

# *Genetic*Trends®

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- Is There An Ideal Voluntary Waiting Period?
- Sire Feature: CHAMP
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- Youth Awarded Scholarships

**Accelerated Genetics®**



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## ON THE COVER

Summer is here and with it HOT temperatures, which can lead to heat stress for your cows. But don't sweat it! Check out the 2009-2010 Innovative Resource Guide enclosed along with this issue of Genetic Trends for some great management tips to help your cows combat heat stress. Further, the Innovative Resource Guide contains a wealth of information, tips and products to help you to be more successful within your herd.

Cover photos from Alex Souza, Kari Stanek, and the Accelerated Genetics file.

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# QUALITY PRODUCT + QUALITY PEOPLE = SUCCESSFUL CUSTOMERS



BY: JOEL GROSCKREUTZ, PRESIDENT & CEO

Accelerated Genetics, your cooperative, is continuing to focus on the needs of our customers – that's YOU! The numerous member and delegate sessions that we host as well as daily face-to-face conversations that we have with our dairy and beef producers have provided us great insight into the evolving needs that will enhance success for our customers. In recent months our team of employees has refocused their efforts on research, genetics, products, quality control and services that will make a difference to you. Accelerated Genetics wants to continue to be your resource for all of your reproductive needs. We can assist in ensuring that your herd will be successful long into the future.

## THE COOPERATIVE EQUATION

Providing you high ranking genetics through top quality semen is just one portion of that equation at Accelerated Genetics, but an important one. Currently, we have the deepest and widest pool of breed-leading sires in the history of our cooperative. Our Holstein sires lead with many headliners and five bulls in the Top 12 for TPI®. They are 014HO04876 Paxton, 014HO04916 Jake, 014HO04766 Champ, 014HO04924 Kramer, and 014HO04956 Dotson. Plus, we have another high TPI bull in 014HO04929 Man-O-Man that will gain enough reliability by August to be on the Top 100 TPI List. Man-O-Man has been highly sought after by genetic seed stock producers around the globe as a sire of sons. We also have great depth and many choices within our Jersey sire lineup. Headliners like 014JE00473 Louie (#3 JPI), 014JE00472 Alexander (#12 JPI), 014JE00446 Triumph and 014JE00437 Russell are leading the charge as this breed continues to gain ground.

The other portion of the Cooperative Equation that is just as important as our strong core genetics is that of our employees. The family of knowledgeable, skilled and dedicated employees is unmatched in the world of A.I. companies. Part of our growth in recent years can certainly be traced back to this component.

Whether you are referring to the people responsible to source genetics, care for the bulls, process the semen or provide on-farm service...each Accelerated Genetics employee brings along vast experience and on-going training so that they can assist you in your individual needs on your operation. While many people in the industry will comment that semen has become a commodity nowadays, when you work with Accelerated Genetics you get more value added services. We want to help you evaluate your herd's reproductive program and ensure that you are at the highest possible level of reproductive efficiency. Stay tuned for more on this topic.

## RENEWING INTERNATIONAL RELATIONSHIPS

During the last few months, I have really enjoyed traveling around the world to renew international relationships. I have had a chance to visit customer operations and work with the global network of distributors who provide local sales and service to those customers. These travels have provided me an opportunity to share the latest updates on our sire lineup, animal health products, quality assurance program, genomic research and leadership as well as a snapshot of the innovative value-added services that are evolving at Accelerated Genetics. Customers around the globe are excited that our cooperative is really targeting topics that can provide valuable resources to them and ultimately assist in their management and economic success.

## YOUTH PROVIDE BRIGHT FUTURE

This summer Accelerated Genetics has the unique opportunity to work with various young adults through our internship program. These individuals will gain valuable work experiences in the A.I. industry and learn more specifically about Accelerated Genetics. Kristin Natzke, Fond du Lac, Wis., joins us as the Public Relations and Advertising Intern. She is attending the University of Wisconsin-Madison. Serving as the Genetic Services Interns are Carissa McCay, West Lafayette,

Indiana, is attending Purdue University and Ben Sarbacker, Verona, Wis., is attending the University of Wisconsin-Madison. Andrew Perrine, Keokuk, Iowa, is the Veterinary Intern and he will be attending Iowa State University Veterinary School this fall.

We have five Sales and Service Interns working throughout Wisconsin and Minnesota, they include: Marc Dierickx, Monticello, Wis.; is attending Western Illinois University; Alex Geiser, Hilbert, Wis., is attending the University of Wisconsin-River Falls; Aaron Gorst, Granton, Wis., attended the University of Wisconsin-Farm and Industry Short Course; Alicia Metz, Rushford, Minn. is attending Northeast Iowa Community College; and Brandon Thesing, Winona, Minn.; is attending the University of Minnesota.

We would like to thank the various educational institutions throughout the U.S. and around the globe that help educate youth interested in the agricultural field. The future of agriculture is surely bright with such talented individuals like the interns that Accelerated Genetics is working with for the summer.

## COOPERATIVE ADVANTAGE

We at Accelerated Genetics have our finger on the pulse of the dairy and beef industries... having many staff members who volunteer their time and talents on industry boards. We understand that these are trying economic times for everyone. Our management team and board of directors has begun to construct a new business plan with strategies that will reflect the rapid evolution of the industry. Surely, topics such as the realized commercial application of Genomics to major dairy breeds, economics of new products that can enhance management and providing new value-added specialized services will drive those plans. We pledge that we will continue to utilize our cooperative advantage with your input and direction to set the foundation. We want you to continue to be our partner in these efforts. Together We Can Accomplish Great Things!

## UPCOMING EVENTS

### National Ayrshire Convention

June 17-20, 2009  
Dubuque, Iowa

### Milking Shorthorn Convention

June 17-20, 2009  
Cincinnati, Ohio

### Holstein Association Convention

June 27-30, 2009  
Sacramento, Calif.

### American Jersey Convention

July 1-5, 2009  
Syracuse, N.Y.

### National Brown Swiss Convention

July 8-11, 2009  
Springfield, Mo.

### National Guernsey Convention

July 8-13, 2009  
Dallas, Texas

### Wisconsin Farm Technology Days

July 21-23, 2009  
Crave Brothers Farm, LLC - Waterloo, Wis.

### National Red & White Convention

July 22-25, 2009  
Belvidere, Ill.

# CHAMP

## ANOTHER PACE SUCCESS STORY



BY: DAVE ERF, DAIRY SIRE ANALYST

After the April 2009 Dairy Sire Summary, 014HO04766 Roylane Champion Champ-ET took a big jump toward the top of the elite lists. His unique pedigree among the other top bulls of the breed makes him an attractive choice for those looking for top genetics and a different bloodline. Whether it is production, type, calving traits or longevity, Champ is ready to deliver and came out on top.

The last sire summary brought a new group of elite sires to the top of the Net Merit and TPI® lists. A wave of O-Man sons brought a slew of new names to the Top 20 of both rankings. Among these bulls are 014HO04876 Paxton, 014HO04916 Jake, 014HO04924 Kramer and 014HO04956 Dotson. When looking for a different pedigreed elite sire that still ranks high, one cannot overlook 014HO04766 Champ.

The story of Champ begins at Roylane Holsteins in Othello, Washington (located in central Washington about halfway between Seattle and Spokane). Roylane Star Victoria-ET, the third dam of Champ, was an Excellent-90 Blackstar. She was purchased by Carnation Farms, also of Washington and produced many fine offspring. One of her elite daughters, Carnation Loyalty Victoria, the grandam of Champ, followed in her mother's footsteps and scored Excellent while producing over 51,000 pounds of milk in her best lactation. She was also the dam of two PACE sires that returned to active service, 014HO03154 Virgo and 014HO03614 Virgas.

One of Loyalty Victoria's daughters, Carnation Formatn Violet-ET, was purchased by Looslea Holsteins in Oregon.

After producing an impressive amount of milk in her first lactation and scoring Very Good as a two year old, Violet was sold in a group of cows that went to Roylane Holsteins. Thus a circle of heritage for Champ's family was complete.

Roylane Holsteins is owned by the Roylance family. They have a large commercial herd where all cows compete equally in very real world conditions. The day to day operations are overseen by Gary Roylance.

It was on a trip to central Washington, that I saw Violet at Roylane. Gary had put her on a flush program to obtain more offspring. Violet was a tall, long, deep and wide Formation daughter. It is not common to find a high genetic cow that excels in both frame and production. I felt



014HO04766 Champ Daughter: Valley-View Champ 2197  
Valley View Dairy, Inc.; Granton, Wis.

## SATISFIED CUSTOMERS:

*"We are very happy with our five Champ daughters. They all milk very well, are good to work with and have bred back quickly. Four of the daughters are in their second lactation and milking around 120 pounds per day."*

**JO-ENG DAIRY FARMS, INC.**

**GARY & SALLY ENGBERT**

**MICHAEL & CINDY ENGBERT**

**TODD & JODI HOLLIS**

German Valley, Ill.  
380 Holsteins

*"The Champ daughters are nice cattle that can work for many types of dairy operations. They are medium-framed with very good functional type. Our Champ daughters have extremely mellow dispositions and are a pleasure to work with."*

**LATHAM DAIRY**

**MARK WINTERS, HERDSMAN**

Boscobel, Wis.  
630 Holsteins

*"Champ daughters have good consistent type. Overall they fit in really well within our herd."*

**FOX RIDGE DAIRY, LLC**

Kaukauna, Wis.  
500 Holsteins



014HO04766 Champ Daughter: Bailie Champ 333 GP-80  
Bailie Farms, LLC, Livingston, Wis.

confident that in Violet, I was looking at one of those rare combinations.

Gary informed me that she was available for flushing. We decided together to use the number one TPI bull at the time, Machoman. Unfortunately, he dropped with second crop. Sometimes things work mysteriously in your favor and that is what happened with the Machoman flush. All of the resulting calves from the flush were heifers.

I was now on the outside looking in, with no bull from an interesting cow. Luckily, Gary had continued to flush Victoria and told me that there were Champion calves coming. I jumped at the chance to grab one of those calves for Accelerated Genetics. When the calves were born, Champ was picked from the resulting four bull calves. He passed all of his health tests and was moved to the Accelerated Genetics Production Facility in Westby, Wisconsin.

Champ was sampled through the PACE program and was released into active service with the January 2009 summary. He was ranked 46<sup>th</sup> on the top 100 TPI list in January. Significant increases for production, type and health traits propelled Champ to 11<sup>th</sup> on the TPI list in April 2009. At 92% reliability for production and 91% for type after the

April summary, Champ is well proven with already 143 daughters in his proof and can be used with confidence.

The Champ daughters are tall and dairy with some slope to the rump. They have correct leg set and track very straight when viewed from behind. Champ rates very high for udder composite, especially excelling in rear udders, udder depth and teat placement.

Champ is also a standout for production at nearly +2000 milk after the April summary. He has great ratings for longevity and Somatic Cell Score. But perhaps the most impressive area for Champ may be his calving traits. He rates a 7% for Service Sire Calving Ease, which makes him a logical choice to use on heifers. His Daughter Calving Ease of 5% indicates that his daughters should calve with few problems. Low ratings for stillbirth also would indicate Champ calves will be born alive more often than breed average.

When looking for elite genetics that combine a great cow family and the ability to sire high production, type, longevity and calving ease all in one package, few sires can provide all these things. 014HO04766 Champ does combine all of these into one package. Give Champ the chance to be the top bull in your herd.



Roylane Holsteins owners, from left, Bruce, Gary and Brent Roylance.

# KNOW YOUR ENEMY

## MASTITIS MANAGEMENT BEGINS WITH CORRECT IDENTIFICATION



BY: DAN SCHREINER, PRODUCT SPECIALIST



Maintaining a clean facility is important to controlling environmental mastitis.

Written protocols for milking procedures, cleaning practices and times and general farm sanitation is needed, so everyone will be on the same page. Even smaller dairies with few people can benefit from written protocols. By writing them down, it gives the farm an easy way to go back and review what needs to be done and what areas need updating. Farms are always busy, especially in the spring and summer, an easy time to start cutting corners. Many times when those corners are cut the original routine is forgotten, but written protocols are used to help remind everyone that every step is critical to maintain a high level of milk quality.

The second key to a successful program is to constantly monitor the herd's milk quality status at all times. Monitoring herd bulk tank somatic cell counts on a daily basis and occasional monitoring of individual somatic cell counts (DHI testing) is the minimal amount of monitoring any herd should be conducting at any time.

The next step is to take a bacterial milk culture of the bulk tank on a routine basis. This will give you an idea of what organisms are in your herd the day of the test and will help determine what areas of management need to be improved. Highly intensive farms use the California Mastitis Test (CMT) or individual cow milk cultures to determine treatment strategies on a case by case basis. Visible signs of mastitis such as a swollen udder, and abnormal milk occur frequently, but many

Mastitis and poor milk quality is one of the most costly issues on any dairy. With few exceptions, every dairy has or has had a problem with their milk quality program. What separates those who overcome the problem and those who can't seem to find a solution is usually a sound, written mastitis

and milk quality protocol. The biggest hurdle to establishing a sound milk quality program is usually where to begin. There are really only three main areas that need to be addressed or identified, and while that may seem overly simplified, starting off with a basic outline and expanding from there makes a complex problem more manageable.

The first key to having a successful mastitis control practice is to have good milking procedures and to maintain as clean of a living environment as possible. Keeping a consistent and high level of management in both areas at all times is the only way to ensure that mastitis cases are kept to a minimum in the herd.



Every year in the United States hundreds of thousands of dairy cows are culled because they are ill or not productive. It is possible to create conditions which reduce the bacteria which cause pathogens such as environmental mastitis and foot diseases in dairy cows...by creating a healthier environment and reducing the environmental risks faced by animals every day. SOP products are formulated with the innovative Sirio Operating Process technology to improve the environment of the farm in a more effective and longer lasting way than currently available means.



This photo is an example of a standard milking procedures poster that producers could hang in their milking parlor or office for employees to help ensure good milk quality.

cases of mastitis show no visible signs and can only be detected by testing for a high somatic cell count or the bacteria itself.

A cow can get a mastitis infection from many different sources depending on the organism, but bacteria are usually divided into two categories, contagious and environmental.

Mastitis is considered to be contagious when the bacteria are primarily spread from cow to cow during milking. The major contagious pathogens of concern to most herds are Staph aureus, Strep ag, and Mycoplasma bovis. Typically contagious bacteria are spread during milking time and are passed from cow to cow from dirty milking units, equipment malfunction during milking time, and improper milking procedures.

Environmental mastitis comes from microorganisms that are found commonly on any dirty surface that the animal is exposed to throughout the day. While environmental mastitis can readily grow inside the mammary gland, the microorganisms can survive on any surface that has a place for it to grow, such as dirt and manure. Major environmental bacteria are spread by exposing the teat end to the dirty environment and from improper cleaning of the teat end prior to milking. Organisms that are considered environmental include E. coli, Klebsiella and environmental Streptococci.

The final piece of a good mastitis management program is treatment. In the past, most cases of mastitis have been treated with antibiotics, but we now know that antibiotics are ineffective against many different types of infections. For contagious mastitis Strep ag. can be cured relatively easy with antibiotics, Staph aureus is much harder to control. Currently there is no effective treatment for mycoplasma.

Most environmental mastitis, while can be treated by antibiotics, are more effectively managed by maintaining cow cleanliness and a up-to-date vaccination program. In any case, when a problem is identified it is important to go back to the first key and review the farm prevention program.

*For more information about Mastitis testing, contact your local veterinarian as they can assist you with individual on-farm testing. And for more information overall Milk Quality and Mastitis Control check out the National Mastitis Council at [www.nmconline.org](http://www.nmconline.org).*

## NEW INNOVATIVE RESOURCE GUIDE

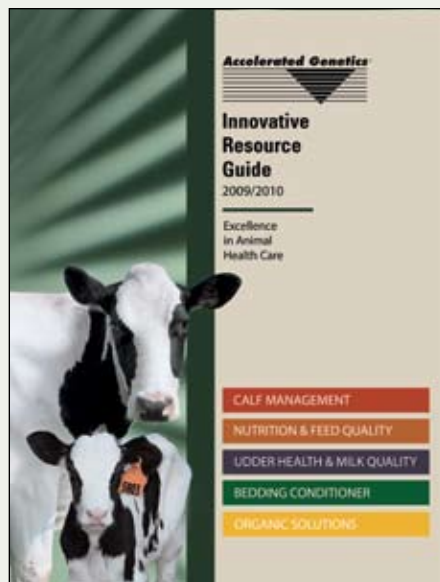
For over 30 years Accelerated Genetics has established a tradition of providing solution-based products that meet the changing needs of dairy and beef producers around the world. Accelerated Genetics is excited to unveil the new 'Innovative Resource Guide,' which is a complete guide to all products and is a resource of animal health care information.

The guide was developed for producers as a resource for calf care management; cow

nutrition and feed quality; udder health and milk quality; organic solutions; breeding supplies; and much more.

The 'Innovative Resource Guide' contains fundamental information on animal health care that will assist producers in obtaining a healthy and productive herd. Topics included in this edition are:

- Benchmarks: Calf Performance & Health
- Bloating in Calves
- Cold Weather Calf Management
- Energy - A Limiting Nutrient in Winter
- Five Factors Affecting Calf Performance
- Five Simple Rules for Feeding Colostrum
- Medication and Milk Replacers
- Protocol: Rehydration of Scouring Calves
- Bunker and Silo Gas Safety
- Direct-Fed Microbial Protocols
- Key Points on Heat Stress and Temperature and Humidity Charts
- Potential Solutions for Multiple Symptoms
- Mastitis Management
- Udder Hygiene Scoring Chart
- Bedding Conditioner Research & Benefits
- When to Replace Your Old Semen Tank



Accelerated Genetics, where "Innovation FEEDS Excellence!" Accelerated Genetics possesses the vision needed to help today's producers bring excellence to their herds.

## TAKE PHOTOS, WIN A DIGITAL CAMERA

Do you enjoy taking photos? Well, if so, have you ever thought about entering a photo contest? This year Accelerated Genetics' Annual Photo Contest is giving away a digital camera to the winning entry along with some other great prizes.

The themes for this year's contest are: 'Favorite Cows' and 'Picturesque Pastures'. For full contest details check out the January 2009 Genetic Trends or go to [www.accelgen.com](http://www.accelgen.com). The entry deadline is **September 1, 2009**.



Photo by: Alex Souza

# WHAT IS THE IDEAL VOLUNTARY WAITING PERIOD FOR DAIRY FARMS?



BY: ALEX SOUZA, PH D, REPRODUCTION SPECIALIST

Voluntary Waiting Period (VWP) can be defined as the interval from calving to the start of breeding activities. The correct decision about the VWP is a critical step when setting up a standard operating procedures for reproduction management on a dairy farm. The question many producers ask is ‘What is the ideal VWP for my dairy farm?’ Well, as many things in life, the answer is not straightforward. For instance, the ideal VWP for a given dairy will depend on several factors, see Table 1.

detection, and use timed A.I. in cows not detected in heat by 75-80 DIM.

### 3) GREATER THAN 80% TIMED A.I.

Farms rely on timed A.I. at first A.I., generally using sophisticated pre-synchronization protocols (such as G6G, Double-Ovsynch, etc), and delay first postpartum A.I. until 80-90 DIM in order to achieve greater conception rates at first postpartum A.I.

100% timed A.I. with 100% conception rate at 110 DIM – as you all know, this is just not possible.

For high producing dairy herds, I’d like to highlight that the minimum VWP should be no lower than 45-50 DIM. This is because we need to respect the time for the complete uterine involution in order to get acceptable fertility results following A.I.

### SO WHAT SHOULD YOU DO?

Depending on the dairy, all three of the cited strategies to manage VWP can be successful. For instance, we have been visiting several large high producing dairy farms in the Middle East with greater than 3,000 cows in milk, that breed most of their cows based on heat detection. In general, some of these dairies use timed A.I. in no more than 5-10% of their cows. They all have highly skilled technicians performing 24-hour surveillance for heat detection. Obviously, due to labor issues, etc. this model may not be applied in many dairies in the U.S. or other countries; but I can tell you that it works just fine in the Middle East. Their pregnancy rates are kept above 20% throughout the year.

There are some herds in California that can keep service rates above 60% year round. Most of these herds have experienced technicians performing tail chalking.

In contrast, several dairy farms in the Midwest U.S. rely 100% on timed A.I., performing very few breedings out of visually detected heats (even less than 5% of the breedings). Some of these herds are reaching impressive conception rates up to 45-50% in first postpartum A.I.

These are successful stories, but sometimes things can go terribly wrong. For instance, these are the main weaknesses that can occur in each on the VWP approaches mentioned earlier:

### 1) 100% HEAT DETECTION

It is common to find a large percentage of the cows receiving first postpartum A.I. too early (less than 45 DIM) and too late (more than 100 DIM). Also, lower conception results due to poor heat detection accuracy

**Table 1.** Factors that affect VWP on dairy farms.

FACTOR:	REASON:
Transition cow management and uterine problems postpartum (RP and infections)	Farms with poor transition cow management normally need to delay Voluntary Waiting Period in order to achieve acceptable fertility following first A.I.
Percent of cows receiving timed A.I. at first postpartum A.I.	The more you rely on timed A.I. at first breeding, the more you can afford delaying the first postpartum A.I.
Conception rate at first and later breedings	The greater the conception rates are, the more you can delay Voluntary Waiting Period
Average interval between breedings	This parameter is highly correlated with overall service rate in a herd. The shorter the average interval between breedings, the longer you can afford delaying Voluntary Waiting Period
Percent of primiparous cows in herd (or average lactation persistency)	Primiparous cows have greater milk production persistency and, normally, better fertility than older cows. The more primiparous cows, the more you can delay Voluntary Waiting Period
Intensity of summer heat stress	Several farms change their Voluntary Waiting Period in to avoid the effects of summer heat stress on fertility, achieving greater conception rates at first postpartum A.I.

Interestingly, after studying several dairy herd backups during our reproductive data analysis routine at Accelerated Genetics, we have noticed three basic patterns with VWP strategies. They include:

### 1) 100% HEAT DETECTION

Farms relying on 100% heat detection that work with relatively short VWP – 45-50 Days In Milk (DIM).

### 2) BACK DOOR APPROACH

Farms using shorter VWP, 45-50 DIM, breed most of the cows based on heat

Regardless of the strategy used, the ultimate goal is to achieve average days open as close as possible to 110 to 120 DIM. Also, producers generally desire to have the least standard deviation as possible around 110 days open. In other words, in an imaginary perfect dairy farm, all cows ought to conceive at 110 DIM, which in most of the economical analysis, provides a good balance between average calving interval, milk production, and heifer replacement throughout time. To achieve this goal, producers would have to work with

is quite common (ie. Employees just not prepared or overloaded with other tasks and are not able to detect heats correctly). It is also common to find no standard operating procedures in place for a herd's reproduction program.

**2) BACK DOOR APPROACH**

We've seen some dairy farms inconsistently performing neither heat detection and timed A.I. They do both approaches, but not at the same time. In Brazil, we like to say that 'one dog with two owners may easily die of starvation sometimes'. In other words, it takes more organization to work with this type of management, and a

strong standard operating procedure must be in place for this type of reproduction program to work properly.

**3) GREATER THAN 80% TIMED A.I.**

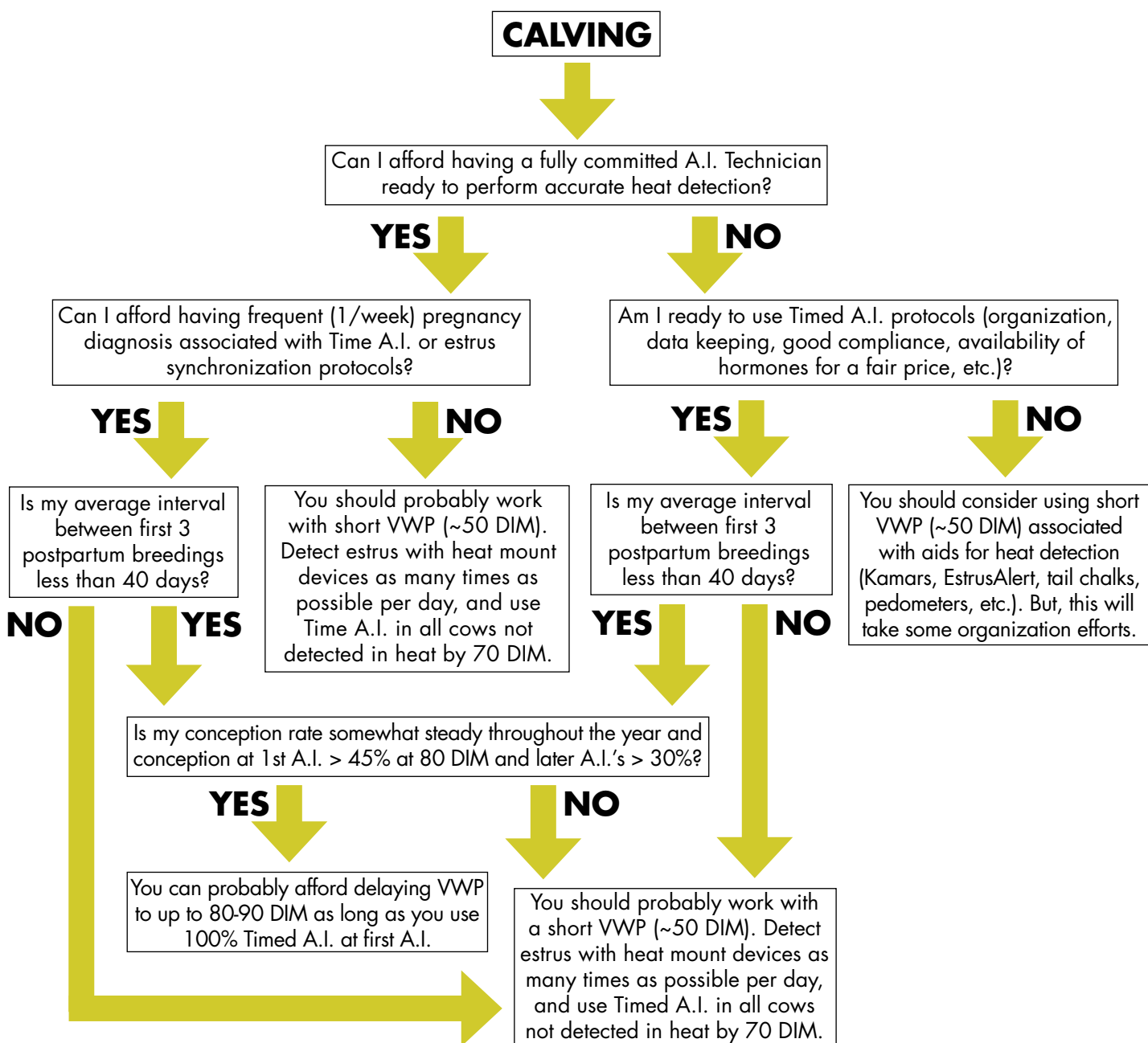
Although timed A.I. is a great tool and I actually spent most of my education trying to improve timed A.I. results in dairy cattle, it is frustrating to see that many dairy farms are not using this technology in the correct way.

For instance, if a dairy does not have great conception results and if the average interval between the first 3 postpartum breedings is greater than 40-45 DIM, this farm better

start working with a shorter VWP. And they should combine with it accurate heat detection between re-synchronization protocols in order to improve pregnancy rates. Otherwise, this farm will get into spending tons of money in hormones for timed A.I. and will be struggling with modest pregnancy rate results of only 14 to 16%.

The following is a simple decision tree to assist producers in deciding the best VWP for their farm business. This diagram is far from being perfect, but is a good start to making choices for an individual herd's VWP. Please let us know if we can assist you in deciding the right VWP for your dairy.

**Figure 1.** This simple decision tree is a good start to assisting with VWP decisions. The decision tree is based on a weighted average between conception rate and service rate performances in order to reach average days open of 110-120 days.



# GENETIC TECHNOLOGIES IN HIGH DEMAND IN THE INTERNATIONAL MARKET

BY: WORLD WIDE SIRES, LTD.

With the depressed global dairy market place, World Wide Sires, Ltd. (WWS), the international marketing arm for Accelerated Genetics outside of the Americas, has noticed an increased interest in new genetic technologies from customers in search of improving productivity and profitability. Dairy producers the world over are turning to new technologies such as sexed semen and genomics to maximize the return on their genetic investment. World Wide Sires is fortunate to have access to the World's best genetics in sexed semen and genomically enhanced young sires from its supplier-owners.

World Wide Sires distributor, Holstein Genetika in Hungary was one of the first users of sexed semen, selling initial product in 2006. Immediately, there was interest in the product. Superior results for heifer ratio and higher-than-expected fertility lead to even more interest in the product the following year. In 2007, sexed semen accounted for 11% of the total number of doses sold in Hungary. By 2008, that number increased to 16%, and is projected to reach 16% of total sales again in 2009. Holstein Genetika does not promote sexed products heavily, but states that interest has increased as the word spreads from satisfied customers.

Zoltan Supek, of Holstein Genetika, stated "During the starting period farmers did

not care about the genetic quality of the bull they just wanted sexed semen, but now we can see an increasing demand in both aspects of genetic merit and price."

In Germany, the results are similar. World Wide Sires-Germany reports that demand continues to increase as news of positive results from the field spreads and more of the best sires become available in sexed product.

Mr. Dieter Schlunke, co-owner of Milchhof Diera, Saxony, Germany, and a satisfied user of sexed products, reports the following: "Out of 420 to 450 first inseminations per year in virgin heifers, 300 inseminations are with sexed semen. On 300 first A.I. with sexed semen we average 167 pregnancies which result in 152 female calves. The pregnancy rate is 10% lower than with regular semen, but we end up with 60 extra female calves per year."

In Pakistan, dairymen are using sexed semen on local breeds to make more rapid genetic gains in their herd. Mr. Shehzad Iqbal, owner of S.B.E. Foods in Jassar, Distt. Narowal was extremely pleased with the results of using sexed semen in his herd.

He had 43 calves born; 42 were heifers. News of these results is spreading and so is interest in sexed semen.

Interest in genomically proven young sires is also on the rise. World Wide Sires is currently marketing product from genomic young sires in 20 countries. Top markets with interest in genomically proven young sires are located in Asia, Europe and the Middle East. There is some question as to the interpretation of European law which currently prohibits the sale of young sires based on genomic proofs in some countries, but there is significant interest from customers who are asking for the product.

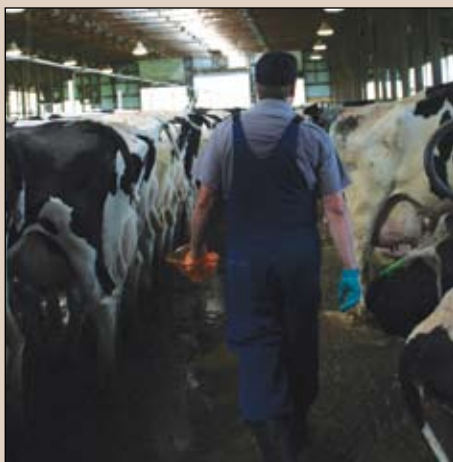
World Wide Sires and its distributors believe that this will be an important product and increasing part of our business moving forward, and is working hard to gain acceptance for the new product. We hope that this will be a topic of discussion at the next World Wide Sires Distributors' Conference scheduled to be held in Izmir, Turkey, May 2010, where distributors and suppliers will meet and learn about the latest happenings in the industry.



**WORLD WIDE SIRES, LTD.**  
YOUR FOUNDATION... YOUR FUTURE



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



## GOKE MOTIVATED TO ENSURE REPRODUCTIVE PROGRAM SUCCESS FOR HIS CUSTOMERS



BY: KARI STANEK, COMMUNICATIONS & PUBLIC RELATIONS COORDINATOR

For A.I. Technician, Jason Goke, each day on the farm is an adventure. Sometimes it's a good one and sometimes it's a challenging one, usually all in the same day. The weather, cattle and people all play a part in the experience that keeps Jason driven to do his best. Each day, he continues to be motivated and challenged to make his customer's reproduction programs successful. Recently, Jason's motivation and dedication to his customers rewarded him as he reached a unique milestone in his A.I. career by breeding his 100,000<sup>th</sup> cow. He will be honored for this great achievement at the 63<sup>rd</sup> Annual National Association of Animal Breeders Convention this fall.

Jason's career in agriculture began on his family's dairy outside of Montfort, Wis. He farmed for 10 years with his father before he started working for Accelerated Genetics. When asked 'Why Accelerated Genetics?', Jason responded, "When I was farming I

served as a delegate for Accelerated Genetics, therefore, I knew it was a good company. When I decided to quit farming and find a new career, Accelerated Genetics was the first place I asked if they had any openings."

For a little over 15 years Jason has been servicing customers in south central Wisconsin. Reaching the 100,000 Cow Club level was not always in Jason's goals. He said, "When I first started breeding cows, 100,000 cows seemed like a long ways away, but as time went on and I got closer to the mark I wanted to achieve it."

Jason enjoys many aspects of his job like being outside everyday and working his schedule the way he wants. But he really takes pride in taking care of his customers. He says, "I don't have my own dairy herd any more, but I treat all of my customer's cows like my own." Something that Jason is really proud

of is the number of customers that report to him outstanding production averages. "I like getting good reports of herd averages. It gives me a sense of accomplishment as I work with the customer on breeding their cows and its a team effort," Jason adds.

During his tenure, Jason's typical day starts around 6:30 a.m. and he is usually done by 5:00 p.m. He has one automatic stop everyday at Doerfer Bros. in Oregon, Wis., where he chucks and breeds and also has to breed a synch group on Friday's. Doerfer Bros., owned by brothers Gary and John Doerfer, have been a 100% Accelerated Genetics herd for many years. Gary says, "It has been a good working relationship with us and Accelerated Genetics through the years."

Over the past 15 years, Jason has been able to work with the Doerfer herd as they have expanded from 70 to 550 cows and it has been a good team effort keeping the reproductive program in check. "We work together with Jason on the reproduction program for our herd to make sure we are getting the results we want," says Scott Dahlk, Doerfer Bros. herdsman. "Jason really cares about the herd, is very thorough and it shows in our results."

Dave Calvert, Area Director of Marketing, shares a few comments about Jason's work ethic, "Jason's best strengths are that he is hard working, honest, determined and very loyal to his customers. He has never lost a customer! Further, Jason is a two-time winner of the cooperative's President's trophy and was a runner-up three times."

Ensuring his customer's success is very important to Jason, but he always makes sure to not miss out time with his family – his wife, Marie, and four children Amanda, Holly, Jennifer and Matthew.



Jason Goke, Accelerated Genetics A.I. Technician, (center) recently earned the 100,000 Cow Club Recognition. He is with his customers at Doerfer Bros in Verona, Wis. Gary Doerfer, herd owner, (left) and Scott Dahlk, herdsman, (right). Missing from photo John Doerfer, herd owner.

# SCHOLARSHIPS AWARDED TO ENTHUSIASTIC YOUTH

Every year Accelerated Genetics awards scholarships to youth both just entering and already enrolled in college in the agricultural field. Youth are the foundation of the future of the agricultural industry and Accelerated Genetics wants to ensure that the next generation is well prepared.

Four \$500.00 scholarships are awarded to youth just graduating from high school and beginning college. The 2009 recipients are Mandy Brazil of Petaluma, Calif.; Lauren Holterman of Watertown, Wis.; Carrie Jo Leum of Viroqua, Wis.; and Mary Pat Speerstra of Whitehall, Wis.

Mandy Brazil plans to attain a Bachelor of Science degree in Agriculture Communications with a minor in Dairy Science at the California Polytechnic State University. With Mandy's background and passion for agriculture she wants to exert a positive influence on the industry, continuing the American tradition of agriculture excellence for generations to come.

Lauren Holterman would like to utilize her creativity, desire for business, passion for

farming and skills in communication to build on an on-farm Ice Cream business. She plans to attend either the University of Wisconsin-Madison to study Food Science or Cornell University to study Applied Economics Management while minoring in Spanish.

Carrie Jo Leum has the vision of working in the genetics aspect of the dairy industry. Being raised with such a strong agricultural-based life, Carrie Jo wants to keep promoting and improving dairy cattle genetics and the dairy industry as a whole. She plans to attend the University of Wisconsin-River Falls where she will major in Dairy Science with a minor in Spanish.

Mary Pat Speerstra plans to attend the University of Wisconsin-River Falls and major in Dairy Science. Growing up on a farm began Mary Pat's interest in dairy cattle genetics and the importance of genetic progress. She wants to ensure that genetic progress increases production and longevity in dairy cattle as this is essential to providing food to feed the growing world.

Two \$1,000.00 scholarships are awarded to students currently enrolled in agricultural programs at college. Accelerated Genetics partners with the National FFA organization to select these students and the 2009 recipients are Justin Belling of Lomira, Wis. and Michele Belling of Lomira, Wis.

Justin Belling is attending the University of Wisconsin-Platteville. He is majoring in Computer Systems in Agriculture. Michele Belling is majoring in Animal Science at the University of Wisconsin-Platteville.

Accelerated Genetics is pleased to offer these scholarship programs to youth pursuing careers in agriculture! Eligible candidates or their parents must be customers of Accelerated Genetics and be pursuing a degree in an agricultural field. Applicants are evaluated on their leadership, scholarship and involvement in agriculture. For more information about the Accelerated Genetics Scholarship program, please contact your localsalesrepresentative, call 1.800.451.9275, email [info@accelgen.com](mailto:info@accelgen.com) or go to [www.accelgen.com](http://www.accelgen.com).

## SATISFIED CUSTOMER BENEFITS FROM THE PACE YOUNG SIRE PROGRAM

BY: ANGIE LINDLOFF, ELECTRONIC MEDIA COORDINATOR

John Visser of Rock Creek Dairy in Farmington, Calif. milks 1400 Holsteins. His farm has been reaping the benefits of the Accelerated Genetics PACE young sire program since 1985.

### WHY DID YOU BEGIN USING THE PACE YOUNG SIRE PROGRAM?

"I began using the PACE program because I wanted good quality sires at a reasonable price. I typically use the PACE semen on my cow's second and third services."

### WHAT DO YOU SEE AS BENEFITS OF PACE YOUNG SIRES IN YOUR HERD?

"The biggest benefit to me is getting good cattle! Not many dairy sire summaries go by without one of the PACE young sires that we have used in our herd getting proven by Accelerated Genetics."

### WHY DO YOU KEEP USING PACE YOUNG SIRES?

"I continue to use PACE young sires because they produce good quality cattle. I have always tried to be economical on my dairy by getting the best genetics at a reasonable cost, and it is especially important with how the economy is today."

## TOP SIRES AVAILABLE IN



ACC-SS sexed semen is available from breed-leading sires like: 014HO04876 Paxton, 014HO04924 Kramer, 014HO03597 Potter, 014JE00473 Louie, 014JE00472 Alexander and 014BS00314 Driver. Accelerated Genetics is excited to offer its top genetics to customers interested in increasing their heifer ratios through the use of sexed semen.

For a complete listing of ACC-SS sires available, contact your local representative or go to [www.accelgen.com](http://www.accelgen.com) for the most current listing of sires available.



# CROWD GATE SAFETY

Farm operators and farm workers should be alert to potential hazards from milking parlor holding area crowd gates and other powered gates involved in handling cattle in and around the parlor. Powered gates can crush body parts or prevent breathing and cause asphyxiation.

## POTENTIAL HAZARDS:

- Being crushed against a wall
- Being pinned between the gate and a post or other structural member of the parlor or cattle handling system
- Electrocutation

## PREVENTIVE MEASURES:

1. A crowd gate should have a mechanical stop that physically prevents it from reaching the back wall of the holding area at any time, including during maintenance and repair as well as normal operation. The stop should maintain a gap between the gate and wall large enough for a person to fit comfortably; allowing the gate to get closer creates a potential crush zone. Electrical or mechanical stop switches or brakes, to control the crowd gate motor, can malfunction or fail and should never be relied upon to prevent the gate from reaching the back wall. Mechanical stops should never be removed.

2. Crowd gates with a horizontal bar across the bottom should not be so close to the ground that a person who falls or is knocked over would get pinned against the floor.

3. Controls or emergency releases for gates in the milking parlor itself should be located so that a person inadvertently pinned in the gate can reach them.

4. People working around gates powerful enough to seriously injure or kill should not be alone, so that assistance can be given if someone does become trapped.

5. Always shut off and lock out all power (electrical, pneumatic, or hydraulic) prior to any cleaning, maintenance, or service activities, to prevent crushing, entanglement, or unexpected startup. This means using lockout/tagout procedures for switches, switch boxes, circuit breaker boxes, or other controls, to prevent energy from passing through and prevent other workers from turning the power back on. It also means releasing any stored pneumatic or hydraulic energy which could cause movement of the gate.

6. Block or lock in place gates that can drop down or potentially move even after the power has been turned off, due to gravity or some other external force. Service procedures could inadvertently result in removing or deactivating a support or restraint and cause unexpected movement.

7. Proper training, and periodic retraining and review, are necessary for all people working with or near this equipment, including those who may be passing through or otherwise have incidental contact. Everyone working in or near the milking parlor should know how to shut off any piece of parlor equipment, including gates. Proper training, and periodic retraining and review, are important. Trainers should always read and understand the operator's manual and train workers to follow the manufacturer's safety instructions.

This is a general list of hazards and injury prevention measures for working with crowd gates and is not meant to cover every possible circumstance. Individual operations, facilities, systems, machines, or situations may have unique hazards, and it is the responsibility of the farm operator or manager to be aware of such hazards and take appropriate action.

## LEARN FROM OTHERS IN A RECESSION

We learn something new every day on the farm, but sometimes some of our best lessons come from other industries. Here are some lessons other companies have learned from previous recessions that can translate to success on the dairy:

### 1. IMPROVE EFFICIENCIES.

Southwest Airlines made flights more affordable by filling more seats on each flight. They're also working on redesigning airport gates to streamline boarding.

Capture the value of every minute by identifying tasks that could be streamlined and working with employees to perfect procedures and processes.

### 2. DIFFERENTIATE YOURSELF.

Nestle, the world's biggest food company, keeps rolling out new products to meet different market needs. Example: Nespresso coffee pods. These capsules contain the right amount of fresh, finely ground coffee for one espresso.

While it's not always easy to differentiate your product, there are ways to make sure you are meeting market needs. Continue to strive for the highest milk quality possible. If you are in a market that pays for solids, maximize milk fat and protein. Consider adopting standards for animal welfare and environmental management that reinforce and document your commitment to each.

### 3. FOCUS ON TEAMWORK.

Vodafone, the world's largest wireless company, is partnering with other innovators to create faster services.

By using herd consultants, you can work toward a similar goal of providing your herd with the best environment for optimal performance.

### 4. BE PRACTICAL.

Hewlett-Packard is using two-thirds of its research and development funds toward practical advancements.

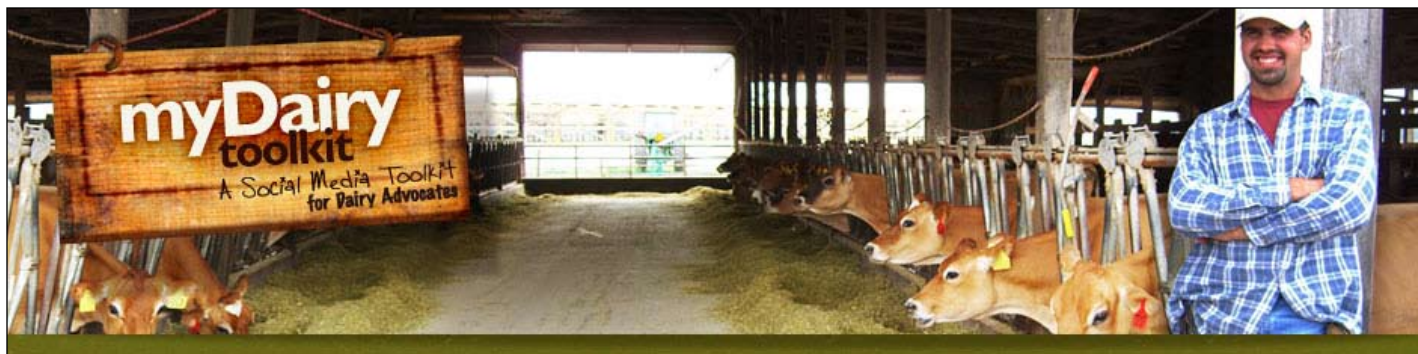
Making improvements on the dairy may involve simple changes. Advancements don't always have to be the most expensive; small changes can help keep cows at peak performance.

### 5. INVEST INTERNALLY.

Toyota has a higher operating margin than other vehicle manufacturers because the company invests in its own systems and lean manufacturing initiatives.

Your employees are vital to your herd's success. Through proper training, refresher courses and continuing education programs, you can keep everyone on the same page and the dairy functioning properly.

*Editor's note: The following information is from Mike Cain, Senior Business Manager at Arm & Hammer Animal Nutrition.*



## DAIRY PRODUCERS COMMUNICATE THROUGH SOCIAL MEDIA

The dairy checkoff has launched a new program to help dairy producers communicate with the public about modern dairy farming practices. The new program, called myDairy, encourages dairy producers and industry leaders who are engaged in social media efforts to help tell the positive on-farm story of milk production through this growing medium, which includes blogs, social networking sites and positive dairy videos and photos.

Dairy Management Inc.™ (DMI), which manages the national dairy checkoff program, launched the myDairy program to more than 350 dairy producers and industry representatives who are interested in online communications.

“The fact that most people are three to four generations removed from

the farm means a big information gap exists today,” said David Pelzer, senior vice president of industry image and relations at DMI. “The U.S. dairy industry has a great story to tell — and social media gives us the means to tell it in a unique and engaging way to millions of consumers,” according to Pelzer.

The myDairy program helps the dairy checkoff mobilize dairy advocates across the nation to engage in social media networks and online communities to help protect the image of dairy farmers and the dairy industry. Building a strong, positive online presence for the dairy industry helps counter negative, uninformed attacks and maintains public confidence in dairy foods and the people

who produce them. The program also provides a secure blog for dairy advocates to share their social media experiences.

“Not only does myDairy teach us how to use social media sites, but it also gives us key messages to use to make us more effective communicators,” said Will Gilmer, an Alabama dairy producer and creator of “The Dairyman’s Blog,” [www.gilmerdairy.blogspot.com](http://www.gilmerdairy.blogspot.com), since 2007. “It’s important for producers to share our own unique perspective and experiences with modern dairy farming, and present a unified voice with the public.”

Producers interested in becoming online dairy advocates should e-mail: [myDairy@rosedmi.com](mailto:myDairy@rosedmi.com) for more information.

# myDairy

## FOUR WAYS TO ADVOCATE FOR DAIRY ONLINE

Here are just a few ways that you can advocate for dairy online and reach an audience beyond your neighborhood and your local community.

**1) FACEBOOK:** Establish a circle of friends and connect with others about dairy. Although Facebook doesn’t necessarily connect you directly with consumers, it provides a conduit for getting more information about dairy farming out onto the web. **Here’s what you can do once you are on Facebook:**

- Become a fan of Dairy Farming Today on Facebook – and encourage others to

do the same. Also consider joining other Facebook groups where dairy advocates and dairy consumers can come together; you can search for these using the key words “dairy”, “milk” or “cows”. Be sure to review the description of the group type or fan page sponsor before joining.

- Participate in discussions within these groups and post questions that encourage conversation about dairy (if it’s relevant to the group topic and mission).
- Share dairy farming facts through status updates. For example, “Melissa is wondering if most people know that 99%

of all dairy farms are family owned” or “Jim is letting everyone know that June is Dairy Month – enjoy some ice cream or cheese today!”

**2) BLOGS:** Maintain an online journal of your dairy experiences. A blog (originally known as a “Web log”) is simply an online journal. There are more than 112 million active blogs worldwide written by journalists, marketers, experts of all kinds and everyday folks. Some focus on specific topics; others address whatever topic the author has on his or her mind on a given day. **How do you start a blog?** It’s easy: Use any of the following free services to get your blog up and running

# SOCIAL MEDIA... THE NEXT GENERATION



BY: ANGIE LINDLOFF, ELECTRONIC MEDIA COORDINATOR

Have you “tweeted” today? How about talked to someone halfway across the world via My Space? Or updated your profile on Facebook? How about watched your favorite TV show on YouTube?

Social Media. It’s the next generation of communication that is becoming more popular everyday. Harris Interactive Poll took a survey in May of 2009 and found that 49% of Americans have a MySpace or Facebook Account and that percentage continues to grow daily.

Social Media is about building relationships, communicating with one or even thousands of people from all over the world, as well as

getting news fast. No longer do you have to wait for the 6 o’clock news. With Twitter and Facebook...the news comes to you as soon as it happens.

So what are Twitter and Facebook? Twitter has been around since 2006 and is a free networking service that enables users to send and read other user’s updates known as ‘tweets’. Tweets can be up to 140 characters long and by default anyone has access to the posted information.

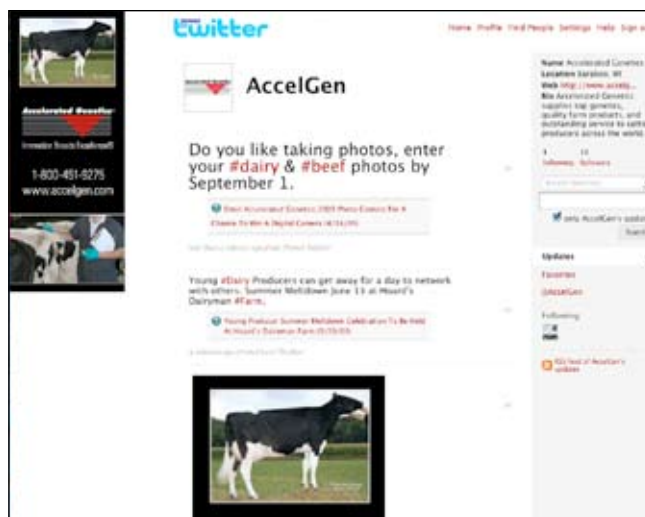
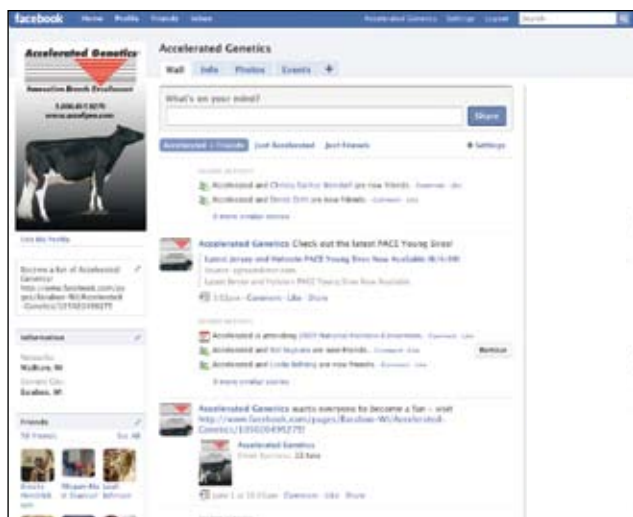
While Twitter and Facebook generally provide the same free networking service, Facebook, which was first developed in 2004, allows users to create a profile and

grant access to only those trusted which are then labeled as ‘friends’. User profiles contain personal information and also allow users to organize networks, groups or fan pages about specific topics.

Accelerated Genetics is taking part in this social media trend and is now on Facebook and Twitter! Look for Accelerated Genetics on both and join in to get that latest news faster!

Visit us on Facebook (Accelerated Genetics) and Twitter (@AccelGen) today!

If you are on these social media sights already, go to facebook.com or twitter.com and sign up free today!



in a matter of seconds: Blogger ([www.blogger.com](http://www.blogger.com)); WordPress ([www.wordpress.com](http://www.wordpress.com)); LiveJournal ([www.livejournal.com](http://www.livejournal.com)); and Xanga ([www.xanga.com](http://www.xanga.com)).

**3) TWITTER:** Share updates through mini blog posts known as “tweets”. Twitter is one of the simplest social networking services ever devised, and yet it’s also one of the hardest to understand. The [www.twitter.com](http://www.twitter.com) web site describes the application this way: “Twitter is a service for friends, family, and co-workers to communicate and stay connected through the exchange of quick frequent answers to one simple question: What are you doing?”

It’s simple. You find people and “follow” them. They might follow you back. Each

twitter message, known as a “tweet,” is very short – no more than 140 characters – so those using twitter can easily send updates from their cell phones.

**How do I get started?** To start “twittering,” just go to [www.twitter.com](http://www.twitter.com) and follow the instructions. Think about using a clever and descriptive user name (e.g. MilkMaid18, Dairyman62, FinchDairy, etc.).

**4) YOUTUBE:** Post and share positive dairy videos. With thirteen hours of video uploaded to every minute of every day, [www.youtube.com](http://www.youtube.com) is the most popular video-sharing site in the world. You can watch, share and rate videos posted by others – or post your own. **How can I use YouTube to advocate for dairy?** The best way is to help drive

visitors to the Dairy Farming Today YouTube channel. Subscribe to the Dairy Farming Today YouTube channel. As new videos are added to the channel, embed them on your Facebook or other social networking pages. To do so, simply click on the “Share” button beneath the video and then click on the name of your social network.

Comment on videos posted to the Dairy Farming Today YouTube. When new videos are posted, add a comment. This will help draw more attention to the channel and the positive dairy content it features. Share the Dairy Farming Today YouTube channel with others. Look for the “Connect with Dairy Farming Today” box on the left-hand column of the channel home page. Click on “Share Channel” and follow the directions.

# SOP

## Bedding Conditioner... for a Healthier Environment

Within the first 5 months of **CONSISTENT SOP<sup>®</sup> use**, producers have recorded a reduction in...

- New cases of environmental mastitis
- Somatic cell score
- New cases of heel warts
- Scours and coughs in calves
- Crust and sediment in lagoons
- Ammonia odors



SOP results on a 1000-cow Lancaster, WI Dairy  
Began using SOP - April 17, 2007

### The results speak for themselves -

- Recorded a drop of 75,000 on Somatic Cell Count
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- **Total yearly savings \$60,000!**



## Your cows deserve less stress and so do you!

**Bovine Accellyte II** is all you need  
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**Bovine Accellyte II**, with its unique formulation, helps restore electrolyte functions and water retention.  
**COWS STAY HYDRATED AND ON FEED!**

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Nelson Wenger, Acre-Lake Holsteins  
Manheim, PA

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