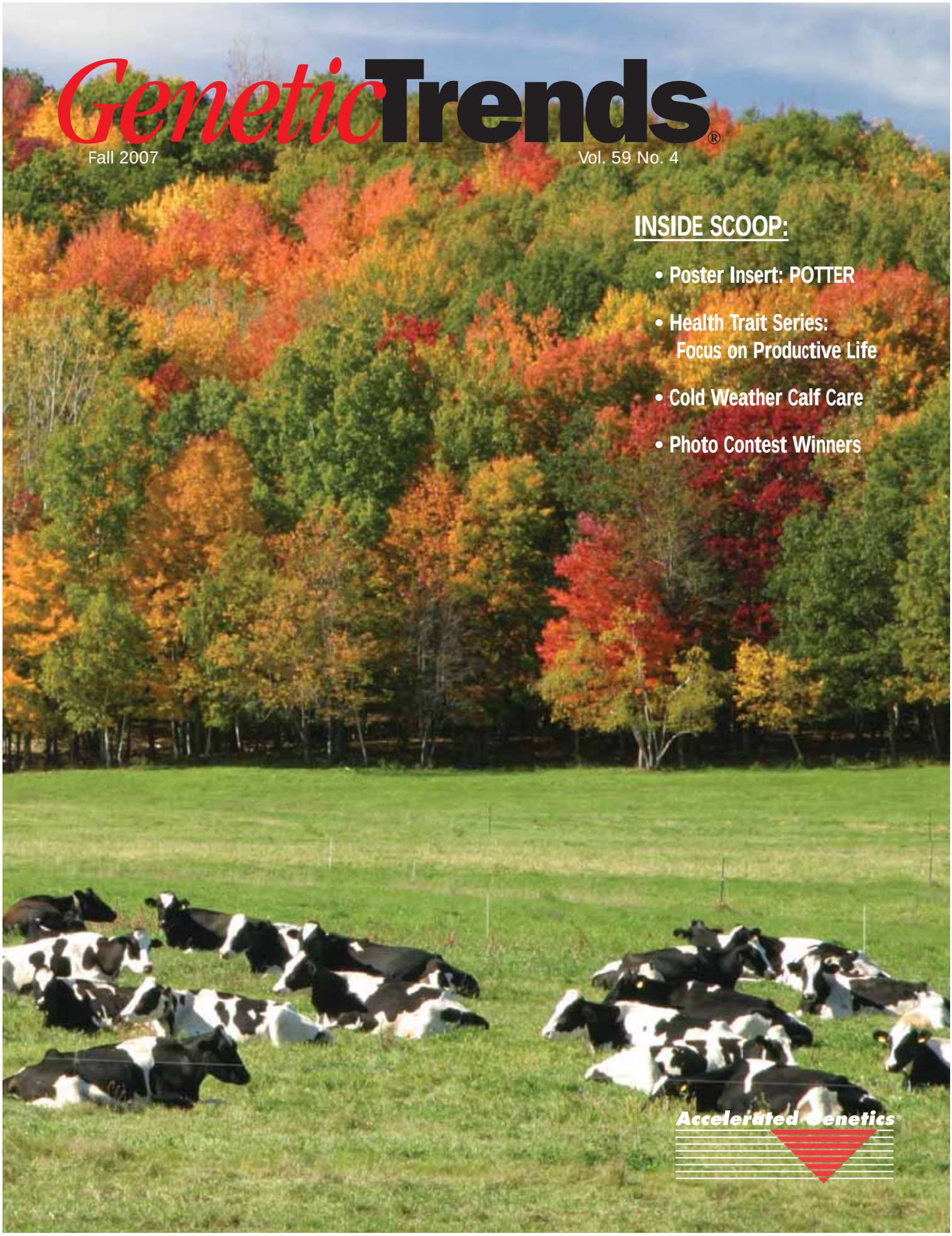
Genetic Trends®

Fall 2007 Vol. 59 No. 4



INSIDE SCOOP:

- Poster Insert: POTTER
- Health Trait Series: Focus on Productive Life
- Cold Weather Calf Care
- Photo Contest Winners

Accelerated Genetics®

Record Number of Entries for Contest

The photo contest theme of 'Calendar Cows' must have captured interest of many as the 2007 contest had a record number of entries.

Photographs came in from across the United States as well as internationally making it a very exciting and challenging contest for our judges.

The winners are displayed on this page. In addition many will also appear in the 2008 Accelerated Genetics Company Calander.

1st Place ~ 'Autumn's Delight'
Ken Falch ~ Fall Creek, WI

2nd Place ~ 'New Zealand's Treasures'
David Wilson ~ Port Royal, PA

3rd Place ~ 'Peek-A-Boo'
Chris Davis ~ Wisconsin Dells, WI

Honorable Mention ~ 'Golden Pasture'
Stephen Lethbridge ~ Union Bridge, MD

Honorable Mention ~ 'Spring Pastures'
Ken Falch, Fall Creek, WI

Honorable Mention ~ 'Here's Looking At You'
Monica Kendhammer ~ Westby, WI

Genetic Trends

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Editor: Kari A. Stanek

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Board and Officers

Accelerated Genetics Vision Statement

We are a global provider of bovine genetics and research, reproductive services and solution-based animal health products. Our vision is to be the forerunner in developing innovative technologies and exceptional services that will aid our customers in achieving their ultimate herd goals.

Features and News

On The Cover

The winner of the 2007 Photo Contest graces the cover of Genetic Trends this quarter. This photo titled 'Autumn's Delight' fits with Genetic Trends fall color scheme. The photo was taken by Ken Falch of Fall Creek, Wisconsin.

Accelerated Genetics

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Another Great Year of Progress

Roger Ripley
President & CEO

The past fiscal year has been one of the busiest ever – with a number of building projects completed in response to significant growth in recent years. In addition, we are pleased to report that the fiscal year just ended was the best in the long history of Accelerated Genetics.

Total sales revenue was at $42,665,943. This represents a sales increase over last year's record performance of $5.2 million. Unit sales exceeded 4.6 million units and were up 12.7% over the prior year. In May, the new state-of-the-art Semen Technology and Semen Distribution Centers were opened to more efficiently handle this increased volume of sales.

Farm products sales exceeded $9.2 million, which is up $570,000 over last year, and represents about 23% of the cooperative's total revenues. Many of you learned of our newest product offering – SOP – during the year, and have reported very positive results from its application in your operations. New products such as this environmental tool will be sure to keep our animal health product division moving into new markets.

Although net margin numbers are not finalized, it is likely to be the highest ever in this measurement as well, and indicates the financial strength of the Accelerated Genetics cooperative.

In addition to the Semen Technology and Semen Distribution Centers constructed at our production facilities in Westby, Wis., an additional sires-in-waiting barn named 'West View III' was completed. Furthermore, a second new sire facility, named 'The Summit', was also completed and will house special health status sires. These investments were built to accommodate growth from recent years, as well as to upgrade older facilities, to be more efficient and provide safer working conditions for both personnel and bulls.

We anticipate that Accelerated Genetics will continue to move forward with long-range planning in similar ways ensuring continued industry leadership.

The exciting technologies, Affirm™ and Bovatel™, available only through Accelerated Genetics, have been provided to customers around the globe, in our quest to assist all producers in achieving "**Fertility First**". This quest is ongoing, and additional research continues to assist even more in this important aspect of your business.

Thank you for allowing Accelerated Genetics to be a part of your success, and best wishes for the New Year.

At left is the interior of 'West View III' sires-in-waiting bull facility. Below left and right are the exterior bull runs and interior pen view of 'The Summit' specialty bull facility. And the bottom two photos represent 'Fertility First' of Bovatel™ and Affirm™ technologies.

Photos by: Beth Herges, Kari Satrek, Charlene McCauley and Angela Lindloff

Cooperative Spirit Begins With A Visionary Board of Directors

Photo by: Charlene McCauley

The dynamic Board of Director team for Accelerated Genetics consists of ten members. They are from left, standing Pete Kirchner of Clintonville, Wis. - District 9; Gary Eibergen of Granton, Wis. - District 3; Doug Thesing of Winona, Minn. - District 10; John McClelland, Jr. of Viroqua, Wis. - District 5; and John Pronschinske of Arcadia, Wis. - District 2. Seated from left: Dave Score of Boyceville, Wis. - District 1; Brian Brown of Belleville, Wis. - District 8; Allen Abraham of Darlington, Wis. - District 7; Dennis Bell of Gays Mills, Wis. - District 6; and Carol Anderson of Whitehall, Wis. - District 4.

The Board of Directors visionary leadership and focus bring 'Cooperative Spirit' to the forefront of Accelerated Genetics ensuring future success.

The Accelerated Genetics Board, elected through the democratic process from the grassroot membership, strive to lead and formulate policy for the benefit of all dairy and beef producers. The current board represents a wide array of operation styles including commercial, seedstock purebred, and mixed breeds. Their experience and management skills provide a great foundation for them to challenge the Accelerated Genetics management team in developing innovative products, research and service to be positioned for future market trends and evolutions.

This fall Dan Weisenbeck, Chair of the Board finished serving his tenure on the Accelerated Genetics Board of Directors. Hence the Board of Directors reorganized and the new officers are as follows: Brian Brown - Chair of the Board; Gary Eibergen - First Vice Chair; Doug Thesing - Second Vice Chair; and John McClelland, Jr. - Secretary/Treasurer.

With the helm of the Accelerated Genetics cooperative under new leadership it is only fitting to introduce the new Chair of the Board - Brian Brown. Brian operates a 300-cow dairy farm, Sun Burst Dairy, LLC, in Belleville, Wisconsin with his wife, Yogi. They have two daughters - Erin and Whitney, and two sons – Chris and Cory. Currently the Brown's are working to expand their dairy operation to 500 cows.

The family dairy farm has been an Accelerated Genetics member for the past 23 years and they breed 100% of the herd to Accelerated Genetics' sires and utilize the PACE young sire proving program, the GEMpc mating program and animal health products.

Brian began his leadership experiences with Accelerated Genetics through the Young Producer Program as Committee Member in 1996. The Young Producer Program is a leadership development program for dairy and beef producers within the cooperative membership area with the intentions of developing future leadership for all of agriculture. Both Brian and Yogi served on the Young Producer Committee for six years developing their own skills along with helping other producers. During this same time period, Brian also became active as a delegate for Accelerated Genetics and was elected as a board member in the fall of 2001. On the board of directors, Brian has served as the First Vice Chair and now as Chair of the Board. As a board member he has also been a director on the Genetic Visions, Inc. Board.

Cold Weather Care For Calves

The challenges to raising calves during cold weather that producers need to prepare for center around nutrition, comfort and management. But shouldn't we also address the question of 'What is cold to a calf?' We all have a temperature range in which we feel comfortable and are the most productive in our work. For calves we call this the Thermoneutral Zone (TNZ) – the temperature range in which the calf does not utilize additional energy to maintain it's body temperature.

There are both lower and upper limits to the TNZ – that's right, calves do require additional energy to keep cool in the summer, but that will be a topic for another time. The TNZ will vary based on the age and size of the calf, but generally we consider 50°F to 80°F as the TNZ for a newborn calf. By one month of age the lower critical temperature will have fallen to 30°F. Yet keep in mind there are variables which can affect this lower critical temperature, such as wind, moisture, housing, bedding and hair coat condition. A sunny and calm day at 50°F feels much better to us and to a calf than a cloudy, rainy and windy day at 50° F. When implementing your cold weather care program for calves – keep an eye on the thermometer but also on these other conditions.

The growth rate of calves is limited by the amount of protein and energy we feed. The calf requires protein for maintaining and developing frame, lean tissue and organs. Also, the calf needs the fuel to drive this growth which is the energy component of the diet. The energy available to the calf (Metabolizable Energy – ME - measured in mega calories Mcal) must first satisfy the calf's needs for maintaining its bodily functions (ME-maintenance) and what's left over promotes growth (ME-growth).

The expected average daily gain of calves can be estimated based on which of these dietary components is first exhausted – thus becoming the limiting factor in growth. Table 1 illustrates this for a 100 pound calf exposed to a 70°F temperature and fed a 20% protein, 20% fat milk replacer. The average daily gain is predicted by the limiting factor noted in black. In this example the limiting factor to growth is energy when we feed 1 pound of MR but becomes protein when fed at 1.25 pounds or more a day.

When a calf is exposed to temperatures below its lower critical temperature, it will utilize more energy from the diet to maintain its internal body temperature resulting in less energy for growth. For example, a 100 pound calf at 70°F will require about 1.75 Mcal/day just to maintain its body function. Additional energy in the diet is available for growth. These requirements change significantly as temperatures fall and as the calf grows.

The same 100 pound calf exposed to 10°F temperature requires more than twice the energy for maintenance than it did at 70°F. How does this added requirement of energy for maintenance affect calf growth? Let's look at our example of the 100 pound calf being fed a 20-20 milk replacer – but in this case it is exposed to 10° F (see Table 2). In this case the calf will be in a weight loss situation until fed 1.75 pounds of milk replacer daily.

Table 1 Predicted Average Daily Gain (lbs / day) For 100 pound calf Fed a 20-20 MR

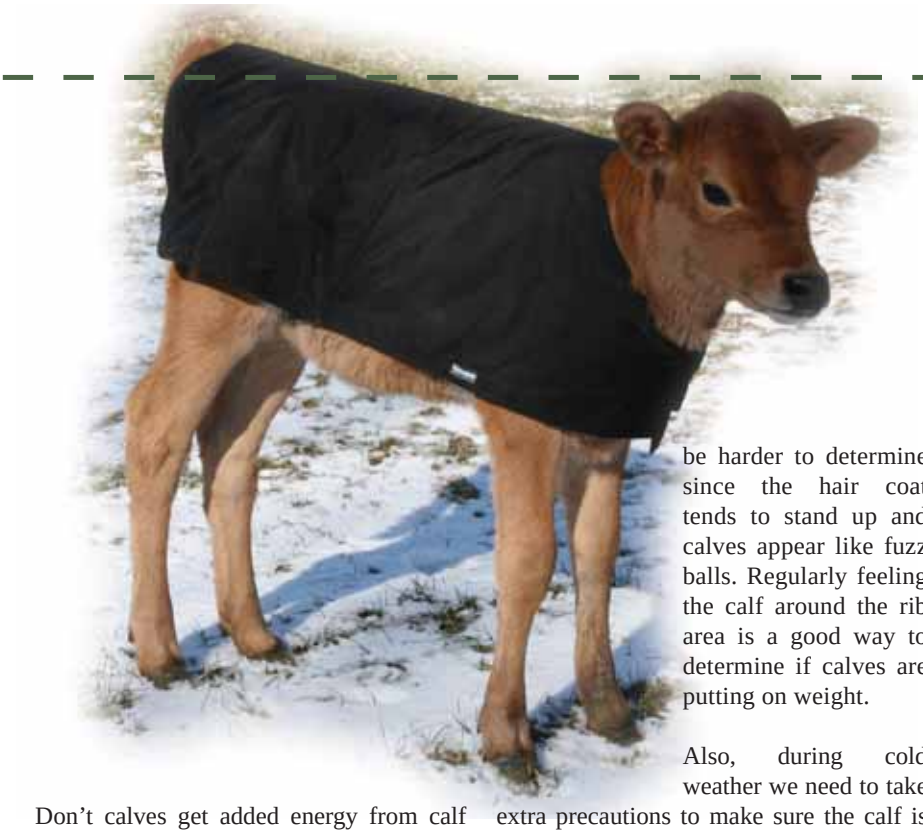
	Pounds of Milk Replacer Fed			
70°F	1.00	1.25	1.50	1.75
	Pounds of Growth Promoted			
Protein	0.52	0.72	0.91	1.11
Energy	0.39	0.79	1.15	1.49
Daily Gain	0.39	0.72	0.91	1.11

Table 2 Predicted Average Daily Gain (lbs / day) For 100 pound calf Fed a 20-20 MR

	Pounds of Milk Replacer Fed			
10°F	1.00	1.25	1.50	1.75
	Pounds of Growth Promoted			
Protein	← Weight Loss →			1.11
Energy	← Weight Loss →			0.48
Daily Gain	← Weight Loss →			0.48

Photos by: Kari Stanley

These two healthy calves have nice cozy straw bedding, calf coats and inside their hutches is free-choice fresh water and starter all to help them grow during cold weather.



Don't calves get added energy from calf starter? Yes, starter can provide added energy to the diet and the fermentation of the grain in the rumen generates heat. However calves under three weeks of age generally are not consuming enough starter and are primarily getting the energy component from the milk diet.

The bottom line is that young calves require more energy during cold weather in order to gain weight and develop their immune system. Strategies for increasing energy intakes during cold weather include:

- Feed a 20% fat milk replacer.
- Make sure the milk replacer solution is fed at body temperature.
- Increase the feeding rate of powder by 25% to 50% but do not exceed 20% solids in the mixture.
- Add a fat supplement to the liquid feed.
- Remember to provide fresh, free-choice water to improve starter intakes and promote rumen development.

If suffering calf loses, a quick DIY post-mortem can help assess cause of death. The fat surrounding the kidneys is the last to be mobilized. If the kidneys contain no fat then the calf may have died from starvation (for more information go to www.milkproductsinc.com and check out the Frontline article T001.55 "Turn That Dead Calf Into An Asset"). During cold weather body condition on calves may be harder to determine since the hair coat tends to stand up and calves appear like fuzz balls. Regularly feeling the calf around the rib area is a good way to determine if calves are putting on weight.

Also, during cold weather we need to take extra precautions to make sure the calf is comfortable. Newborn calves should be dried off and removed from the maternity pen quickly and placed in a warming box. Bedding should be clean, dry and abundant allowing the calf to "nest" itself. Also, if the hair coat becomes matted due to soiled bedding, it loses much of its insulating ability causing calves to become chilled.

Calf coats can provide another layer of protection between the calf's natural hair coat and the elements. When choosing an appropriate covering, make sure it is designed to fit the growing calf, repels water and provides a good insulating effect for the calf. For biosecurity reasons, coats should be washed between calves and durable enough to withstand repeated washing. Hutches should be faced to take advantage of available sunlight, minimize drafts but to promote proper ventilation and drainage. Watch the calves, they will tell us when they aren't comfortable. If calves tend to be standing outside of the bedding area – they are usually telling us that the bedding environment is uncomfortable.

Winter need not be an obstacle for raising healthy calves. By following a few basic steps and paying attention to details, winter can be a wonderland for us and our calves.

Rick Volten
Vice President of Products and Product Development

'Caught In The Act' Is Theme For 2008 Photo Contest

The 2008 Photo contest theme is **'Caught In The Act'**. We want photos of producers, employees or their families caught in the act of farm work. Whether they are milking cows, feeding animals, pushing animals through a chute, rounding up the herd or any other farm labor activity is fair game for this year's contest. We want the photos to include both people and beef or dairy cows conducting 'farm business' throughout the various months of the year.

Multiple photos can be entered in the contest, but we want you to send in your best, so before you send them think about these things:

- Is the photo clear and crisp, not foggy or cloudy.
- Do the animals look healthy and reasonably clean.
- Are the people in the photos clearly captured at work, not posed. And is their clothing suitable for farm work, yet relatively clean.

All photos entered should be color. **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. If you send a **Printed Photograph**, please make sure the image is printed from a photo center, as at home printers do not print high enough quality photographs that can be utilized in print. Printed photographs will ONLY be accepted at the sizes of 5" x 7" or 8" x 10". Other photo sizes will not be considered for the contest.

The entry deadline is **SEPTEMBER 1, 2008!** For each photo entered, please write on the back of each photograph or include in the email : your name, address, phone number and the photo's title. Then send your entries to: Accelerated Genetics, Kari Stanek-Editor, E10890 Penny Lane, Baraboo, WI 53913 or email kstanek@accelgen.com. If you have any questions, please call 800.451.9275 ext. 222. Photographs will NOT be returned, so remember to make a copy for yourself.

CAPTURING THAT PERFECT MOMENT IS CHALLENGING, SO WE HAVE INCLUDED SOME QUICK PHOTOGRAPHY TIPS!

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

Potter: Crafted With Customer Satisfaction In Mind

Few genetic giants rise to the top of the sire lists and stay there. However, 014HO03597 Keystone **Potter** has earned that position and is one of the favorites amongst dairy producers around the world. Potter was crafted with customer satisfaction in mind. Whether commercial or seed stock marketing operation, Potter's ability to transmit many of the desired traits that modern operations value has driven sales of his semen in many countries around the globe as well as here in the United States.

Potter's Story

Gregg Topp, Accelerated Genetic Sire Analyst, offers some of the story of Keystone Potter: "Keystone Farm owned by Donald Seipt and Family of Easton, Penn., has always been admired and respected for breeding outstanding type cows that are bred for longevity and Potter's cow family is no different. Potter's dam is an Excellent Ked Juror with six elite records and lifetime totals over 225,000 milk. The grandam is a Very Good Southwind with a top record of 39,160 milk and the third dam is an Excellent-92 4E Tesk daughter, Keystone Tesk Pearl, with ten fabulous records and lifetime totals over 365,000 milk. This family is a true example of cows producing at high levels, breeding back and calving on a regular basis and getting better on type as they mature. All of these traits are also seen in the Potter daughters.

Potter's dam is a full sister to 014HO02909 Keystone Pyrex-ET and during a visit to Keystone Farm in Pennsylvania shortly after the release of Pyrex, who was a very popular PACE young sire release, I inspected Potter's dam to evaluate other cows in the Keystone herd. I was very impressed with her tremendous dairy rib and spectacular udder. She was not an extremely high CTPI or Net Merit cow and was slightly below our selection standards at the time. Yet she was bred and confirmed pregnant to 014HO02090 Manfred, a top TPI PACE graduate who had recently died leaving only limited semen available. The Seipt's called when Potter was born and we did not hesitate to purchase the bull calf since Manfred still ranked as one of the breed's highest TPI sires."

Potter Daughters

Gregg also says, "Potter is a perfect blend of Manfred and Juror and he was fortunate enough to get the best traits from Manfred (production, strength, correct feet and legs, calving ease and positive health traits) and

Sure-View Potter Ashley-ET
Doug Schmitt, Hilbert, Wis.

from his Juror dam (longevity, low somatic cell score, dairyness and beautiful udders) and few, if any of their less desirable traits. Potter is a favorite for everyone, including the barn crew who work with him every day, the Accelerated Genetics sales representatives who sell him every day, to the producers milking his daughters every day.

Potter daughters are medium-sized, balanced dairy cows that show enough body depth with a slight slope to the rump and adequate width throughout. They have very impressive mammary systems being snug in the fore and high and wide in the rear as well as shallow. They tend to be a little plump in the teat but not as extreme as the Manfreds. Potter can be used on all types of cows as he has no major faults and the type will impress you as they get older. The most impressive Potter daughters that I have seen have been from cows sired by Champion, Dutch Boy, Durham and BW Marshall."

Sure-View Potter Accent-ET
Doug Schmitt, Hilbert, Wis.

Potter Is A Health Trait Leader

Potter's current Net Merit of +$416, places him in an elite group of Holstein sires who transmit a high expected lifetime profit as compared to the average of the breed. His genetic ranking of +5.0 Productive Life indicates that his daughters will stay in the herd considerably longer than daughters of other sires and they will breed back more efficiently based on his +1.4 Daughter Pregnancy Rate data. Potter is rated 6% on Service Sire Calving Ease which translates into calves that are born without difficulty. He is rated 5% on Daughter Calving Ease which means his daughters will have relative ease when they mature and calve. All of this plus his overall balance of type and production make him a great choice for many breeding programs.

River-Gorge Potter Judy
River-Gorge Dairy, Don Reynolds, Quincy, Wash.

Potter From Another Perspective

According to Krista Kauer-Luedtke, Herd Analyst, "Potter possesses a uniform siring pattern and has earned the 'Second Crop Success' title. His daughters stand comfortably, their hocks are placed directly beneath their centrally placed thurls and the cows show good mobility. Potter crossed with BW Marshall and Rudolph bloodlines produced the best daughters I've seen. They calve in easily and milk well. Dairy farmers enjoy working with them and value their easy-going dispositions. He fits even the most discriminating breeders' criteria. Many dairy producers have incorporated him in their breeding programs again."

Krista further comments, "In 2004 many Manfred sons existed. None offered the complete package like Potter. Today, after surviving a base change and various index reformulations, he still ranks within the top 100 sires of the breed. Other Manfred sons have come and gone, but today Potter still sires the complete package-health traits, calving ease, milk, net merit and solid type. The industry has been buzzing again over Potter as he adds second crop daughters. The Potter legacy has just begun as he endures the test of time and writes his own chapter in the Holstein breed history book."

Janet Keller
Vice President of Advertising, Communications
& Public Relations

Three Person Team Captures Win At National Judging Contest

A three-person team from Iowa State University coached by Lee Kilmer took home the coveted Brown Swiss Canton III Traveling Trophy on September 16, 2007 after winning the 14th Annual Accelerated Genetics Intercollegiate Dairy Cattle Judging Contest. The Iowa State University team included members: Jessica Tekippe, Matt Jaschen and Morgan Welper.

There was much excitement during this year's awards banquet as the placings and cuts were revealed along with the award winner's announced for each breed, oral reasons and then overall. The top seven Teams Overall were separated by 21 points–making it a very tight finish. Furthermore, the contest had its first ever 'tie' for First Place Overall Team, which was then broken by Overall Oral Reasons score.

Placing Second Overall in the contest was the University of Minnesota, coached by Les Hansen and Tara Sammon. Team members: Missy Dohrn, Adam Husfeldt, Clayton Krause, and Jamie Seitzer. And coming in Third Overall was the University of Wisconsin-River Falls, coached by Steve Kelm and Andi Cooper. Team members: Laura Lyford, Cortney Kieffer, Jessica Lundgren, and Richard Franta.

In the Overall Individual competition, Shi Lurvey, University of Wisconsin-Madison, placed first; Matt Jaschen, Iowa State University, placed second; and Jessica Tekippe, Iowa State University, placed third.

The High Team in Oral Reasons was Iowa State University followed closely by the University of Wisconsin-River Falls. The Top Three Individuals in Oral Reasons take home a special scholarship from the James Crowley Fund. Placing First in Oral Reasons was Matt Jaschen, Iowa State University, Second was awarded to Shi Lurvey, University of Wisconsin-Madison, and Third was awarded to Jessica Tekippe, Iowa State University.

"The purpose of our contest is to assist future dairy leaders in further developing their cattle evaluation and speaking skills at a top quality contest," states Roger Ripley, president and CEO of Accelerated Genetics. "Further, it provides a showcase of the Accelerated Genetics production facility region - and utilizes our talented staff to efficiently run the contest to the contestant's benefit."

Eighteen teams participated in the contest this year from all across the United States. The contest is held at the Vernon County Fairgrounds in Viroqua, Wisconsin.

Another portion of the Accelerated Genetics Intercollegiate Dairy Cattle Judging Contest was the leadsperson showmanship contest. Every year, the youth of Vernon County assist the contest by leading the cattle–this year over 30 youth participated. Placing first in the Junior Division was Michele Gutenberger and second place was Jacob Leum. In the senior division, Drew Hendrickson placed first and Greg Wubbenhorst placed second. A new award this year is entitled 'Determination' was presented to Brianne Anderson. The overall showmanship winner received a special award in memory of David Larson, a former Accelerated Genetics employee, who worked very closely with the Vernon County youth and the judging contest. The recipient of the Memorial Showmanship Award went to Derak Petersheim.

Photo by: Kari Stanek

The Iowa State University Dairy Judging Team takes home the High Team Overall Award. From left: Lee Kilmer, coach; Jessica Tekippe, Matt Jaschen and Morgan Welper.

Top Seven Teams Overall

1ST: Iowa State University
2ND: University of Minnesota
3RD: University of Wisconsin-River Falls
4TH: University of Wisconsin-Madison
5TH: University of Illinois
6TH: University of Wisconsin-Platteville
7TH: Kansas State University

Top Three Individuals Overall

1ST: Shi Lurvey, University of Wisconsin-Madison
2ND: Matt Jaschen, Iowa State University
3RD: Jessica Tekippe, Iowa State University

Top Three Teams in Oral Reasons

1ST: Iowa State University
2ND: University of Wisconsin-River Falls
3RD: University of Wisconsin-Madison

Top Three Individuals in Oral Reasons

1ST: Matt Jaschen, Iowa State University
2ND: Shi Lurvey, University of Wisconsin-Madison
3RD: Jessica Tekippe, Iowa State University

Ayrshire Breed

High Individual:
Michelle Sullivan, Kansas State University

High Team:
Kansas State University, coached by Justin Potts. Team members: Michelle Sullivan, Ryan Bodenhausen, Jon Pretz, and John Bergin.

High Individual Overall, Shi Lurvey of the University of Wisconsin-Madison receives her award from Dr. Ole Meland, Vice President of Genetics.

Holstein Breed

High Individual:
Shi Lurvey, University of Wisconsin-Madison

High Team:
University of Wisconsin-Madison coached by Ted Halbach and Dave Dickson. Team members: Shi Lurvey, Kayla Buske, Ashley Sprengler and Shannon Dwyer.

Jersey Breed

High Individual:
Laura Lyford, University of Wisconsin-River Falls

High Team:
University of Wisconsin-Platteville coached by Michael Mee. Team members: Ryan Sonnenberg, Heather Scanlan, Trent Hendrinkson, and Renee Sheaffer.

Milking Shorthorn Breed

High Individual:
Heather Scanlan, University of Wisconsin-Platteville

High Team:
University of Wisconsin-Platteville coached by Michael Mee. Team members: Ryan Sonnenberg, Heather Scanlan, Trent Hendrinkson, and Renee Sheaffer.

This contest would not be possible without the tremendous support of the numerous contest and award sponsors. They included: American Guernsey Association, American Jersey Cattle Association, American Milking Shorthorn Society, Ayrshire Breeders Association, Brown Swiss Cattle Breeders Association, Fort Dodge Animal Health, Connie Schmelzer, American Printing/Schumann Printers, Inc., Holstein Association USA, Organic Valley, James W. Crowley Fund, Land O'Lakes Purina Feeds, LLC, Merial Ltd., Milk Products, Inc., Pioneer Hi-Bred International, Sci-Tech Premixes, Swiss Valley Farms, Co., The Baraboo National Bank, The State Bank of Viroqua, Vernon County Agricultural Society, Vernon County Junior and Open Dairy Exhibitors, Village Market, and the Wisconsin Brown Swiss Canton III.

Host Day A Huge Success

The Thursday of World Dairy Expo week has become Accelerated Genetics International Host Day. This year it was held on October 4, 2007 with close to 300 guests on the tour. Throughout the year Accelerated Genetics hosts numerous international and domestic guests for tours, but Host Day is special because it includes an opportunity for the guests to network with both Accelerated Genetics employees and each other. This sharing of information allows for more learning about the dairy industry throughout the world.

The Host Day tour gave a chance for customers and distributors to view parts of Accelerated Genetics Production Facility in Westby, Wisconsin as well as visit Valley View Dairy in Richland Center, Wisconsin.

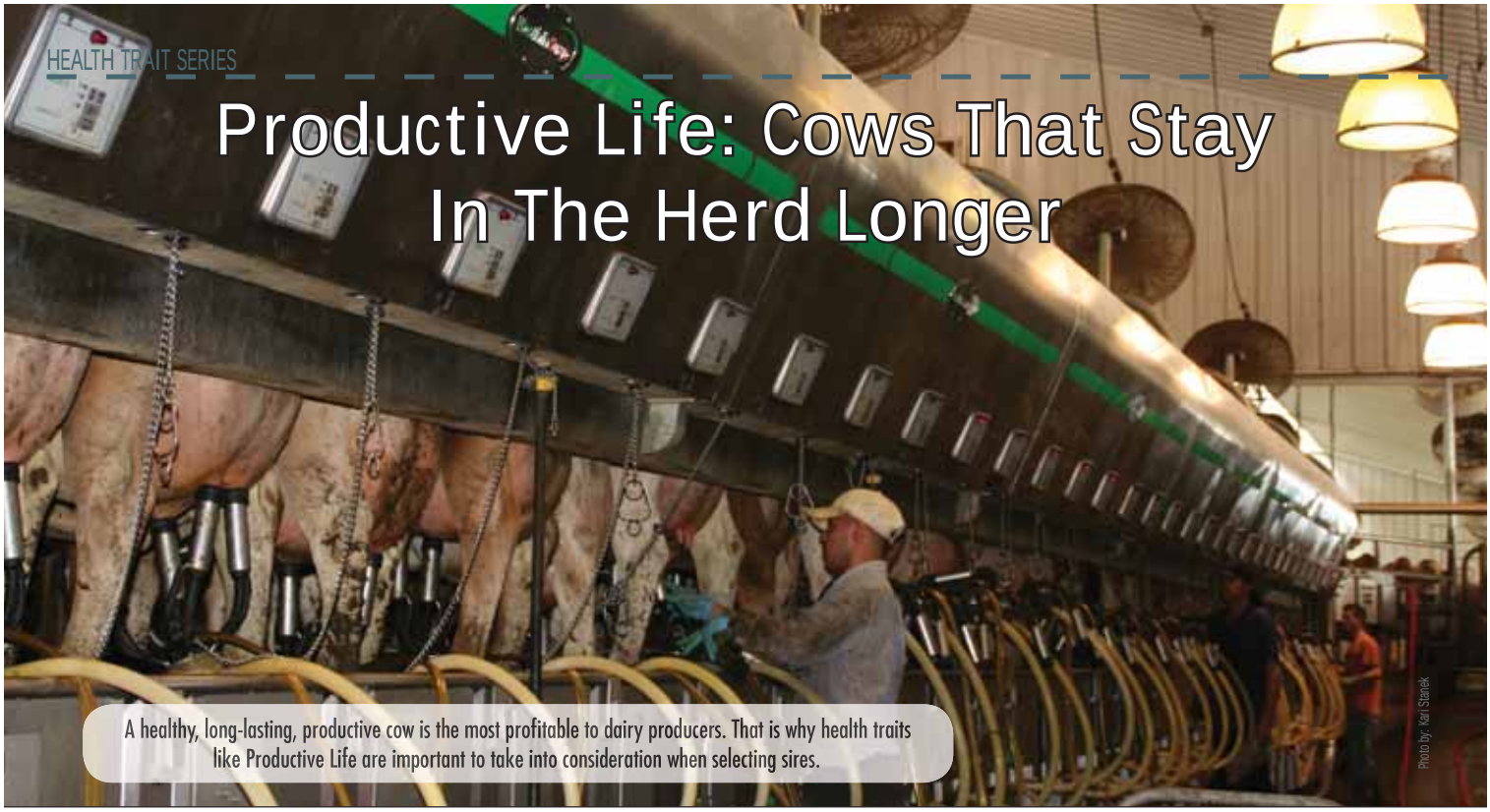
Activities began with a presentation of top sires from Accelerated Genetics followed by a tour of the newly built Semen Technology Center where semen is processed, next they viewed the Semen Distribution Center. These facilities opened in May 2007 were built to help with efficiency and growing demand for Accelerated Genetics new technologies, Affirm™ and Bovatel™ semen. Then the tour group traveled to Valley View Dairy, an impressive dairy facility which is owned and operated Ray and Sylvia Schmitz along with their son Matt and his wife Heather. The Schmitz family currently milk 650 Holstein cows and manage 1200 acres of land.

The day concluded with a relaxing dinner and reception at the Monona Terrace in Madison, Wisconsin with 600 in attendance representing over 40 countries. Again the evening allowed guests to network with one another and Accelerated Genetics and World Wid Sires, Ltd. staff.

At top right: International guests enjoy a lunch at Accelerated Genetics Production Facility in Westby, Wis. Above left: Visitors are checking out Valley View Dairy's cows. Above right: These guests are relaxed and ready for the combined World Wide Sires/Accelerated Genetics International Dinner at the Monona Terrace in Madison, Wis. Below: A group photo of all the international visitors that went on the tours Thursday, Oct. 4, 2007.

Photos by: Angela Lindloff & Karl Starek

Productive Life: Cows That Stay In The Herd Longer



A healthy, long-lasting, productive cow is the most profitable to dairy producers. That is why health traits like Productive Life are important to take into consideration when selecting sires.

Photo by: Kari Stanek

Dairy producers around the world want cows that are long-lasting, productive and trouble-free, ultimately creating more profit for the farm business. Productive Life (PL), a health trait that evaluates a cow's genetic ability to stay in the herd, takes into account various characteristics that make a cow more sustainable, thus more profitable.

Definition of Productive Life

Measured in months, PL, is the time a cow stays in the milking herd before removal by voluntary culling or involuntary culling (including death), compared to the genetic average. Now that is a mouthful, what PL truly measures is a dairy cow's genetic ability to survive.

To determine PL, credits are given for each month in milk. Diminishing credits within the lactation give cows more credit for beginning a new lactation than for continuing to milk in the previous lactation. A cow that reaches eight years of age is considered complete in survival terms and no additional credit is given beyond that.

Types of Culling

As stated in the PL definition, there are two types of culling that are taken into account – voluntary and involuntary. Voluntary culling refers to the removal of a healthy, fertile cow because of poor milk production. Involuntary culling is the removal of a productive cow due to poor health (including death) or infertility.

Productive Life Heritability

Heritability of PL is moderately low at 8%. The reasons for this is culling is greatly influenced by farm management practices and environment. Because PL is moderately low in heritability, reliability for this trait is also lower, especially on first-crop sires with only very young productive daughters.

A daughter must be at least 36 months of age before she is included in her sire's PL evaluation. Therefore to increase reliability, especially on bulls with most or all of his daughters under 36 months of age, information on ten other traits and composites are included after the direct longevity evaluation. These traits include yield, Somatic Cell Score (SCS), Daughter Pregnancy Rate (DPR), Calving Ease (CE), Stillbirth (SB), Udder Composite (UDC), Foot and Leg Composite (FLC), and Body Composite. The stronger the correlation each trait has with direct PL, the more influence the trait has on the eventual evaluation when the reliability is low.

Long-Lasting Profitable Cows

Essentially when breeding cows, producers want to develop that 'perfect cow' that is long-lasting and profitable. The type of cow that producers are breeding for have the following characteristics:

- Has few metabolic disorders and maintains body condition.
- Displays heat and conceives when bred.
- Produces a live calf without assistance.
- Resists mastitis and avoids injury.
- Walks and stands comfortably, rarely needs hoof trimming.
- Efficiently produces milk of desirable component composition.
- Has overall low maintenance costs.

How To Use Productive Life

Even though it is important to look at each individual trait of a bull for selecting sires to use in your herd, you don't always have to work that hard as indices like Lifetime Net Merit (NM$) and Total Performance Index (TPI™). NM$ and TPI can be used to assist you in selecting sires that will maximize the profitability of your herd. These indices not only combine many individual traits, but combine them according to how much they contribute to the overall profitability of your dairy. PL has been part of the Net Merit Index since 1994 and currently carries 17% of the total weighting. The TPI formula has included PL since August 2000 and currently carries a weighting of 10%.

Remember Productive Life is just one of the numerous health traits that assist in breeding the 'perfect cow', one that breeds back easily, has a low incidence of mastitis, and is a productive member of the herd for several lacations.

Kari Stanek
Communications & Public Relations Coordinator

Stop • Think • Click

Access to information and entertainment, credit and financial services, products from every corner of the world is greater and easier than ever before thanks to the Internet. Today you can order books, clothes, or appliances online; reserve a hotel room across the ocean; download music and games; check your bank balance and pay bills 24 hours a day; or make farm business transactions anytime.

The downside is that the Internet – and the anonymity it affords – also can give hackers and identity thieves access to your computer, personal information, finances, and more. But with awareness as your safety net, you can minimize the chance of an Internet mishap. Being on guard online helps you protect your information, your computer, your farm business, and even yourself. To be safer and more secure online, adopt these seven practices.

1. Protect your personal information. It's valuable.

Why? To an identity thief, your personal information can provide instant access to your financial accounts, your credit record, and other assets. It's often difficult to know how thieves obtained their victims' personal information, and while it definitely can happen offline, some cases start when online data is stolen.

2. Know who you are dealing with.

It's remarkably simple for online scammers to impersonate a legitimate business, so you need to know whom you're dealing with. If you're shopping online, check out the seller before you buy. Legitimate companies don't ask for personal information via email. If you are directed to a web site or told to call a phone number to update your information, verify that the request is legitimate by calling the company directly, using contact information from your account statements.

3. Use anti-virus and anti-spy ware software, as well as a firewall, and update them all regularly.

Dealing with anti-virus and firewall protection may sound about as exciting as flossing your teeth, but it's just as important as a preventive measure. Having intense dental treatment is never fun; neither is dealing with the effects of a preventable computer virus.

Anti-virus software protects your computer from viruses that can destroy your data, slow your computer's performance, cause a crash, or even allow spammers to send email through your account.

Anti-spy ware Software will not allow others to monitor your computer habits like Internet surfing or recording keystrokes.

Firewalls help keep hackers from using your computer to send out your personal information without your permission. While anti-virus software scans incoming email and files, a firewall is like a guard, watching for outside attempts to access your system and blocking communications to and from sources you don't permit.

5. Protect your passwords.

Keep your passwords in a secure place, and out of plain view. Don't share your passwords on the Internet, over email, or on the phone. In addition, hackers may try to figure out your passwords to gain access to your computer. To make it tougher for them:

- Use passwords that have at least eight characters and include numbers and symbols.
- Change your passwords regularly (at a minimum, every 90 days).
- Don't use the same password for each online account you access.

6. Back up important files.

If you follow these tips, you're more likely to be more secure online, free of interference from hackers, viruses and spammers. But no system is completely secure. If you have important files stored on your computer, copy them onto a removable disc, and store them in a safe place.

7. Know who to contact if something goes wrong online.

If your computer gets hacked or infected by a virus: Immediately disconnect your machine from the Internet. Then scan your entire computer with fully updated anti-virus and anti-spy ware software, and update your firewall. If you get deceptive spam, including email phishing for your information, forward it to spam@uce.gov.

And remember Stop, Think & then Click!

ACCELERATE Your College Education

Youth are the foundation and next generation of agriculture. Accelerated Genetics is excited to present these scholarships to it's customers families to ensure agriculture a bright future!

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.

Any high school senior who has participated in FFA, 4-H, any of the various breed organizations or any other agricultural organizations is eligible to apply.

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.

Supported by Accelerated Genetics, the collegiate program is available to individuals who are currently in their freshman, sophomore, or junior year and are majoring in any agricultural field.

How To Apply:

To obtain a scholarship application, download it and/or fill it out online from the Accelerated Genetics Web site at www.accelgen.com, call 1.800.451.9275 or email Kari Stanek kstanek@accelgen.com.

Applicants or their parents must be currently active customers of Accelerated Genetics.

The Application Deadline for both types of scholarships is:

FEBRUARY 15, 2008!

Beef Tour Features Nebraska Cattle

Accelerated Genetics beef sales representatives from across the country gathered for the annual beef tour and meeting, hosted this year in Nebraska. Four days were packed full of viewing superior cattle, visiting outstanding beef cattleman who focus on great genetics along with time for the group to get updated on Accelerated Genetics programs and conduct sales training.

Throughout the beef showcase the following Accelerated Genetics sire progeny were featured: 014AN00240 **Blueprint**, 014AR02032 **Flat Iron**, 014AN00298 **TC Boom Time**, 014AR02033 **Romero**, 014AN00266 **Foundation**, 014AN00261 **Rito 416**, 014AN00272 **Bando 1961**, 014AN00270 **Performer**, 014AN00279 **Rito 4L6**, 014AN00295 **Navigator**, 014SM03033 **Scarlet Dreams**, 014AN00251 **Architect**, as well as many other outstanding sires.

Nine ranches were involved in the beef tour they included: Snake Creek Ranch - Larry and Michelle Rice; Olson-Schuler Red Angus - Butch and Darrell Schuler; Baldridge Brothers - Judd and Jeff Baldridge; Hueftle Cattle Company - Neil and Anita Hueftle; Lazy T Ranch - Jeff Brendia; TC Ranch - Vance and Connie Uden; Dubas Cattle Company - Gene Dubas; Gonsior Simmentals - Mike and Scott Gonsior; and Wagonhammer Ranches - Jay Wolf and Myron Benes.

Snake Creek Ranch

Snake Creek Ranch Angus displayed a nice group of Blueprint's and TC Boom Time's. This operation's breeding philosophy emphasizes cattle that will finish at 1350 pounds and grade well without having a large percentage of yield grade 4's and 5's. Owner, Larry Rice indicated that the Blueprints fit his criteria very well. This is the second year in row that Larry has bred at least 1000 heifers to Blueprint with excellent calving results and 2 year old heifers weaning off the largest weaning weight calves ever at Snake Creek. The TC Boom Times were a little more moderate in frame with lots of eye appeal and muscle expression.

Olson-Schuler Red Angus

Olson-Schuler Red Angus showed the group an excellent set of cows with Romero and Flat Iron calves at their side. Brock Olson commented on the growth and great phenotype of the Romero calves.

Baldridge Brothers

Baldridge Brothers had 1000 head of cattle sorted off and ready for their cow herd dispersal. The Navigators showed great uniformity, fleshing ability and tremendous eye appeal. Navigator will moderate frame and offer breeders another sire that will moderate milk as well. The group was also able to view the 10 year old mother of Genetics by Design who is still youthful looking and attractive.

Hueftle Cattle Company

Conquest calves as well as the dam of Conquest were displayed at Hueftle Cattle Company. The calves are born easy and have lots of rib. Even though more will be known after the fall data arrives, it appears that Conquest will sire calving ease and the growth will be acceptable.

Photo by: Charlene McCauley and Angela Lindloff

At right, this group of Angus dig into their feed at Snake Creek Ranch. Below the Olson-Schuler Red Angus herd moves out as Accelerated Genetics sales representatives check them out.

Lazy T Ranch

A pasture with 400 pairs in it welcomed the tour group at Lazy T Ranch. Viewing a large number of progeny from New Frontier 095, Architect and Rito Platinum. The cows had tremendous udders and had large spring calves nursing on them which is a testament to the impact that artificial insemination can have on a commercial herd of cows. Manager, Jeff Brendia, commented that the best bull calf he has ever raised was sired by Rito Platinum and that New Frontier 095 was doing a great job having sired the two-year olds in production as well as the feedlot steers. The Rito Platinum's had a nice pattern of adequate muscle shape and the testicle development was certainly acceptable. Architect was used heavily on the heifers and as expected sired calves with a lot of eye appeal.

TC Ranch

Powerstroke and a group of growthy, eye-appealing Powerstroke bull calves were shown at the TC Ranch. In addition, there were numerous Connealy Foundations which exhibited above average growth and adequate muscle with some real "meat wagons". The group feels confident of Foundation's ability to sire above average growth in his progeny with great carcass information.

Dubas Cattle Company

Rito 4L6 was on display along with a limited number of offspring at the Dubas Cattle Company. The bull himself is quite correct with much eye appeal. A very nice Architect heifer, purchased from Wagonhammer Ranches was also shown to the tour group.

Wagonhammer Ranches

A highlight of the tour was a visit to the Wagonhammer Ranches. Bando 1961 and Rito 416 calves with tremendous eye appeal were displayed. With more than 30 calves from Bando 1961 they indicated that they had got along extremely well with his calving ease.

Many of the ranch owners and managers served as gracious hosts for our Accelerated Genetics Beef Tour group. Accelerated Genetics would like to thank them for their great hospitality and partnership.

Rick Pinkerman
Area Director of Marketing

Safety On The Farm

Dairy producers and their employees often work in isolation, facing risks from animal behavior, mechanical hazards, climatic conditions, and rushed work deadlines. Taking time to stop, think, and plan for farm safety will help minimize hazards and help you be prepared in case of an accident.

Spot The Hazard

Look for hazards related to lighting, electricity, slips and trips, training and supervision of new and young workers, animal behavior, machinery guarding, heavy lifting and carrying.

Assess The Risk

Check each identified hazard for likelihood and severity of injury or harm. The greater the risk and severity, the more urgent it is to minimise or eliminate the risk. Consider appropriate changes and make sure new hazards are not created.

Make The Changes

The following tips are to help you in minimizing risks on your dairy farm.

- Have adequate lighting for early morning and evening milking and chores.
- Concrete surfaces should be roughened to provide extra traction for both handlers and stock.
- Design the facility to minimize physical effort.
- Keep safety guards in place on moving parts, e.g. belts and rotaries.
- Check guards on compressors, pumps, electric motors and grain augers.
- Have an emergency stop lanyard–in addition to the forward-stop-reverse lanyard.
- Have a residual current device (RCD) installed on the electrical circuit board.
- Fit all-weather covers on power boards in wet areas.
- Ensure milk line supports and union joints meet recommended safety levels.
- Cover head-high projections like handles on milk filter casings with padding.
- Keep exhaust pipes clear of walkways.
- Maintain exhaust systems in good order to reduce noise and fumes.
- Fence off effluent disposal ponds to keep out children and stock.
- Clearly mark all water outlets not suitable for human consumption.
- Ensure hot water taps are inaccessible to children.

Beware Of Minor Injuries

Minor injuries do cause havoc on a dairy farm as worker efficiency is reduced, so here are some things to keep in mind to keep yourself and your employees healthy, happy and in good working condition.

Strain Injuries

Activities that can lead to back strain injuries include:

- long hours working on tractors
- stock feeding
- fencing
- hay and silage preparation
- irrigation
- repetitive bending and lifting activities

To reduce the risk of back strain injuries:

- Use mechanical aids, such as hoists, trolleys, barrows and pulleys;
- Use team lifting, planning each task in advance
- Keep loads small;
- Keep walkways clear;
- Modify work areas to minimise bending, lifting, pulling, pushing, restraining, lowering and carrying.
- Do repetitive tasks at a comfortable height, with the least amount of bending, stretching or leaning.
- Develop safe lifting techniques - using the legs and not the back.

Hot Water Risks

- Ensure hot water is safely guarded.
- Have safe procedures for working with or near hot water.
- Make sure hot water taps can be clearly identified.
- If appropriate, fix clear warning signs next to hot water hazards.

Remember To Think & Plan First

If you take the time to think and plan out safety issues on your dairy farm you will minimize risks helping to reduce farm accidents as well as you will be more prepared if and when an accident does occur on your farm.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New gender-bias semen technology
exclusively from Accelerated Genetics!
Use on Cows AND Heifers.
No Fertility Sacrificed.
Gain More Heifers.
From the Best Sires.
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