

THE PULSE

Summer 2024 • Holstein Association USA, Inc.



U.S. REGISTERED HOLSTEINS®

THE WORLD'S PERFECT COW

NAVIGATING CHALLENGES AND CELEBRATING SUCCESS

Retiring presidential address shared June 26, 2024 during National Holstein Convention.

As I look back on my five years as Vice President and President, it will be a time that I remember fondly and I'm grateful to have been able to serve. It's not been without a few challenges though.

Covid-19 was a time of uncertainty and anxiety. Planning was almost impossible. We wrestled with if we would be able to meet both as a board and as a membership, how do we operate and stay safe and still conduct the business of our Association, when would the pandemic be reduced enough to get back to close to business as normal. We came through the Covid pandemic with a few bumps in the road, but also a feeling of resiliency.

Governance and Genetic Advancement

Now, I would like to take a moment to reflect on our governance. Most of us get involved in the governance of Holstein Association USA for the love of Holstein genetics and the Holstein cow. The reality is that we make many important decisions that don't have anything to do with genetics. Steering the ship of Holstein USA is vital to be able to make important decisions about our breed.

As someone who is passionate about genetics, I'm drawn to the Genetic Advancement Committee as the first level of caretakers of the TPI formula. Ultimately, the TPI formula is the most recognized formula in the world to rank Holstein genetics. It's also the most important formula to guide the future of our breed. Several years ago, a mission statement was created to articulate our vision for the formula:

TPI is the gold standard in ranking world-wide Holstein genetics, serving as a rudder for the genetic direction of the breed.

TPI represents HAUSA's vision for feeding the world through the improvement of the domestic and international Holstein population, encompassing animals identified in the Herdbook as well as commercial Holsteins. TPI is not necessarily aimed at breeding individual cows, but rather to advance the entire genetic pool. HAUSA recognizes and encourages diversity in breeding philosophies to ensure the continual improvement of the Holstein breed globally.

I would submit that the vision statement is still accurate today, perhaps just needs added verbiage about carbon footprint and feed efficiency.

I think we are already doing a great job with this, we just need to communicate it better.

Embracing Progress

If we look at the progress of the breed, we can't help but be in awe of the improvements we made. Whether we look to the past 50 years, or past 15 years, the advancement of Holstein genetics has been amazing. In my last article in *The Pulse*, I wrote about the incredible advances of percent fat and protein in our breed. More than that, what our cows can accomplish today is remarkable. Two-year-olds capable of making 100 or more pounds of milk per day, with good percent test, while maintaining body condition and getting pregnant is a prime example.

The positive economic strides in our cows fueled by genetics is impressive. We need to remind ourselves that success isn't guaranteed, it came because of many small decisions enabled by governance and the creativity and ingenuity of Holstein dairy farmers across the planet. The success of U.S. Holstein genetics serves to fuel the success of Holstein genetics worldwide. The foundation for that success starts with Holstein Association USA.

The highlight of the past five years has been getting to work with a wonderful team. From CEO Meyer and his staff to Past President Corey Geiger, to current Vice President John Burket and the entire board – it has been my privilege.

To my wife Alicia and family, thank you for allowing me to take the time to serve. To the delegates and membership, thank you for the confidence you showed in me by electing me your President.



A handwritten signature in black ink that reads "Jonathan". The signature is written in a cursive, slightly slanted style.

**Jonathan Lamb, President
Holstein Association USA, Inc.**



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Youth participate in National Junior Holstein activities and competitions. Read about their achievements on page 16.

ON THE COVER:

Holstein Association USA's 2024 Distinguished Young Holstein Breeder, Trent Hendrickson, with his family at their farm in Blanchardville, WI.



L-R: Aubrey Grove, Aubree Topp, and Kennedy Grove enjoy the Ninja Gym during the Junior tour.

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JUNIOR HOLSTEIN CONVENTION

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Dam of MeritSM, Elite PerformerSM, Gold Medal DamSM, Holstein COMPLETESM, Holstein MarketplaceSM Sires, Official Holstein PedigreeSM, Progressive Breeders RegistrySM, Progressive Genetics HerdSM, Red Book Plus/MultiMateSM, Registered HolsteinsSM, TPISM and all variations, and TriStarSM are all servicemarks of Holstein Association USA, Inc. EnlightSM is a trademark of Holstein Association USA, Inc. and Zoetis LLC.

2023 STATE OF THE ASSOCIATION ADDRESS

Presented at Holstein Association USA's 138th Annual Meeting on June 26, 2024.



It's my pleasure to welcome all of you to beautiful Salt Lake City! Thank you so much for attending. We are glad you're here!

I also want to take this opportunity to thank my Holstein Association USA colleagues who have worked, and continue to work, diligently to put on this convention. As you know, it is our first endeavor hosting a National Convention.

Please join me with your show of appreciation.

Mr. President, delegates, members, and guests, today is a special day for many reasons. One of the biggest reasons is the presence of so many old and new friends who have come from every part of the country to be with us to celebrate the Holstein cow and you, the great folks who own her. While the Holstein Association USA was formed 139 years ago, "for the purpose of improving the breed of Holstein cattle", it is the combination of the world's greatest cow, and the world's greatest people who make the Holstein Association USA exceptional.

Every time I take part in a National Holstein Association Convention, state meeting, or other Holstein activity, I think about the wonderful people I have been fortunate to get to know and call friends, who so generously give of themselves.

While it is the Registered Holstein® cow that brings us to an event, when we are together, we talk cows and the dairy industry, but often much of the conversation is about family, friends, and our passion for the activities we are involved in. Let me take this opportunity to thank you, the Holstein family, for all you do for the betterment of the Holstein cow, her Association, and the activities that are centered around her.

While detailed information on 2023 program activity and financials can be found throughout your Annual Report, I'll highlight a few items now.

One of the best barometers for measuring the future success of a pedigreed livestock organization is to look at new Junior membership growth. In 2023, new Junior memberships rose from 684 in 2022 to 747, a healthy increase of 9%! We haven't

had more new Junior members join the Association in one year since 2015. These numbers bode well for the future of this great Association!

When you see the bright eyed, talented young people taking part in this year's convention, you have to be excited about our future. Take some time to visit with, and get to know, some of our Junior members while you are here in Salt Lake City. Our youth, and young adult programs are the envy of the national pedigreed livestock industry.

Interest in Registered Holsteins is evidenced by the number of Registered Holsteins transferred domestically and internationally in 2023. Registered Holsteins transferred within the United States jumped 11%, while those transferred to foreign countries had an impressive increase of 7%.

It's great to see the continued growth of our regular classification program. The number of animals our classification team scored increased by 1% which marks the fifth year in a row we've achieved an increase in this category, and we worked in 4% more herds in 2023 than we did the previous year.

We saw increases in TriStarSM Lactation Averages for milk, fat and protein again in 2023. As you can see in your Annual Report, all of you Registered Holstein breeders should take pride in your accomplishment of increasing Holstein milk, fat and protein production by 12%, 25% and 19% respectively over the last 20 years!

As you know, no other breed or combination of breeds can produce the large volumes of high-quality milk, fat and protein like Holsteins do. What you have accomplished with your herds is phenomenal!



L-R: Holstein Horizons Panel Moderator, Lisa Behnke, and on farm dairy processing panelists Michael Turley, Jeff King and Todd Koch.



CEO/Executive Secretary John Meyer gives his address to members during the 138th Annual Meeting.

Speaking of the last 20 years, I hope you've enjoyed our look down memory lane in the 2023 Annual Report.

Even though space in our Annual Report did not permit a full listing of all of the important changes that have transpired in the last 20 years, I do want to mention a couple of items that weren't included in the Annual Report and highlight a few that are.

Twenty years ago we were not working cooperatively with other dairy breed organizations by providing services to them. Currently, we work with the U.S. Ayrshire Breeders' Association, the Brown Swiss Cattle Breeders' Association, the American Guernsey Association, the American Milking Shorthorn Society and the Red & White Dairy Cattle Association in providing classification and/or registration services. I'm also pleased to be able to announce that soon we will be working with the Ayrshire Breeders' Association with a new program offering comprehensive managed services for them.

Another important change in the last two decades is that Holstein Association USA has expanded our presence throughout the United States by adding offices in Visalia, California through the purchase of AgriTech Analytics (ATA) in 2004, as well as opening an office in Fort Atkinson, Wisconsin in 2022. Having three offices from coast to coast bolsters our recruiting efforts and brings us closer to members and key service areas.

Three of the most far-reaching changes the dairy industry has seen in the last 20 years have been the implementation of sexed semen, genomic testing and the common practice of breeding beef on dairy cattle.

We've also seen a significant contraction in the number of dairy farms over the last 20 years. There were 62% fewer dairy farms in the country in 2023 than 2003.

Even so, the number of new programs, products and services we've developed and offered over the last 20 years has strengthened the financial success of your Association.

As you can see, the Holstein Association's revenues have increased 17%, net assets have increased 95% and the Reserve Fund has had a 39% gain.

It speaks well of you and your Association that we have been able to attain this kind of growth.

At this point, I'll offer a few comments about the future of the dairy business as I see it. As we heard during Holstein Horizons, dairy farms of all sizes have opportunities to increase profits through on farm crafting and manufacturing of dairy products. Today's choosy consumers want to know exactly where their food comes from. Your cows, the milk they produce, along with the products that come from them, and you make a wonderful story each of you can tell. So take advantage of it.

We also learned how beef on some of your Holsteins offer good opportunities to bring one or more family members back to the farm and create a new profit center on your operation.

Given the demand for beef today that will likely continue to increase into the future, as well as the high value placed on Registered Holstein heifers, this could be an opportune time for you to increase your use of conventional semen so you can take advantage of the opportunities afforded by both markets. There will be market options for straight Holstein steers going forward that we're not seeing today if you're willing to get engaged in boutique or niche marketing of beef.

While the importance of dairy product exports can't be ignored, we can't expect the export market to be the remedy for low milk prices and the saving grace for the sale of milk or other dairy product commodities. If your milk is going



L-R: Garrett Ulness, Wisconsin, Keenan Thygesen, Vermont, and Annika Donlick, New York compete in the senior division of Dairy Jeopardy.

to the fluid market, and isn't being labeled or marketed as a high protein drink, I suggest you talk to the leaders of the organizations who buy your milk and encourage them to start doing so. The words, "high protein drink", or something similar deserves a place on fluid milk containers.

As time goes on, both the number of potential buyers for your milk will decrease and it is likely that the choices for your dairy suppliers will as well.

The genetic progress of the U.S. dairy herd will continue to improve and the U.S. Registered Holstein cow will become increasingly more efficient. Today, U.S. dairy farmers produce more milk than they did in 1944, with 16 million fewer cows.

Dairy products will continue to be the best, easiest and tastiest way for people to get the calcium, Vitamin D and protein to keep their heart, muscles and bones healthy and functioning properly. The Registered Holstein cow is the most efficient producer of milk, and as the world's demand for protein continues to grow, the future shines bright for you!

The Holstein Association Board of Directors I've had the honor of working for are to be commended for the vision and wisdom they have imparted to ensure a strong future for the organization and its members. President Lamb and Vice President Burket and all former Presidents and Vice Presidents need to be recognized for the countless hours, and tireless work they have given to the Association.

We are also fortunate to have such an outstanding team of employees working on behalf of the Association. You'll have a good chance to visit with some of them here at the convention this week.

Additionally, I want to salute the unsung heroes who are in Brattleboro, Fort Atkinson, and Visalia carrying out the important work that needs to be done. Rarely, if ever, do you have the opportunity to see them personally, but I am proud of each of them.

The group you see most often is our classifiers and Regional Sales Representatives. Here too, the outstanding work they do is sincerely appreciated. The steady leadership Steve Peterson has provided to our Sales Team over the years is significant.

Many thanks too, for Karen Albrecht, Executive Assistant, Barbara Casna, Chief Financial Officer and Treasurer and Lindsey Worden, Chief Operating Officer and future Chief Executive Officer and Executive Secretary, all of whom I work extremely closely with. Each of them are experts in their professions who have and do, not only bring tremendous value to me but the fruits of their labor can be found throughout the Holstein Association USA. I know Lindsey will be a great CEO.

Special thanks go to my wife, Vicki, who has and continues to be so supportive of my career while relinquishing some of her own opportunities. I could not do what I do, for as long as I have, without Vicki's great support.

In closing, while change is running rampant in the dairy industry, there's an ideology that won't change at the Holstein Association. That is, the needs of our members will always be at the core of the decision-making process.

When you get right down to it, the Holstein Association is not just a cow and dairy business, it is a people business. The majority of you have not only gained that which is recorded on the dollar side of your own dairy's ledger as a result of using Holstein Association programs, products and services, you've likely secured much more than that. Through the Holstein Association, you have met friends you may never have met, without your common interest in Registered Holstein cattle. Many of these special friendships will last a lifetime.

You also benefit from fond memories of cattle, people, places, special events, National Conventions, and experiences that are not available to the uninvolved. The greatest gain, however, might be in the personal satisfaction each and every one of you has from the knowledge that you have contributed to the wellbeing and improvement of the United States Registered Holstein herd, which is the most coveted in the world!

I'm confident that with your continued enthusiasm and support of the programs, products and services your Association offers, we all look forward to a bright future!

**John M. Meyer, Chief Executive Officer
Holstein Association USA, Inc.**

2024 BOARD OF DIRECTORS ELECTED



Front row, (L-R): Barbara Casna, Chief Financial Officer/Treasurer; John M. Meyer, Chief Executive Officer/Executive Secretary; Dwight Rokey, Vice President; John Burket, President; Spencer Hackett, R. Joshua Wright, Elizabeth Bullard.

Back row, (L-R): Tony Brey, Paul Haskins, Robert Webb, Jeff King, Scott Yocum, Andy Lenkaitis, Dean W. Jackson, Alfred Brandt, Not pictured: Bill Genasci.

The Holstein Association USA Board of Directors met June 24, 2024 in Salt Lake City, Utah, in conjunction with the 2024 National Holstein Convention. President Jonathan Lamb chaired the meeting as board members heard updates and reports from committees and Holstein Association USA staff.

Three members retired from Holstein Association USA's Board of Directors, including outgoing President Jonathan Lamb, Oakfield, New York. Dwight Rokey, Sabetha, Kansas retired as Region 7 Director and Steve Moff, Columbiana, Ohio retired as Region 3 Director. The retiring board members were recognized for their contributions to Holstein Association USA during a board dinner on June 24.

Holstein Association USA's 138th Annual Meeting commenced Wednesday, June 26. President Jonathan Lamb, CEO John Meyer, and CFO/Treasurer Barbara Casna gave reports on Holstein Association USA's 2023 performance. The 2023 Annual Report, titled *20 Years of Growth*, highlighted the progress and change Holstein Association USA has experienced in the past two decades.

Attendees also heard committee reports from the Holstein Association USA Board of Directors. Holstein Association USA recognized 40-Year Members, along with the 2023 Herds of Excellence and Star of the Breed. Dr. Jeffrey Bewley's presentation on the CowSignals program emphasized the importance of understanding cows' responses to management practices.

Delegates had the opportunity to ask questions to board candidates on Wednesday afternoon and elections took place on Thursday morning. Re-elected for their second three-year terms on the board were: Region 2 Director Dean W. Jackson, Columbia Cross Roads, Pennsylvania; and At-Large Director Tony Brey, Sturgeon Bay, Wisconsin.

John Burket, East Freedom, Pennsylvania was elected as President and Dwight Rokey, Sabetha, Kansas was elected as Vice President. Elected for three-year terms on the board were: Paul Haskins, Butler, Ohio, representing Region 3; and Alfred Brandt, Linn, Missouri, representing Region 7.



Vice President John Burket accepts the presidential gavel from outgoing President Jonathan Lamb during the 138th Annual Meeting.

A LEGACY IN THE MAKING

Family, farming, and forward thinking guide the 2024 Distinguished Young Holstein Breeder.



L-R: CEO John Meyer, 2024 Distinguished Young Holstein Breeder Trent Hendrickson, Kelsey Hendrickson, President Jonathan Lamb.

A keen interest in genetics, an unyielding commitment to Registered Holsteins® and the fortitude to forge his own path have guided the 2024 Distinguished Young Holstein Breeder to success in the dairy business. Trent Hendrickson was recently recognized with the prestigious award during the 2024 National Holstein Convention in Salt Lake City, Utah.

Trent farms along with his wife, Kelsey, at Trent-Way Genetics in Blanchardville, Wisconsin. The couple has four young children: Trevor, Grace, Lee, and Jeffrey.

Throughout the past 12 years, Trent and Kelsey have grown Trent-Way Genetics into a nationally and internationally recognized name, specializing in balanced type cows and Red and Red-Carrier genetics. Since the beginning, the ambitious couple has not been afraid to do things their own way. That's evident in the advice Trent offers to other young Registered Holstein breeders.

"Focus on breeding your kind of cow, not what everybody else is looking for," Trent says. "You can be your own person and breed the herd of cows you want. The Holstein Association gives you a lot of opportunities to pick out bulls that fit your criteria, so you can breed your own kind of genetics."

Behind the high-performing herd and in-demand genetics is a young man with a love of breeding top-notch cows — and a desire to raise his family on the farm. At Trent-Way Genetics, the Hendrickson's value hard work, a passion for the industry, and pride in breeding excellent cow families.

HISTORY WITH HOLSTEINS

Trent was raised on his family's dairy farm, Jeffrey-Way Holsteins in Belleville, Wisconsin. His parents, Jeff and Kate Hendrickson, nurtured his interest in Registered Holsteins from a young age.

"I grew up showing and getting involved in dairy judging, Dairy Bowl, and the Junior Holstein Association," Trent reminisces. "We showed at all the local fairs and then started showing at National shows, too. That's really where I gained my passion for Holsteins."

Trent says his involvement in the Junior Holstein Association opened his eyes to opportunities in the dairy industry. He also gained lifelong friendships and connections with people he still crosses paths with today.

Following high school, Trent attended the University of Wisconsin-Platteville. He returned home to farm at Jeffrey-Way Holsteins in 2010, after graduating with his degree in animal science with a dairy emphasis.

About a year later, a new opportunity came his way. Trent was approached by Registered Holstein breeder Dave Erickson, who was planning for retirement, about the possibility of dairying on his farm.

"I wanted this farm to continue and thrive with a young Registered Holstein breeder who truly loves the Holstein cow and knows the importance of registered breeding," Dave shares.

Dave had been thinking about what his next steps should be, when out and about one day, he ran into Trent. Dave visited with Trent and learned the young college graduate was back on the home farm.

"It didn't take long for me to remember all his accomplishments through 4-H and Junior Holstein, showing Excellent cows, talking pedigrees, and most of all, his passion and hard work doing it," Dave explains.

The two started a partnership in 2011, with Trent contributing about 35 cows from his family's herd. Many of those animals were from 4-H projects, including offspring from the heifer calf Trent's parents gifted him his first year in 4-H and from the Red and White Holstein heifer his uncle gave him for his Golden Birthday.

Dave and Trent worked side-by-side for several years, splitting the milk check. Dave continued to manage the crops and provide the feed, while Trent owned 100% of the cows and made the breeding decisions.

GROWING THE FARM

After six years farming with Dave, Trent and Kelsey purchased the building site and an additional 60 acres. Now, more than a decade later, the farm has grown substantially. They care for 400 cows and 600 head of youngstock, along with five full-time employees. They farm 700 acres of crops with the help of custom operators.

The herd has a Rolling Herd Average of 28,483 pounds of milk with a 4.0% fat test and 3.2% protein. They utilize tools such as

genomic testing, classification, and RedBook Plus to help manage their herd.

Trent and Kelsey have added and improved facilities over the years, with plans to continue adding new buildings to better accommodate their growing herd. Trent's sharp eye for good cows and concentration on dairy cattle genetics has paid off. In addition to marketing breeder bulls to other dairymen, 45 bulls from Trent-Way Genetics have gone into A.I.

Their bull Trent-Way-JS Roddy-ET was one of the first bulls available in the Holstein Marketplace Sires program when it launched in January of 2019.

The farm is also home to notable females and cow families, including the former number one GTPI Red Carrier cow Trent-Way Essay-ET VG-87.

BREEDING SAVVY

Trent says he achieves his breeding goals by keeping two distinct categories in mind. The first is breeding balanced type cows. The second is high GTPI Red or Red Carrier animals. As part of this strategy, they use the top 10% of the animals as donors and utilize the rest of the herd as recipients.

"Some of our focus on the Red genetics is on high milk traits with high components and great health traits," he says. "Then we try to keep a balance of type and try to maintain a two-point type and a right side linear."

Throughout the past year, they've focused on breeding for higher milk production while maintaining a high fat test.

"As for balanced type and high scoring cows, this is our true passion," Trent shares. "We strive to make each generation better, and nothing gets us more excited than a flashy young cow that is big framed, wide in the rump, deep open rib, with a smashing good udder, walking on a clean ideal foot and leg."

Trent says they lean towards proven bulls out of high scoring cow families when choosing sires. He places importance on the performance of the maternal line and the sire stack.

There are 83 Excellent cows with the Trent-Way prefix. In 2023, Trent-Way Genetics ranked second in BAA for herds over 250 with a BAA of 109.5. While breeding show cows isn't the farm's main goal, Trent's aptitude for breeding Excellent cows has led to showing success.



Trent-Way Essay-ET VG-87, former number one GTPI® Red Carrier cow.

In addition to showing themselves, the Hendrickson family mentors many 4-H, FFA, and Junior Holstein members who show their cattle. Trent says it's rewarding to see them progress in their animal husbandry skills and take a genuine interest in agriculture. They've even helped a few young people start their own herds.

CARRYING IT FORWARD

The farm's intense focus on genetics has also been key to the farm's financial health and their ability to grow for the future.

"Through the genetic programs, we've been able to produce bulls and embryos that people from all around the world have purchased," Trent says. "It's really provided another income as young farmers."

Looking ahead, Trent says they plan to keep developing great genetics and improving their genetic lines. They're also planning to incorporate more technology, and ultimately, set the farm up so it can be transitioned to the next generation.

"Not only am I doing this every day, but my wife, Kelsey, and my family is, too," Trent says. "Kelsey's been a really big supporter for me and deserves to be honored as much as I do."

Trent says he is grateful to be honored with the Distinguished Young Holstein Breeder award, recognizing what he's achieved with Registered Holsteins so far.

"I'm really thankful and proud of what we've accomplished to be able to receive this award," Trent shares. "I'm kind of in awe about it, and I'm excited to be a representative of this next generation of young farmers."

As Dave can attest, seeing a dairy farming legacy passed on is the ultimate privilege.

"Watching Trent thrive gives me great pride in this generation that they, too, can be successful," Dave says. "Trent Hendrickson is going to provide a legacy that will be remembered for generations to come."



L-R: Kelsey and Trent Hendrickson, Brian Behnke and Brooks Hendrickson exhibiting bred & owned cow, Dynasty at World Dairy Expo in 2015.

GENERATIONS OF DAIRY EXCELLENCE

Siemers Holsteins recognized for extensive contributions to Holstein genetics.



L-R: CEO John Meyer, 2024 Elite Breeder award winners Dan and Jordan Siemers, and President Jonathan Lamb.

Their passion for stewarding cattle and the land, coupled with astute business savvy, has contributed to their longstanding success story. For over 125 years, the farm has been at the forefront of technological advancements, constantly evolving to keep pace with the ever-changing dairy industry.

Siemers Holstein genetics combine incredible milk production with outstanding fertility and high type. The forward-leaning genetics of their herd embody their farm tagline “Genetics for Cow People.”

Holstein Association USA recognized Siemers Holsteins for their impressive contributions to Holstein genetics with the Elite Breeder award during the Awards Luncheon on June 26 at the 2024 National Holstein Convention.

“Our team is very honored to be receiving Holstein USA’s top award! Certainly, when we were growing up, this was a dream, but one that seemed almost impossible. We had a nice herd and dairy farm, and through a ton of hard work and dedication by so many, we have been able to obtain some nice results,” Dan Siemers says. “We want to thank everyone that has played a part in our success, and we look forward to everything the future has in store.”

LAYING THE FOUNDATION

Frederick Siemers established the farm in 1890. The first three Registered Holstein® calves arrived at the farm in 1908, thanks to encouragement from Fredrick’s wife Caroline Prange-Siemers, who had grown up with Holsteins.

The Holstein herd grew steadily over the years, as members of the following generations continued to come back and expand the farm. In 1971, Siemers Holsteins built a free stall barn and parlor to expand the herd to 200 cows. In 1994, a new dairy facility was built, and the farm expanded to 800 cows, followed by another expansion in 1997. Since that time, the herd has gradually continued to grow.

“The Siemers family for generations have been known as outstanding farmers and caretakers for their land and cattle,” says Tom Kestell of Ever-Green-View Holsteins and past Elite Breeder award recipient. “They also have a reputation for being astute business people.”

The present-day Siemers team spent their youth working on the farm, participating in 4-H and Junior Holstein Association Activities. Brothers Dan and Paul Siemers also worked for other breeders during their college years.

Today, the core team at Siemers Holsteins includes Dan and Janina Siemers and their son Jordan; Paul Siemers and his sons, Jake and Josh; and Tyler Schafer.

The herd achieves a Rolling Herd Average of nearly 34,000 pounds of milk; with a 4.39% butterfat; and 3.13% protein. This impressive production is the result of the family’s unwavering commitment to genetic improvement — building on the herd’s best with each generation.

Siemers Holsteins recently transitioned into new, modern facilities, including a 110-cow rotary milking parlor.



Cookiecutter Mogul Hanker-ET EX-94, Global Cow of the Year recipient.

GENETIC INFLUENCE

The Siemers have used the tools and technologies available to them to advance the herd, including being early adopters of genomic testing, embryo transfer and in-vitro fertilization.

“My advice to other breeders is to find the type of cow that you like, and make sure she can be profitable and sustainable for several generations,” Dan Siemers says. “Figure out what niche you want to shoot for, and make sure it’s going to make the right kind of cows that will accomplish your long-term goals.”

Over the years, Siemers Holsteins has bred or developed more than 1,400 Excellent cows, including 75 head achieving EX-94 points or higher. That also includes four home-bred EX-95 point cows. They have also raised 460 Gold Medal Dams, and numerous more Dams of Merit.

Because of this incredible genetic progress, Siemers Holsteins has been recognized as a Holstein Association USA Herd of Excellence for the past eight years. They’ve also received the Progressive Genetics Herd award for 32 years.

The herd has had two cows named Holstein International’s “Global Cow of the Year” — Cookiecutter Mogul Hanker-ET EX-94; and Siemers Lambda Paris 27856-ET EX-91. Both cows have had a massive influence around the world.

More than 300 Siemers-bred sires have entered AI in their career, expanding the reach and influence of the family’s leading Registered Holstein genetics. They’ve had many proven bulls and young genomic bulls in the Top 100 lists, and there’s no doubt genetics from Siemers Holsteins have positively influenced the breed on a global scale.

“My advice to other breeders is to find the type of cow that you like, and make sure she can be profitable and sustainable for several generations.”

-Dan Siemers

SUSTAINING EXCELLENCE

The Siemers family has achieved success in the showing, too. They have bred or developed hundreds of black-and-white and red-and-white All-American nominations.

Beyond the showing, youth in the Siemers family have taken part in various Junior Holstein Association and Holstein Foundation contests and programs.

“They did a really nice job educating and getting the next generation at Siemers Holsteins interested in dairying and genetics,” Jordan Siemers says. “The programs were also a great gateway to meet other young, like-minded people who we are still in contact with.”

The Siemers family has also given back to the dairy industry over the years, hosting judging contests and serving as coaches for youth teams. Siemers Holsteins was a farm tour stop during the 2019 National Holstein Convention, and in 1997, they hosted the Wisconsin Farm Progress Days.

“Throughout their careers, the Siemers have given back to local, state and national causes too numerous to mention,” Tom Kestell shares. “The family has been proactive citizens in promoting and elevating the dairy industry worldwide.”

The family is quick to acknowledge the importance of the team they have working on the farm every day. They enjoy providing wholesome food for their local communities and helping support local businesses, too.

True to their tagline, “Genetics for Cow People,” the team at Siemers Holsteins keeps a market-driven mindset while using their years of experience, and immaculate record keeping, to develop Registered Holstein cows of the next generation — ones that benefit the entire dairy industry.



A VOICE FOR DAIRY

Congressman Glenn ‘GT’ Thompson recognized for championing dairy.



The Honorable Glenn ‘GT’ Thompson has been a steady voice for the dairy community since 2008 when he first stepped foot in Washington, D.C. to represent Pennsylvania’s 15th District in the U.S. House of Representatives. Throughout his tenure, Congressman Thompson has advocated on behalf of the dairy industry, leading with integrity, compassion, and perseverance.

In recognition of his dedicated support of the dairy industry, Glenn ‘GT’ Thompson was recognized with Holstein Association USA’s 2024 Distinguished Leadership Award during the recent National Holstein Convention.

“I personally consider GT Thompson a once-in-a-lifetime congressman for farmers, agribusiness and our industry as a whole,” says Dean Jackson of Mt-Glen Farms in Columbia Cross Roads, Pennsylvania.

As Chairman of the House Agriculture Committee, Congressman Thompson keeps the needs of the dairy community at the forefront of his work. He’s been instrumental in championing the Whole Milk for Healthy Kids Act, benefiting dairy farmers and America’s children alike. His efforts have not gone unnoticed.

“Our association considers GT Thompson to be a champion of dairy farmers and truly values his efforts to secure improved nutrition for children and all Americans,” adds Wayne Cessna, past Pennsylvania Holstein Association President.

DAIRY FOUNDATION

Congressman Thompson says his passion for serving the dairy community stems from his understanding of the hard work farmers put in each day, along with the challenges they face. Additionally, he recognizes the dairy industry’s tremendous economic impact.

“It starts with my family roots and knowing how hard farmers work,” he says. “It’s also the impact the dairy industry has on jobs and the economy. In my home state of Pennsylvania, agriculture is the number one industry and dairy is the number one commodity.”

Congressman Thompson comes from a long line of dairy farmers. Growing up near Howard, Pennsylvania, he says he has fond memories from spending weekends and summers helping on the farm.

“Both sides of my family, the majority of them were dairy farmers,” GT explains. “They milked the cows, grew the crops to feed them, and processed, bottled, and sold the milk. I even had one aunt and uncle who opened an ice cream store.”

He says a love for dairy is in his DNA, and often describes himself as having milk running through his veins. His tie to the dairy community makes this award recognition extra special for Thompson.

“My grandparents, my aunts and uncles, and great uncles, they have to be smiling. I’m just very grateful and very humbled to receive this recognition.”

Before being elected to represent Pennsylvania’s 15th District in the U.S. House of Representatives, Thompson spent nearly 30 years as a therapist, rehabilitation services manager, and a licensed nursing home administrator. He also served three decades as a volunteer fire and rescue technician.

MODERNIZING DAIRY POLICY

With agricultural roots and ties to rural Pennsylvania, the House Agriculture Committee was a good fit for Thompson.

“It was a natural transition to me,” he explains. “When I was elected in 2008 and sworn in in 2009, I was fortunate enough to get a seat on the Agriculture Committee.”

Now, more than 15 years later, he is proud to serve as chair of the House Agriculture Committee, working to advance the next farm bill. He has traveled the country conducting listening sessions to inform this critical piece of legislation.

“This farm bill is the product of extensive feedback from the public, stakeholders, and members, but also responsive to the needs of farm country, and filled with thoughtful, bipartisan policies,” Congressman Thompson says. “From the start of this reauthorization process, I’ve been committed to producing a bipartisan farm bill informed by the voices of American agriculture outside of the beltway of Washington.”

Thompson has also been instrumental in updating and modernizing the Dairy Margin Coverage program in the farm bill, building dairy incentives into nutrition programs, and working to improve export markets for dairy.



“The Farm, Food, and National Security Act of 2024 extends to the Dairy Margin Coverage program through 2029,” Thompson explains. “It makes key enhancements to increase the tier one thresholds to 6 million pounds. It also provides an opportunity to update production history and offers a 25% discount of premiums for producers who lock in five years of coverage.”

The House bill also doubles funding for export promotion programs, reinstates the “higher of” formula for Class I Mover, and implements mandatory cost surveys for dairy products.

Another one of Thompson’s priorities is investing in research facilities at land grant universities — which support the future of the agricultural industry.

While Thompson says there’s more work to be done on the farm bill to get it across the finish line, he’s dedicated to seeing it through.

LISTENING AND LEADING

Congressman Thompson enthusiastically shares his dairy love and knowledge with his fellow policymakers on the House Agriculture Committee and beyond. He has authored and championed The Whole Milk for Healthy Kids Act — working diligently to earn support in the House of Representatives. The act passed overwhelmingly with a bipartisan vote in December 2023.

“The Whole Milk for Healthy Kids Act is incredibly important for the nutrition of our kids, as whole milk has many nutrients generally missing from diets,” Thompson says. “It starts with the health of the kids, but from there, it’s about the economic health of our dairy farm families.”

Congressman Thompson also secured a sign off to include The Whole Milk for Healthy Kids Act into the Farm Bill.

This is a testament not only to Thompson’s leadership, but also his support of the dairy community and dedication to

America’s children. Congressman Thompson is successful because he takes the time to truly listen and understand the needs of the dairy industry and beyond.

Thompson believes everyone has a responsibility to tell the story of agriculture and the dairy community. He lives out this truth each day, as he shares his talents and dairy knowledge with people from all walks of life.

“I want to commend the Holstein team for keeping me plugged into the needs of America’s dairy industry, and I’m grateful to be recognized by you all as a Distinguished Leader. I will proudly keep advocating for the dairy industry,” Thompson says. “As someone who comes from a long line of dairy farmers, I want to thank you all for the work that you do.”



UDDERLY GOOD TIME

Holstein members travel to Salt Lake City, Utah for the 2024 National Holstein Convention.



Past DJM finalists shared how they used tools they gained during their Junior Holstein experience with Junior Holstein members during a workshop. (L-R) Andrew King, Michele Ruby, Peggy Coffeen (panel moderator) and David Lentz.



L-R: Nicole Pralle & Jessica Pralle-Trimmer, WI



L-R: Michigan Juniors Rebecca Lehman, Landon Thelen, Abigail Lehman, Austin Preston, Cash McCauley, Sophia Nielsen, and Sarah Clark.



L-R: Gerrit and Aubrey Sneller, ME



Maggie Buttars competes in Junior Dairy Bowl.



L-R: Kari Behling, Jim Rickert, Tony Brey, Colleen Andrew, and Grace Freier were members of the winning trivia team during the Mountain View Mingle adult social.

HOLSTEIN ASSOCIATION USA ANNOUNCES TRANSITION PLAN



In a meeting with staff on June 20th, Holstein Association USA (HAUSA) Chief Executive Officer (CEO) John M. Meyer announced his plans to retire December 31 of this year and that current Chief Operating Officer (COO) Lindsey Worden will succeed him as CEO then.

During the meeting, Meyer said he had informed Holstein Association USA President Jonathan Lamb and Vice President John Burket about his retirement plans quite some time ago.

After a comprehensive interview process, the HAUSA Board of Directors is pleased to announce that Lindsey will assume CEO duties January 1, 2025. According to President Lamb, “I want to thank the entire Board of Directors for their dedication and thoughtfulness to which they approached working through our transition process. I also want to express appreciation to our Counsel Phil Maples for his leadership as our facilitator. On behalf of the Board of Directors, I extend our heartfelt gratitude to CEO John Meyer not only for his 23 years of dedicated service, but allowing us 22 months of notice of his retirement to undergo a thorough process of naming his successor. We welcome COO Lindsey Worden as the 10th Executive Secretary of our Association since its inception in 1885!”

Upon the announcement of her upcoming promotion, Lindsey Worden, a University of Wisconsin-Madison graduate, who also serves the dairy industry as Council on Dairy Cattle Breeding Board Chair, National Pedigreed Livestock Council Director,

and Councilor on the World Holstein Friesian Federation, commented, “I am humbled to follow in John’s footsteps and have been grateful to work alongside him and witness many of the significant achievements our organization has enjoyed under his leadership. I am honored to be named Holstein Association USA’s next CEO, and excited to navigate the opportunities and challenges that will propel us into the future, while respecting and honoring our organization’s rich history.”

Reflecting on Worden’s new role, Meyer, a longtime dairy industry leader, told coworkers, “I’m delighted about the transition. Lindsey and I have worked extremely well together as teammates for the last 17 years. It’s been enjoyable for me to see Lindsey’s tremendous growth at the Association from college intern to CEO.”

Meyer continued, “Furthermore, I’m also happy for the entire Holstein team including staff, the Board of Directors, Association members and the dairy industry at large.”

“Lindsey, along with HAUSA’s outstanding Chief Financial Officer and Treasurer Barbara Casna, of 21 years, and I will continue to work closely together, and with the HAUSA Board of Directors, to ensure the continuity of the transition along with the continued success of HAUSA, the world’s largest dairy breed organization,” Meyer stated.

JUNIOR HOLSTEIN ACHIEVEMENTS HIGHLIGHTED AT NATIONAL JUNIOR HOLSTEIN CONVENTION



DISTINGUISHED JUNIOR MEMBER FINALISTS

(L-R): Courtney Glenna, Amery, Wisconsin; Lila Sloan, Davis, Illinois; Samuel Mess, Rosendale, Wisconsin; Jacob Harbaugh, Marion, Wisconsin; Keenan Thygesen, Tunbridge, Vermont; Gabriella Taylor, Newark, New York.

YOUNG DISTINGUISHED JUNIOR MEMBER FINALISTS

(Back row L-R): Lauren Silveira, Chowchilla, California; Lydia Couch, Huntingdon, Pennsylvania, Ethan Palmer, Waukon, Iowa; Atley Shafer, Jefferson, Maryland.

Front row (L-R): Katie Brandel, Lake Mills, Wisconsin, Ella Raatz, Colby, Wisconsin; Makenna Mase, Cochran, Pennsylvania; Cameron Ryan, Fond du Lac, Wisconsin.



JUNIOR ADVISORY COMMITTEE

The 2024 Junior Advisory Committee youth representatives are Gabriella Taylor, Clarissa Ulness, Madison Mowrer, Jon Chapman, Aubree Topp, and Madeline Hensel.



DAIRY JEOPARDY WINNERS

The Robert McComb Grassmoor Farm Award is presented to the first place finishers in each division of Dairy Jeopardy. First place winners in the Dairy Jeopardy competition were Emma Mast, California (Junior Division), Annika Donlick, New York (Senior Division), and Elsie Donlick, New York (Intermediate Division).



SENIOR DAIRY BOWL CHAMPIONS

Pennsylvania takes home the championship title in the senior Dairy Bowl competition. Pictured above (L-R): coach Epsucheolige Hoffman, Madelynn Hoffman, AJ Wanner, Alexa Hoffman, Jacob Bramm. The awards were sponsored by Dairy Management Inc. and presented by Daniel Butters. Placing second in the senior division was the team from Wisconsin.



JUNIOR DAIRY BOWL CHAMPIONS

The winning Junior Pennsylvania team included members Aiden Empet, Madison Soden, Selah Lewis, Ian Briechele, and coach Mike Kowalewski. The awards were sponsored by Dairy Management Inc. and presented by Daniel Butters. The team from New York earned the second place title in the junior division.



J. GEORGE AND ANNA SMITH SPORTSMANSHIP AWARD SENIOR DIVISION

New England receives the senior division sportsmanship award. Pictured above (L-R): coach Nicole Schwab, Sydney Bullard, Charlie Haynes, Lorryn Trujillo, and Katelyn Poitras.



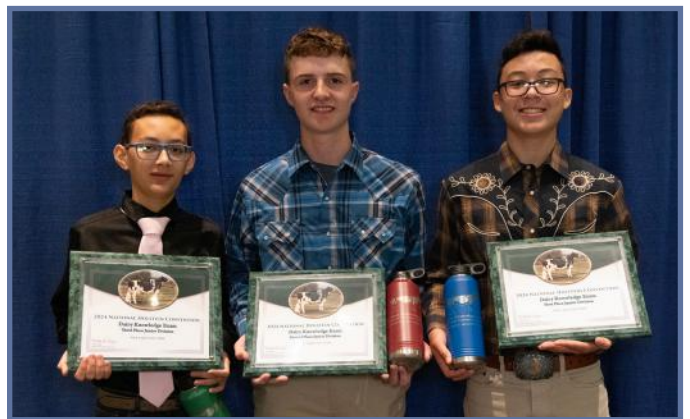
J. GEORGE AND ANNA SMITH SPORTSMANSHIP AWARD JUNIOR DIVISION

Taking home the win in the junior division is the team from Wisconsin. Pictured above (L-R): Evan Brey, Alexa Brey, and Ian Brick. Missing Tristen Ostrom, Alivia Wiese and Coach Peggy Coffeen.



DAIRY KNOWLEDGE EXAM SENIOR DIVISION

Pictured above (L-R): Annika Donlick, second place, New York, Jon Chapman, third place, California, and Elsie Donlick, first place, New York.



DAIRY KNOWLEDGE EXAM JUNIOR DIVISION

Pictured above (L-R): Fernando Valadao, third place, California, Landon Jenkins, second place, Pennsylvania, Josiah Freier, first place, New York.



**PREPARED PUBLIC SPEAKING
JUNIOR DIVISION**

Pictured above (L-R): Avery Best, first place, Florida; Camden Huff, second place, Georgia; and Brady McConnel, third place, Wisconsin.



**PREPARED PUBLIC SPEAKING
INTERMEDIATE DIVISION**

Pictured above (L-R): Atley Shafer, first place, Maryland; Elsie Donlick, second place, New York; and Lilly Mills, third place, New York.



**PREPARED PUBLIC SPEAKING
SENIOR DIVISION**

Pictured above (L-R): Sara Reed, first place, Pennsylvania; Lila Sloan, second place, Illinois; and Elyse Dilling, third place, Pennsylvania.



**EXTEMPORANEOUS SPEAKING
SENIOR DIVISION**

Pictured above (L-R): Alysha Kuhn, first place, New York; Chloe Breunig, second place, Wisconsin (not pictured); and Madeline Hensel, third place, Wisconsin.

FOLDING DISPLAY CONTEST

Scientific Division Junior

First place: Lydia Couch, Pennsylvania
Second place: Kyra Lamb, New York
Third place: Valentina Maza, New Jersey

Scientific Division Intermediate

First place: Chelsea Empet, Pennsylvania
Second place: Lydia Kaverman, Ohio
Third place: Charlotte Quick, Pennsylvania

Scientific Division Senior

First place: Cait O'Sullivan, New Jersey
Second place: Carlee Roell, New Jersey
Third place: Annika Donlick, New York

NHWSO AWARDS SCHOLARSHIPS

Four Junior Holstein members were awarded scholarships by the National Holstein Women's Scholarships Organization (NHWSO) during the National Junior Holstein Convention. This year's recipients were Kylie Konyn, California; Brianna Meyer, Wisconsin; Madelynn Hoffman, Pennsylvania; and Clarissa Ulness, Wisconsin.

FOLDING DISPLAY CONTEST

Creative Division Junior

First place: Colton Uber, Pennsylvania
Second place: Brinkley Burdette, Pennsylvania
Third place: Seth Peiffer, Pennsylvania

Creative Division Intermediate

First place: Aiden Empet, Pennsylvania
Second place: Paige McKay, Washington
Third place: Aubree Topp, Ohio

Creative Division Senior

First place: Alex Empet, Pennsylvania
Second place: Carlee Roell, New Jersey
Third place: Chloe Roell, New Jersey

**GEORGE MILLER
MEMORIAL SCHOLARSHIP**

Benjamin Styer, Wisconsin

DIGITAL SCRAPBOOK

First place: Virginia
Second place: Missouri
Third place: Ohio
Fourth place: California
Fifth place: New England

BANNER CONTEST

First place: Virginia
Second place: California
Third place: Ohio

MISSION MEMBERSHIP

One state is awarded each year for increasing their membership. The honor is calculated on a percentage increase from January 1 to June 1 of the convention year. Receiving the award this year for recruiting 54 new Holstein members is Pennsylvania.



TUNE IN THIS SEPTEMBER



HOLSTEIN AMERICA

HOLSTEIN ASSOCIATION USA

THURSDAY, SEPTEMBER 26

10:00 P.M. ET/9:00 P.M. CT



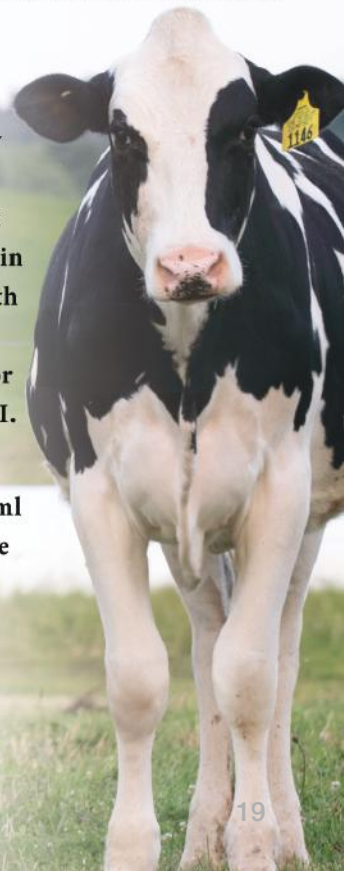
Scan the QR code to watch past episodes of Holstein America!



HIGHLY PATHOGENIC AVIAN INFLUENZA UPDATE

Highly Pathogenic Avian Influenza (HPAI) continues to affect the dairy industry. It's important to remain vigilant and up-to-date on the latest best practices regarding HPAI. Holstein Association USA interviewed Dr. Keith Poulsen, Director of the Wisconsin Veterinary Diagnostic Laboratory, for updates and key information on HPAI.

Scan the QR code or visit www.holsteinusa.com/news/HPAI.html to watch the interviews or learn more



NATIONAL HOLSTEIN CONVENTION



St. Louis Union Station Hotel

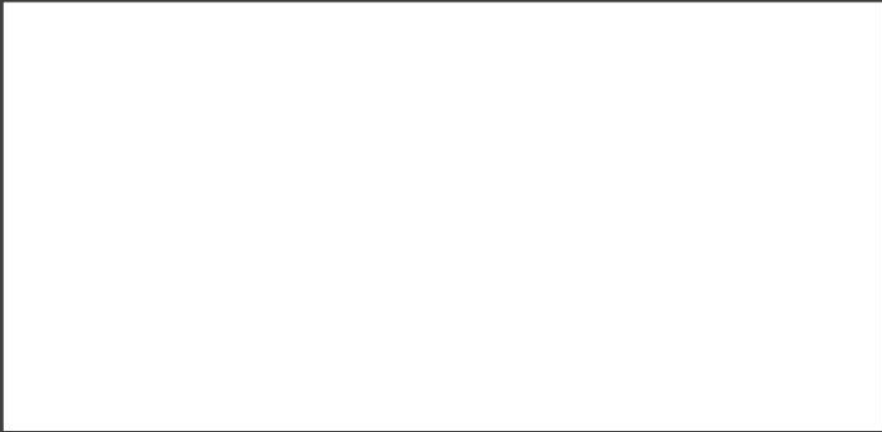
St. Louis, Missouri

JUNE 23-26, 2025

www.holsteinconvention.com



HOLSTEIN ASSOCIATION USA, INC.
1 Holstein Place, PO Box 808, Brattleboro, VT 05302-0808



**Enroll by
November 1, 2024
to be scheduled for
contract classification
in 2025!**



CONTRACT CLASSIFICATION

A 10% DISCOUNT to the herd's annual classification costs is applied at the completion of the contract. Holstein COMPLETE herds are eligible for this program, with the 10% discount applying to the two classifications not included as part of COMPLETE.

Herds not on COMPLETE or less than 750 cows on COMPLETE

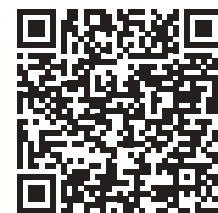
- ♦ Classify **3X TIMES A YEAR** or more
- ♦ 10% discount applied to contract classification once contract is fulfilled
- ♦ Herds on COMPLETE receive one area classification (Classic, Standard or Limited) during enrollment year

COMPLETE herds with 750-1,000 cows enrolled

- ♦ **TWO AREA LIMITED** classifications covered with COMPLETE benefit
- ♦ At least one non-area classification with 10% discount

COMPLETE herds with 1,000+ cows enrolled

- ♦ **3 LIMITED CLASSIFICATIONS COVERED** with COMPLETE benefit (two Area, one Non-Area)



Scan the QR code to learn more or contact the Classification department at 800.952.5200 ext. 4002 with questions and inquiries.