to the base change, there are also changes in both Lifetime Net Merit (NM\$) and Total Performance Index (TPI®). The two indexes both generally moved in the same direction. They were correlated .85, now the two new indexes are correlated .88. Both indexes generally decreased production and type emphasis while they increased emphasis on Productive Life (PL) and Daughter Pregnancy Rate (DPR).

Finally, USDA included a polygenic effect for the first time in the January sire run. The evaluation model assigns 90% of the genetic variation to the SNP effects, and 10% to

residual effects inherited with a pedigree relationship matrix. According to USDA, this change had little effect on progeny tested bulls. On young bulls the standard deviations decreased, but predicting their future evaluation improved.

## POWER-PACKED LINEUP

The powerful lineup at Accelerated Genetics fared quite well with the changes in both NM\$ and TPI. In August 2009 Accelerated Genetics had 12 bulls over 500 NM\$. Now with the new formula and the addition of the new PACE graduates Accelerated Genetics has 21 bulls at that same level after you account for the 132 NM\$ adjustment due to base change. Accelerated Genetics had 11 bulls over 1800 TPI and now has 19 bulls over 1800 TPI including 5 new PACE graduates.

Several bulls moved significantly higher on NM\$ as well as TPI. 014HO04481 **Terminator** is an Outside from a Rudolph with two more excellent dams behind him. He increased almost 100 NM\$ to +474 NM\$ and is now +1900G TPI. Terminator is 93% reliable on production and 91% reliable on type. He is +5.2 PL, +1.6 DPR and 7% SSCE.

The bull that made the biggest jump in Accelerated Genetics' lineup is 014HO05016

**Wilk**. He is a son of 014HO03367 Tredway. His dam is a daughter of Rudolph and the next dam is a daughter of 014HO01114 Roebuck. Wilk increased an amazing 122 NM\$ and 149 TPI points to +1892G. Wilk is +4.7 PL, +2.0 DPR and 6% SSCE.

014HO04876 **Paxton** is an O Man from an EX-93 Rudolph dam and EX-90 Laban. Paxton increased 62 NM\$ to +516 NM\$ and up 43 TPI to +1983G. Paxton is +4.7 PL, +3.2 DPR and 7% SSCE.

## POTTER & HIS SONS

Another bull that moved up nicely is 014HO03597 **Potter**. He added 3236 daughters and went up on almost everything across the board. He is up 52 NM\$ and 66 TPI points. Clearly Potter is a second crop success that just gets better with time. He was raised to VG-88 on his last classification and he is closing in on a million units both produced and sold. One of the true marks of a great sire is when his sons start graduating. This time we graduated four Potter sons from the PACE program. Three of the four are over 1800 TPI. All four Potter sons are in the image of their sire. They have good PL, DPR and low SSCE.

The highest new PACE graduate for NM\$ is 014HO05271 **Mike**. This Potter son is out of a VG-87 Bellwood Marshall with 28,000 milk, 4.3% fat, and 3.1% protein. The next dam is a VG-87 Rudolph with over 100,000 lifetime milk with 4.1% fat and 3.2% protein. As you might expect from this elite testing cow family, Mike is +.16% with +58 fat and +.01% with +15 protein. Mike is +3.2 PL, +1.5 DPR and 7% SSCE. Mike is a solid type bull. Daughters are medium-framed cows, have correct legs with well-attached udders.

The next Potter son is 014HO05260 **Hollywood**. He is out of an EX-90 EXMS Durham with records to 47,730 milk, 4.3% fat, and 3.3% protein. His next dam is a VG-88 Duster with 187,830 lifetime milk, 3.4% fat, and 3.3% protein. Then back to a VG-87 Leadman with 46,120 milk, 4.2% fat and 2.9% protein. The next dam is the EX-92 Jesse Harriet cow sired by 014HO00673 Jesse. Again Hollywood comes in at +4.1 PL, +1.5 DPR, and 8 % SSCE. Hollywood sires more frame,



**014HO05156 Mast Daughter:**

Cabin Hill Mast Jasmine • Cabin Hill Dairy • Boyceville, Wis.

strength and body than Potter. Hollywood is +1.57 PTAT and sires exceptional udders. He also sires exceptional feet and legs. Hollywood comes in at +1834G TPI.

The next Potter son is also very impressive on type as well as management traits. 014HO05156 **Mast** is out of an impressive proven cow family in southwest Wisconsin. His dam is a VG-86 Bellwood Marshall with records to 34,800 milk, 1145 fat, and 1051 protein. The next dam is the EX-92 Luke Gail cow with lifetime milk of 161,770, and then an EX-90 EXMS Mascot. Mast is +1.89 on PTAT with +1.90 UDC and +1.59 FLC. Mast is +3.7 PL, +.6 DPR and 6% SSCE. Mast daughters are well-balanced, medium-framed dairy cows with good feet and legs, and very impressive udders.

The fourth Potter son is the highest milk son at +1395 milk, +21 fat and +21 protein. 014HO05223 **Precision** is out of an EX-91 EXMS 2E Bellwood Marshall with over 100,000 lifetime milk, 4.0% fat, and 3.2% protein. The next dam is an VG-86 Mattie G, then a Very Good Luke and a Very Good Chief Mark. Precision has a number of impressive Very Good and Excellent maternal sisters. This is truly a fine transmitting cow family. Like the other Potter sons Precision is +2.9 PL, +.00 DPR and 6% SSCE. Precision daughters are medium-framed cows with well attached udders, and exceptional feet and legs at +2.36 FLC. This is a very impressive group of Potter sons.

### MORE NEW PACE GRADUATES

Accelerated Genetics PACE young sire program had more success in the following sires. 014HO05171 **Abel** is one of two new Timlyn Adam sons to graduate this time. Abel is out of four Excellent dams. First is an EX-90 2E GMD Manfred with records to 47,120 milk and 1851 fat, then an EX-91 EXMS Mandel, then an EX-93 2E GMD Leadman, followed up by the EX-92 EX MS GMD Berkshire-Valley Feather cow. Abel sires medium-framed cows that show a balance of type and production. He is +424 NM\$ and is an impressive +1841G TPI. He is +.05% fat, +.03% protein, and +763 milk. Abel is +1.04 PTAT and +1.33 UDC. He is +3.5 PL, -.01 DPR and 7% SSCE.

Next, we added another impressive O Man son. 014HO05177 **Phantom** graduates with +1852G TPI. He is out of a Very Good Addison and then an EX-90 EXMS Ohio daughter. Phantom is a 'no holes' kind of bull. He is nearly +1000 milk with +.02 % fat, +.03%



### 014HO05171 Abel Daughter:

Costa-View Abel 17971 • Costa-View Farm • Madera, Calif.

protein, +1.6 PL, +1.2 DPR, and 7% SSCE. He is right at a point on PTAT, +1.38 UDC and +1.59 FLC. This gives him a +1852G TPI.

Following is a pair of good type bulls. First is 014HO05154 **Baymont**. He is our first Best son to graduate from PACE program. Baymont is out of an VG-88 Durham and then an EX-91 EXMS 2E Roebuck. Baymont is an exceptional type bull that is also 7% SSCE. Baymont is +2.34 PTAT with +2.13 UDC and right at +3.00 FLC. Baymont sires size, frame, and depth with near perfect feet, legs and udders.

The last Holstein bull is from our Alliance partner in Italy. 206HO00114 **Scooby-Duu** is a high type Allen son from one of Italy's more well-known herds and cow families. Scooby-Duu has a pair of full sisters that are VG-89 and EX-91. Both sisters are making bulls for A.I. in Italy. Their dam is an VG-88 Formation with records to 30,153 milk, 1176 fat, and 891 protein. The next dam is an EX-92 Juror with 31,128 milk, 1214 fat, and 950 protein. Scooby-Duu will sire the fancy, stylish cows, that have good size and frame with exceptional udders and correct feet and legs. Scooby-Duu is a 456312 on aAa.

### BROWN SWISS BULLETIN

In the Brown Swiss breed we find both 014BS00314 **Driver** and 206BS00021 **Prodigio** near the top of the PPR ranking. And 014BS00320 **Dally** is one of the highest type bulls in the breed. A new PACE graduate is 014BS00323 **Jad**. He is a Brinks son from a VG-88 Absolute dam and then an EX-90 Emory.

Jad is a high milk bull at +697 milk with high PL (+4.0), +5 DPR and +.20 PTAT.

### JERSEYS SHINE

In the Jersey breed 014JE00473 Louie maintains his breed leading JPI at +225G. He is also one of the breeds best for milk at +1643 at 91% reliable. He is +3.3 PL and a low 5.4 EFL. Louie is +.70 PTAT. The Louie daughters are tall and strong with correct slope to the rump, strong udder cleft and relatively shallow udders. Louie is followed by 014JE00472 **Alexander**, 014JE00437 **Russell**, 014JE00470 **Chief-P**, and 014JE00460 **Epic** as important bulls in the Jersey breed.

This time Accelerated Genetics graduated a new Jersey PACE sire. 014JE00484 **Campbell** is a high type Action son from a Hallmark daughter that was 2<sup>nd</sup> in her class at Louisville as a 2-year-old. The next dam back is an EX-95 Choice-P daughter who is the dam of 014JE00411 Catamount. Campbell is +1.30 PTAT and is +4.17 on JUI. Campbell daughters are tall with good strength, and slope to the rump. Further they have good feet and legs with exceptional udders that are very shallow.

### GENETIC WRAP-UP

Accelerated Genetics also added nine very impressive GeneFORCE™ bulls including a Red Carrier Mr Burns son that is +3.06 PTAT and +2137G TPI.

From top to bottom the powerful Accelerated Genetics' lineup has the bulls in all breeds to meet your every need.

# ALANDO-RED A SHINING STAR IN THE RED & WHITES



BY: DEVAN FUNK, GENETIC DEVELOPMENT MANAGER

Productive Life, Calving Ease, Udders, Feet and Legs. Arguably the four most critical traits that A.I. sires are scrutinized by with commercial producers. If a sire does not rate well in any one of the traits, his popularity with producers is jeopardized. Fortunately, 014HO05095 Ladinodale Alando-Red-ET shines brightly in all four of these highly sought after traits making him one of the most popular Red and White Holsteins available today.

Alando-Red was bred by Dennis Gunst, Theresa, Wis. His pedigree of Talent x Rudolph would suggest longer herd life. His dam and grandam give testimony for long productive life as well, with his dam at 11 years of age and still in the Ladinodale herd. Alando-Red's maternal grandam lived to be 14 years of age. Living proof that the Productive Life genetic evaluation of Alando-Red is no fluke. At +3.4 PL, Alando-Red stands tall among all Red and White Holsteins in this area. Furthermore at 7% SCE, +1.72 UDC and +1.46 FLC, Alando-Red is the complete package.

Alando-Red's dam, Wilstar-RS Rud Actress-ET \*RC, is an outstanding daughter of Rudolph, being classified EX-91-3E. Her top production record is 36,010 5.1% 1,839 3.2% 1,163. It was in



**014HO05095 Alando-Red Daughter:**  
Ripley Alando 2492 • Ripley Farms • Cortland, N.Y.

her second lactation when I first inquired about the cow. I was impressed enough with the cow to take a Black and White Holstein, however, her dam, sired by Enhancer, was a Red and White carrier. Not knowing if she carried the Red and White gene or not, she was DNA tested for the Red and White gene.

Once Actress was identified as a Red and White carrier, I became interested in producing 2 bull calves for Accelerated Genetics. I really wanted to produce a top-end Red and White bull and a popular RC sire. She had already been flushed for another A.I. stud, but we were fortunate enough to have 1<sup>st</sup> choice

## SATISFIED BREEDERS

"The best part of Alando-Red daughters is udder attachments. If I need a sire that will improve udders, I'll use Alando-Red. Siring average-size cows, he's a good mating on September Storm daughters. In addition, Alando-Red is really good on conception. I'm now using him on problem breeders."

**MATT EVANGELO • D & E Dairy**  
Hanford, Calif.

"Our Alando-Red daughter, Kelsey, is a good-natured, problem-free cow who milks out fast. She's not huge, but she has a nice udder and good feet and legs. I'm not concerned about her size because she's still growing. Due to Alando-Red's admirable calving ease, I'm breeding a lot of our heifers to him."

**ANDY KIRALY • Kiraly Farm**  
Walton, N.Y.

"Alando-Red throws fairly good Productive Life. This is backed by his dam who is still in the herd at nearly 12 years of age. His granddam reached 14 years old. Alando-Red's full sister (an eighth-generation Excellent) freshened as a petite cow, but now weighs nearly 1,900 pounds. I anticipate mature Alando-Red daughters' frames will be better than what the current information shows."

**DENNIS GUNST • Theresa, Wis.**  
Breeder of Ladinodale Alando-Red

"We had a few Ladino Park Talent daughters, so we were excited about the opportunity to use another sire from that family – Alando-Red. With 150 milking daughters in our herd, we especially like their size and udders. Plus, they produce high-component milk. Alando-Red daughters are medium-size cows with great udders, good udder cleft and sound feet and legs. With

admirable health traits, I think these cows will stick around for a while."

**JOSH ZONNEVELD • Zonneveld Dairies, Inc.**  
Laton, Calif.

"Our Alando-Red daughter is a problem-free cow; we're very happy with her. She's among our top 12 2-year-olds for milk production. Breeding back right away, her second calving will occur within a year of her first calving. She has a beautiful udder and a very correct set of feet and legs. Typically we just use young sires on our Holsteins, but we like our Alando-Red daughter so much that we purchased a whole cane of semen. This cow spells longevity and that's what we're breeding for in our dairy herd."

**TOM RIPLEY • Ripley Farms**  
Cortland, N.Y.

of two more flushes. Originally a Red and White Paradox-Red son and a RC Durham son were planned.

The Paradox-Red flush was done first and resulted four Red and White animals, three males and one female. 014HO04895 Albert-Red was our choice and the other two bulls were sold to A.I. as well. The Paradox-Red daughter is VG-86 and is the dam of 014HO05585 Alpine-Red who is sired by September Storm.

After an unsuccessful flush to Durham, Dennis suggested using Talent\*RC, who was just released as a newly proven sire with a high type proof. The mating of Red and White carrier to Red and White carrier only results in 1 out four Red and White animals on the average but I was prepared to take a Red and White Carrier if no Red and White bulls resulted. The agreement was made and the flush resulted in six pregnancies, three due in July 2004, two due in December 2004 and one due in February 2005.

The first four calves were heifers (one Red and White) and on December 16, 2004, a Red and White Talent son from Actress was born. The last pregnancy was also a heifer, resulting in five heifers and one bull overall, with only two of the six being Red and White. During this time, Alando Tucker was lighting up the basketball court for UW-Madison, earning All-American honors and was a Player of the Year nominee. It seemed fitting to name this Red and White young bull with a bright future the same name, hoping he could have great success as well.

Alando-Red was extremely popular as a young sire and was on full collection for year and a half once he produced semen. Approximately 20,000 units of young sire semen were sold on Alando-Red, which is why he is so highly reliable today. With 336 daughters in his production proof, Alando-Red is already 94% R. Furthermore with 228 classified daughters, his type reliability is nearly as high.

Alando-Red is an excellent mating on daughters of Redman-Red, Elayo-Red, Tornado-Red, Salto, Marmax, Advent-Red and Reubens. Use Alando-Red on medium to larger sized animals with adequate body depth, dairyness and teat placement. Alando-Red greatly improves rear legs, both side and rear views, fore udder attachment, rear udder height and udder depth.

## FOR PEREIRA, FRIENDS AND CLIENTS ARE ONE IN THE SAME

BY: JODEE SATTLER, FREELANCE WRITER

"During most work days, it doesn't really seem like I'm on the job," stated Allan Pereira, Independent Sales Representative, of Bakersfield, Calif. "Basically, I'm visiting with my friends – and they just happen to need (dairy) semen."

Pereira, who recently earned the National Association of Animal Breeders 1,000,000 Unit Sales Award, said the best part of his job is that his clients are also his best friends. "I'm part of their families – attending family celebrations, such as birthday parties and weddings," he commented.

Born and raised on a dairy farm in Merced County, Calif., Pereira relocated to the Chino, Calif. area after dispersing the family's dairy herd in the early 1990s. He worked on a dairy and later sold semen for another A.I. company.

Pereira's lifelong friend Ben Cotta, also an Accelerated Genetics employee, contacted Allan regarding a job opening in the Chino area – selling semen for the Accelerated Genetics cooperative. In 1998, he started his successful career with Accelerated Genetics in Southern California.

Despite being a "dairy mecca," many of Chino's dairies succumbed to Los Angeles' urban sprawl and relocated. "As Chino's dairy industry evaporated and moved to Bakersfield, Calif., I followed my clients there," Pereira explained. "My clients went from 1,000 to 2,000-cow dairies to 5,000 to 10,000-cow dairies." Servicing Kern County, his territory includes about 40,000 cows.

One of the clients that Pereira followed is Felix Echeverria, Bakersfield, Calif., who operates a 5,000-cow dairy. "Allan has been our main supplier for many years," Echeverria explained. "Consistently, he offers reliable sales and service. We stick with him and Accelerated Genetics due to performance. The semen settles cows and the resulting daughters perform exceptionally well."

With an atypical sales style, Pereira approaches farm visits as, "How can I help this client today?" rather than, "What can I



Allan Pereira, left, visits with customer Felix Echeverria of Bakersfield, Calif.

sell to this customer today?" Thus, he may find himself helping breed cows, assisting with cattle movement or doing most any other farm task. "When I make visits, I help with what's going on at the dairy. I've done my job the same way for many years and it hasn't failed me yet."

Pereira continued, "I don't go to clients' dairies, show them pamphlets and tell them what semen to buy. There's no sitting in the office and discussing bulls. I just find out if the producer needs semen for heifers or cows. Then, I put in bulls I think will enhance that dairy operation. My whole sales strategy is so simple; build a personal relationship with each client."

With customers holding extreme confidence in his abilities, Pereira finds his job very rewarding. "My clients trust me," he stated. "That trust level comes from providing the best bulls at the best price to build their dairy herds."

Just like his customers, Pereira also considers his Region 8 co-workers as friends. "Whenever I have a question, I can call one of them and get their perspective," Pereira noted. "We talk it out to make ourselves better."

Accelerated Genetics' Western Regional Sales Manager Matt Waters added, "Congratulations to Allan Pereira for his invaluable part in the success for Accelerated Genetics on the West Coast. His ability to communicate and be resourceful is a true tribute to reaching this outstanding milestone in one's career."

# LOUIE IS AN ALL-AROUND HIGH-RANKING SIRE



BY: DAVE ERF, DAIRY SIRE ANALYST

Over the past few sire summaries, 014JE00473 Tollenaar's Impuls Louie 260-ET has topped the Jersey breed for their overall index, Jersey Performance Index (JPI). His ability to combine high production and great health traits is rare among high-ranking sires. These strengths have helped Louie become a high profile sire, being used as a sire of sons worldwide.

Louie was born on the Tollenaar Jersey Farm located in Elk Grove, Calif. Jon Tollenaar oversees the day to day operations there and is very active in advancing his herd's genetics. Jon has a very aggressive genetic program, which has resulted in a very high herd average as well as Tollenaar Jerseys being among the highest for JPI. It is fitting that a top Jersey bull such as Louie originates from such a herd. Jon has also been very active in using more outcross sires, trying to keep inbreeding effects minimal, thus his use of Louie's sire Impuls.

Louie is the son of ISDK Q Impuls, a Danish bred sire that offers outcross potential with

high components and outcross potential to U.S. Jerseys. Danish bloodlines have sometimes lacked the acceptable type compared to U.S. genetics. Crossing Impuls on multiple generations of Excellent cows made sense in Louie's case. The potential to grab the best of both sides of the pedigree was attractive. His dam, an EX-91% Khan daughter out of an EX-90% Brook seemed to be a great place to try to incorporate Impuls.

The mating was contracted at Tollenaar's and one bull and multiple heifers resulted. Louie entered Accelerated Genetics PACE program and was well sampled. He has over 100 daughters in his production proof. With his daughter and genomic information combined, Louie rose to the top of the JPI list, last run, and is second by one point in January 2010.

Louie is by far the highest PTA Milk Impuls son available. In fact, he ranks among the Top 10 bulls of the breed for milk. He also is one of the highest bulls of the breed for combined pounds of fat and protein. But

perhaps the most impressive trait for this breed leading sire are his outstanding health traits. Louie is one of the best bulls in the breed for siring longevity and reproductive efficiency with high ratings for productive life and daughter pregnancy rate.

The Louie daughters show a very consistent type pattern. They are tall and framey cattle. They have good strength and width throughout. In addition, they have exceptional feet and legs, with very correct leg set and a very steep angle to the foot. The Louie daughters also have very good quality to their udders with a deep cleft. He does sire a little more depth of udder as most high production bulls do, so he is best used on cows with more shallow udders.

Louie has seen extensive use as a sire of sons and Accelerated Genetics will see many sons in the PACE program as well as other young sire programs around the world. For top genetics for production and JPI, all Jersey breeders should take a close look at 014JE00473 Louie.



Mancebo Louie 2464 • Mancebo Dairy • Tulare, Calif.

# BRIM PUTS ACCELERATED GENETICS ON THE MAP IN NEW MEXICO, WEST TEXAS

BY: JODEE SATTLER, FREELANCE WRITER

Twelve years ago, Scott Brim, Roswell, N.M., discovered that no Accelerated Genetics sales representative serviced New Mexico or West Texas. With an entrepreneurial spirit, he contacted the cooperative, interviewed for the prospective sales position, and was hired.

Brim was right; New Mexico and West Texas held vast potential for Accelerated Genetics. He took the area from nothing and sold his 500,000<sup>th</sup> unit of semen in 2009 – yielding him the National Association of Animal Breeders 500,000 Unit Sales Award.

What's the secret to his success? "I try to treat people how I'd like to be treated if I was in their shoes," Brim replied. "I like to do business with customers for the long haul, rather than the short term. One-time sales are not my style. I think I sell semen the same way I did 12 years ago."

That style works well with his customers. "There's no exaggeration or sales pitch about him," commented Creekside Dairy Manager Keith Vanderdussen, a 2,300-cow dairy located near Artesia, N.M., with 100% Accelerated Genetics breeding. "Scott comes on the dairy and simply says, 'This is what I have available and this is how I think these products could better your dairy operation.'"

Keith continued, "Scott doesn't 'beat around the bush.' He's known for his truthfulness and honesty. When I visit with my dairy manager peers, we agree that Scott exemplifies integrity."

Accelerated Genetics Western Regional Sales Manager Matt Waters shared



Scott Brim, left, shares Accelerated Genetics line-up of sires with a customer.



Reaching the 500,000 Unit Sales level is Independent Sales Representative Scott Brim.

similar thoughts about Brim. "Though my association with Scott has been short, his dedication and drive are recognized not only by NAAB, but also Accelerated Genetics and me."

Reflecting on his 12-year career, Brim said he's still doing business with 90% of the customers he started with in 1997. For the most part, the remaining 10% went out of business. Brim's main sales strategy is to maintain customers.

West Texas/New Mexico's style of dairying – dry lots – has not changed during his Accelerated Genetics tenure. However, the number of dairies has decreased; yet, the area's cow population has remained steady. Typical dairies milk 1,800-2,000 cows. Scott's smallest herd milks 1,500 cows and the largest one milks 5,000 cows.

When asked about "cold calls," Scott said, "I'm not a hard seller. I simply introduce myself, describe my background and briefly explain our products and services."

Scott claimed that handling the "ups and downs" of sales as one of the most challenging aspects of his job. "Some months I just 'rock and roll,' and some

months it's more difficult to make sales," he commented.

What's the most rewarding? "I get to see the results of what I sell," he responded. "Selling semen is like building a house. The cows in a dairy herd represent the bulls that I sold. It's very rewarding to see nice-looking milking daughters in a herd, especially when there are lots of stud code 014 sires."

In addition, Scott appreciates satisfied customers. "Customer satisfaction goes a long way in making repeat sales," he remarked. "It's great when a product can sell itself."

To launch his career in A.I. sales, Scott took the road less traveled. He grew up in town, but started working on a local dairy while still in high school. Scott graduated from Eastern New Mexico University with a bachelor's degree in marketing and business. After college, he spent a year gaining on-farm experience.

Scott described Accelerated Genetics as a "pretty fun and successful company." He stated, "I really enjoy the people I work with and Accelerated Genetics has allowed me to stay where I enjoy working and living."

# Accelerate your *Red* genetics...

014H005075  
**HVEZDA\*RC**

SEPTEMBER STORM\*RC X EX-92 DURHAM X EX-91-ZE JOLT

Breed Leading Stature Bull  
Extremely High Type  
Outstanding Udders  
Great Feet and Legs  
Outstanding for Paradox and Lawn Boy Daughters  
aAa 132456

014H005095  
**ALANDO-RED**

TALENT\*RC X EX-91-3E RUDOLPH X EX-94-3E ENHANCER

Superior Longevity's  
Low Service Sire Calving Ease  
Shallow Udders with Strong Attachments  
Ideal Mating for Advent Daughters  
aAa 135462

202H000290  
**JOTAN-RED**

JORDAN-RED X EX-95 DURHAM X EX-93 PRELUDE

Jotan's dam, Kamps-Hollow Altitude, named  
2009 Wisconsin Cow of the Year  
Half-sister is KHW Regiment Apple-Red, Reserve  
Grand Champion Red & White, 2009 Royal Winter-Fair  
Extremely Tail with Fancy, Snug Udders  
Foot and Leg Improver  
aAa 324156



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