

THE PULSE

Fall 2025 • Holstein Association USA, Inc.



WHERE PASSION MEETS PURPOSE: MEMBERS DRIVING HOLSTEIN'S SUCCESS

Holstein Association USA's objective to have grassroots participation from breeders and members is clearly evidenced in the committee structure of the Association. Currently there are nine standing committees in place, and each plays a key role in effective governance. Generally, committees have 10 to 14 members each and are chaired by a current Board member. In addition, industry resource people serve in advisory roles on several committees. The Nominating Committee maintains 18 members, two from each of the nine regions. Collectively, that's over 100 different points of view and perspectives that go into the decision-making process of the Association.

Prior to being elected to the Board, I personally served on several Holstein Association committees and was always impressed with the passion and in-depth discussion of topics. The attention to detail brought by individual members remains the same today. The Board of Directors values the recommendations from the committees and frequently votes to approve their recommendations.

Committee members are appointed by the President and can serve up to three consecutive one-year terms. Once on a committee, members are expected to attend usually one in-person meeting and at least one virtual meeting annually. Those attending are compensated for travel and lodging expenses, generally over a two-day meeting format. Got interest? Simply go to Holstein's website and fill out the "Committee Interest Form." You can read more about committees on page 10.

As this issue of *The Pulse* arrives in mailboxes, the Nominating Committee will be starting to recruit potential candidates for our 2026 Board of Director elections, especially for the seats that will be coming open for Region 6 Director (Iowa, Minnesota, Nebraska, North Dakota, South Dakota) and Vice President. If you or someone you know has an interest in serving on the National Board, contact Chairman Jonathan Lamb or any of the other members of the Nominating Committee. Committee rosters can be found on Holstein's website. The Board of Directors meets routinely in the spring, during National Convention, and again in the fall. Board members are paid a per diem and reimbursed for travel expenses incurred to attend board meetings.

Diversity is always welcome! Different perspectives and backgrounds have served the long-term goals of the Association well. For any member with a passion for Holsteins or a desire to have a voice in the governance of the Association, make it known to a Board member or staff member, and be a participant in the largest and most successful breed Association in the world!



A handwritten signature in black ink that reads "John". The signature is fluid and cursive.

**John Burket, President
Holstein Association USA, Inc.**

HAUSA Genetic Advancement & Conformation Advisory Committees



HAUSA Junior Advisory Committee





THE PULSE

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ON THE COVER:

Holstein Association USA board member Joey Airosso (front center) shares his passion for Registered Holsteins on his family farm in Tulare County, California. Turn to page 6 for the full story!

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Holstein Marketplace Sires was introduced six years ago with breeders' best interests in mind. The program is meeting its goals of letting the bull owners retain ownership and revenues while Holstein Association USA markets the restriction-free semen. Our offering of available bulls continues to grow and diversify.

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.

SHARED LANGUAGE – SHARED PASSION IN THE HOLSTEIN COMMUNITY



In early September, I had the pleasure of attending a World Holstein Friesian Federation Council meeting in Hungary. Over dinner one evening, as we enjoyed conversation and fellowship, Mr. Carlos Herrera Umaña, a prominent Holstein breeder from Colombia, remarked, “Farmers all speak the same language.” At first blush, it was a simple remark, but the

more I thought about it, the more profound I found his comment to be. In agriculture, and particularly within the dairy community, regardless of where we come from, the size of our operations, or the part of the industry we work in, we share a common purpose: a love for cows and a commitment to excellence. That mutual understanding is the foundation of a fellowship that transcends borders, backgrounds, and business models.

The power of gathering

Over the past several months, I’ve been fortunate to experience this fellowship firsthand. I have visited more than a dozen farms across the country, each with different herd sizes, management styles, and goals. What always amazes me is how quickly we are able to find common ground. It is easy to connect over a shared dedication to the breed and our way of life, whether standing in the alley of a barn, or around a table at a meeting.

Our recent technology showcase at the SmartHolstein Lab at Western Kentucky University in July reinforces this idea. The event brought together farmers, industry partners, and other stakeholders. It wasn’t just about demonstrations of new tools. The day was about collaboration, conversations, and a shared enthusiasm for progress in our field.

Attending in-person events can be difficult. There is always more work to be done, and taking a few hours or a few days away from the farm can be hard to prioritize. If you haven’t attended a Holstein event in recent years, whether it’s a county or state meeting, or an event hosted by Holstein Association USA, I strongly encourage you to consider it. Sometimes people hesitate to attend because they’re unsure whether they’ll fit in or have something to contribute. But I can assure you, you will be welcomed, and your participation will be valued. Everyone who attends these events cares about many of the same things you do: cows, the dairy business, and the future of our industry. These gatherings create connections and a sense of belonging that’s hard to replicate in a virtual setting.

Some of you may be thinking that you’d love to attend a local Holstein activity, but your area doesn’t have an active club or scheduled events. I would challenge you to consider—

what if you were the one to organize something? In

August, I attended the Eastern Kansas Holstein

Field Day. Vice President Dwight Rokey and fellow breeders hosted a simple but effective afternoon: self-driving tours of four Holstein farms, bookended by lunch and dinner sponsored by local ag businesses. It was the first field day event Kansas Holstein had organized in several years, and more than 80 people showed up! Events don’t need to be elaborate or expensive. People are eager to gather, and if you create the opportunity, you may be surprised by the response. Don’t feel limited to Holstein members either—invite anyone with an interest in dairy, and you never know who you might inspire to get more involved in our Association. If you’d like help brainstorming, your Holstein USA Regional Sales Representative would be glad to work

with you.



Your voice in the association

That same spirit of fellowship extends to the governance of our Association. Every member has the opportunity to have a voice and a chance to shape our future. Whether you come from a state with a large Holstein population or a small one, your perspective matters.



One of the best ways to make your voice heard is by serving as a delegate at our Annual Meeting or by participating on a committee. Each year, delegate nominations for the coming year are sent out on August 1st, and the nomination window remains open through the end of September. If you're interested in committee work, let a director or staff member know. Committees are appointed by the President each summer following the Annual Meeting.

These opportunities are open to all members who want to help guide the direction of our Association. Later in this issue, you'll find a feature on our committees, including a spotlight on our Junior Advisory Committee, which demonstrates the meaningful ways members of all ages contribute to shaping our Association's future.

Fellowship for the future

Fellowship and learning go hand in hand. By engaging with peers, sharing experiences, and exchanging ideas, we collectively raise the bar for the entire industry. Holstein Association USA has prioritized innovation and is committed to providing tools that help members make informed decisions and achieve their goals. We also recognize that innovation is most effective when it's shared and discussed within a community. That's why we've created events like the Holstein Horizons educational sessions at the National Holstein Convention, to provide opportunities for our members to hear new ideas and explore them together. This event will continue next year and we hope you can join us. Mark your calendars for Tuesday, June 23, in Orlando, Florida! And the *Holstein Connections* podcast that was launched this summer brings Holstein stories and educational features right to your phone.

Looking forward, our goal remains clear: to foster connection while providing the tools our members need to excel. We are focused on creating opportunities for learning and engagement, whether through events, technology showcases, or everyday interactions. As we continue to innovate, we're also thinking about how technology can engage the next generation. Digital tools, online learning, and interactive platforms help younger members connect with our community, share their ideas, and contribute to the industry's

growth. By engaging more members in events, governance, and technology initiatives, we will ensure that our shared dedication translates into a stronger industry for generations to come.

My goal is to ensure that Holstein Association USA is not just a service provider, but a partner in your success. I want every member to feel engaged, heard, and supported. I want to create an environment where ideas are exchanged and innovation is embraced collaboratively. More importantly, I want to reinforce that you are part of a fellowship larger than any individual farm—a network of people who share your values, your pride in the breed, and your vision for the future.

So whether you've been a long-time participant in our events or are someone who is considering engaging for the first time, I encourage you to take that step. Early mornings in the barn and late nights in the tractor can be lonely. Being a dairy farmer is demanding work and making arrangements to get away for a day can feel like a luxury. Come, connect, and experience the camaraderie that comes from speaking the same language of care and commitment. Share what you've learned and listen to what others have to say. You'll leave with new knowledge, fresh insights, and a stronger sense of belonging within a community committed to your success. I am confident you will find it to be time well spent.

Thank you for being part of our Holstein community. Your dedication and engagement are what make our industry and our Association thrive. I look forward to seeing you at an event soon, hearing your stories, and continuing this journey together. Because at the heart of it all, we do indeed speak the same language...and that bond runs deeper than words.

A handwritten signature in black ink that reads 'Lindsey'.

**Lindsey Worden, Chief Executive Officer
Holstein Association USA, Inc.**

BUILDING A BRAND AROUND REGISTERED HOLSTEINS®



In the heart of Tulare County, California, Joey Airosso is doubling down on Registered Holsteins as his way of diversifying and differentiating his farming operation that also helps define the dairy's brand.

"It all starts with the registration paper on every animal born on our farm, but ultimately we use it to create added value with our cows, our facilities, and our people," Joey says. The brand they have built on Registered Holsteins, and registering every calf, brings a tremendous amount of pride to their operation. Joey sees it paying dividends with his employees, caring more about their daily work because they are collectively invested in caring for the cows. Even for consumers, Joey wants them to drive by and think, "I want to drink the milk that comes from that farm."

Four generations of Joey's family farm on 1,500 acres in Pixley, California, milking 3,200 Registered Holstein cows with 42 employees. Joey's family started the dairy in 1912 when his great-grandfather and grandfather emigrated to the US. In 1938, they started using Registered Holstein bulls from notable local breeders and purchased their first Registered Holstein females in 1967. In 2005-06, they built a brand new dairy facility, incorporating some additional land purchased in the 80s. They are maxed out now when it comes to the number of cows and acres they run, so their efficiencies need to come from breeding better cows.

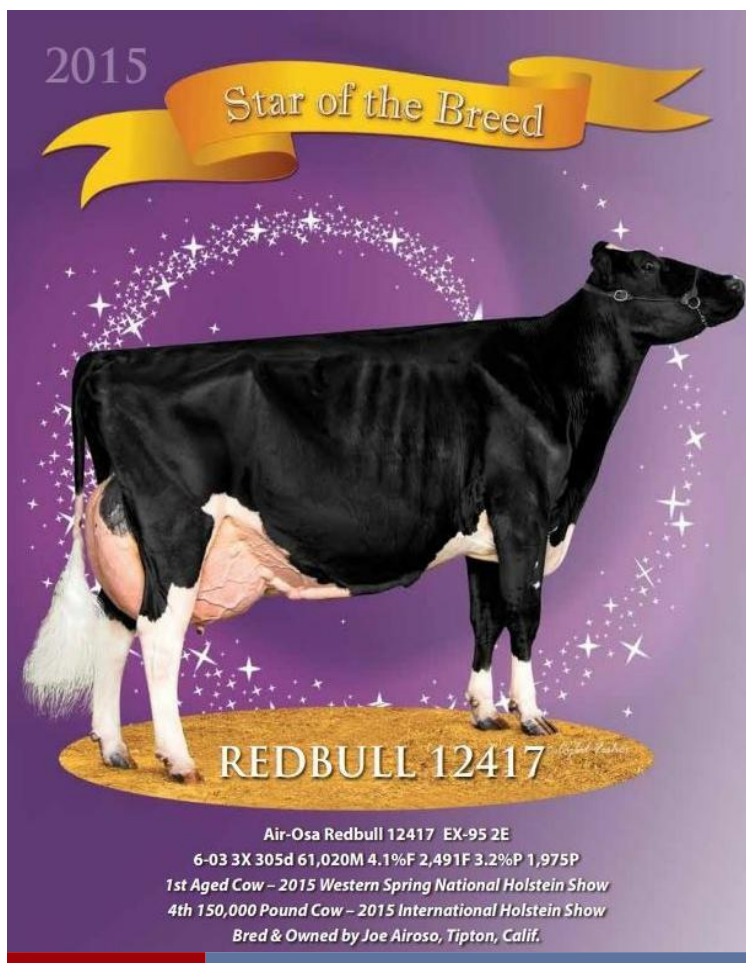
Under their AIR-OSA prefix, 801 cows have been classified Excellent over all time. In the past year, there have been 100 cows scored Excellent and 882 cows scored Very Good. The AIR-OSA prefix has also claimed 39 Gold Medal Dam awards and 17 Dam of Merit awards. They have received the Progressive Genetics Herd award six times. Their dairy records are processed with Holstein Association USA's dairy records

processing center, Agritech Analytics. They boast a rolling herd average of 29,383 pounds of milk, 1,226 pounds of fat and 997 pounds of protein.

Enrolled in Holstein COMPLETE, they utilize classification to aid their breeding decisions. "After we classify, I'm always glad we did it and am happy with the results," Joey says. He is a firm believer in strong maternal lines and feels behind every really good cow, you'll find a really good cow in her pedigree. Joey's favorite example of that is the Pinehurst Royal Rosa cow family with 20+ generations of Excellents, including some of his barn favorites today that trace back through the Rosa family.

Holstein Association USA's 2015 Star of the Breed, Air-Osa Redbull 12417, classified EX-95 2E is another notable cow from their herd. She still has offspring on the farm today, including a Delta Lambda heifer that Joey's grandson showed at the fair this past summer.

Joey is a firm believer that the beauty of the Holstein cow is the breed's diversity. "Everybody wants something a little different and the Holstein cow delivers," says Joey. In Joey's eyes, Holstein Association USA has responsibility to the breeders to





Pictured are Joey's four grandchildren (L-R): Rachel, Ruby, Phillip and Max showing the same passion for the Registered Holstein cow.

ensure that continues and represent the farmers' best interests. He feels that Holstein Association USA also needs to keep pushing on the technology front. He cites the Build a Better Cow system under development as a good example of that in collecting current, accurate phenotypic data on individual animals without any added time commitment or inconvenience.

Dairy farming in Tulare County has a rich history, but Joey admits that it doesn't come without challenges. Less than 800 dairies operate today in California. Water regulations for both farmers and processors are causing issues. Then there is the logistics that they are so many miles away from a lot of dairy shows and activities. There are cultural differences too compared to other dairy states across the country. But Joey doesn't let that stand in his way of making a name for himself in the US dairy industry.

Leaving a legacy

Joey is quick to credit, "You can't be successful without good people." He is grateful for his wife Laurie, his family, and the people that work on his farm, including some that have been there over 40 years. "When I wake up in the morning, I am proud that I have my son, grandson and dad all on the farm right now," says Joey. He even traced a cow his grandson showed this year back to one his dad bought at a sale in the 70s from a state hospital. Not coincidentally, that sale was a stop on their family vacation, showing just how wired their whole family has been all his life into Registered Holsteins. Joey's family is the fabric of the farm, and the Registered Holstein cow families that they have developed weave it all together. His mom and dad have been his role models that taught him how to work. With his wife as his partner with a shared passion, they look forward to passing it all down to the next generation.

SEEKING CANDIDATES FOR THE BOARD OF DIRECTORS

Holstein Association USA is currently seeking candidates for the board of directors. In 2026, the following seats will be open for election with no incumbents, and we are actively seeking candidates:

• VICE PRESIDENT

• REGION 6 DIRECTOR

(Iowa, Minnesota, Nebraska, North Dakota, South Dakota)

Any interested members are encouraged to contact Nominating Committee Chair Jonathan Lamb 585.704.2501.

Board service

Joey was elected to Holstein Association USA board of directors in June 2025. He enjoys serving on boards for organizations that he finds helpful and add value on the farm. Joey has served on the Farm Credit West and AgWest boards for many years and is also a current National Dairy Shrine board member. In the ag lending world, Joey made it his mission to ensure lenders understand the value of investing in good cows, not just considering the number of cows someone is milking. Joey's goal on the Holstein Association USA board is to help steer the organization in a direction that is healthy and viable for the future, recognizing the broader dairy industry significance of collecting and maintaining data on cows. Joey has also contributed time to organizations such as the California Holstein Association, Tulare Dairy Herd Improvement Association and the South San Joaquin Holstein Club.

Joey's personal philosophy as a board member is to represent every member and not let personal interests come to the table. He serves unselfishly with honesty and integrity that strives for what's best for everyone – members and the organization as a whole. Joey says, "The best boards I've served on are when everybody is pulling for everybody to do good."

"Everybody wants something a little different and the Holstein cow delivers"

-Joey Airoso

WHAT'S THE FUTURE FOR BUTTERFAT AND PROTEIN DEMAND?



Corey Geiger
Lead dairy economist for CoBank and served as Holstein Association USA President from 2019 to 2022.

In early May, Holstein Association USA leadership invited me to join the Genetic Advancement Committee (GAC) meeting and give a presentation titled, “Where are butterfat and protein markets headed?” It presented a unique opportunity to draw upon my service to the Association, the Council on Dairy Cattle Breeding, and now as lead economist for CoBank, the largest lender to U.S. dairy.

As I prepared for the meeting, I took a mindful look at the two most referenced selection indexes in the Holstein breed. In the 100-point Total Performance Index (TPI) formula, 19 points are assigned to butterfat, 19 points to protein, and the remaining 62 points to a host of other important traits. That’s contrasted to the updated April 2025 Net Merit (NM\$) formula that now places a 31.8 percent weight on butterfat and 13 percent emphasis on protein.

The market pendulum swings both ways

While I believe in breeding a complete and balanced cow, I am also firm believer that selection indexes should be anchored by milk check math. To that end, Multiple Component Pricing (MCP) is the foundation for over 90 percent of the milk checks.

Going one layer deeper, over 90 percent of the MCP pricing is attributed to two components – butterfat and protein. For racing fans out there, butterfat and protein are like two cars on the racetrack.

Protein was the unquestioned track leader from 2000 to 2014 as it won every single annual milk-pricing race. Then the winner’s circle changed, and butterfat paced milk checks in eight of the past 10 years. As a result, dairy farmers doubled down on butterfat production. It’s also the foundational reason leaders placed 3 percent more emphasis on butterfat’s weighting in the Net Merit formula and pulled 6 percent from protein. Butterfat markets have been booming.

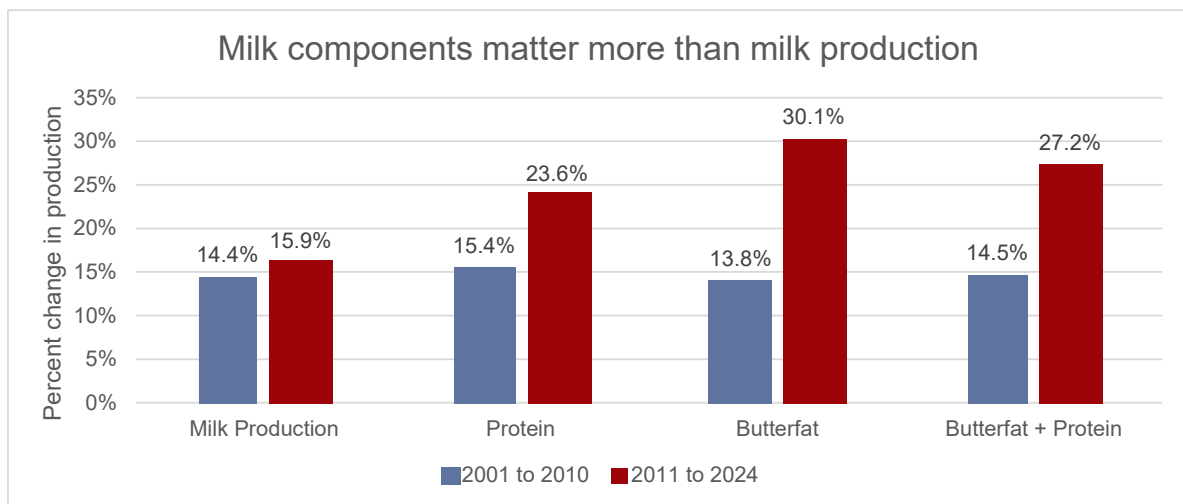
A look into U.S. dairy farm production from 2011 to 2024 sheds further light on the pace of component change:

- 15.9% growth in milk pounds
- 23.6% improvement on protein pounds as protein percentages moved from 3.05 percent to 3.29 percent
- 30.6% jump in butterfat output paced by a 3.71 percent to 4.24 percent shift in butterfat percentage
- 27.2% overall gain in combined protein and butterfat

To say the least, an 11.3 percent difference in growth from combined milk components over milk production is impressive. It’s something that no living dairy farmer has ever seen in their lifetime.

Holsteins topped progress

While no official records exist on the nation’s breed composition, one can extrapolate that the Holstein breed makes up at least 4 out of every 5 U.S. dairy cows in a national herd numbering 9.4 million head. If milk components improved by this wide margin,



Time Span	Milk Production	Protein	Butterfat	Butterfat + Protein
2001 to 2010	14.4%	15.4%	13.8%	14.5%
2011 to 2024	15.9%	23.6%	30.1%	27.2%

the Holstein cow must be a center-stage contributor. Geneticists would agree based on the April 2025 base change.

Overall, Holsteins led all major dairy breeds by having a 45-pound rollback on butterfat. That was a whopping 87.5% improvement over the 24-pound base change five years ago. Remember that a base change is a sign of progress. The larger the change, the larger the genetic gains.

While not quite as large on a percentage basis, protein production rolled back 30 pounds in April. That represented 67% improvement compared to when 18 pounds was trimmed off the base in 2020.

Place more emphasis on butterfat?

Back to the GAC meeting conversation ... what's the future hold for butterfat and protein markets? In the past, there have been some strong indicators to produce more butterfat:

- Domestic demand: The U.S. imported a record 172.6 million pounds of butterfat in 2024; up a whopping 72% from 2021.
- Export demand: The U.S. only exported 5.2% of its milkfat in 2024 compared to 21.6% percent of skim milk solids. This means dairy processors retained butterfat for domestic markets and sold protein to international customers.

While those trends are extremely noteworthy and make a sound case for butterfat, it's also important to note that protein had a 14-year winning streak from 2000 to 2014. It's equally important to skate towards where one believes the hockey puck will be in the form of future market demand.

To that end, protein demand is booming in both U.S. and global consumer markets, and this trend was well underway before the MAHA movement. Not only is high-quality beef protein fetching record prices, high protein dairy foods like yogurt, cottage cheese, snack bars featuring whey protein, and ultra filtered milk packed with dairy protein are all posting major growth in the dairy aisle.

On top of that, it has been estimated that one in 10 Americans are on GLP-1 weight loss drugs. In a Cornell study published in January 2025, researchers found that 36 of 40 food groups lost sales as people ate fewer calories. Snack bars high in protein, meat snacks, fresh fruits and vegetables, and yogurt were the only four growth categories. It's one of the reasons Chobani has announced \$1.8 billion in new yogurt facilities. Remember, Chobani didn't exist 20 years ago, and Greek yogurt is now the leading yogurt category.

Double down on butterfat?

In the end, it's challenging to recommend more emphasis on butterfat. In fact, I believe protein deserves equal billing as a



co-star in the milk component show. That's because butterfat can be more easily improved by both genetics and feeding practices. Meanwhile, protein is largely changed via genetics. On top of that, butterfat and protein are highly correlated traits meaning if you select for one, the other will change at about an 80 percent improvement, too. Why lower the emphasis on protein?

Then there is this lingering situation sticking in my mind – butterfat's relationship to protein. From 2000 to 2017, the protein-to-fat ratio held rather constant at 0.82 to 0.84. In the ensuing years, the ratio gradually dipped to 0.77. Why is that a concern?

Cheese can get soft when the ratio approaches 0.80 or lower. More specifically, if Cheddar cheesemakers don't standardize inbound milk, high fat levels cause a reduction in cheese quality as higher fat generally yields a softer cheese.

To remedy this situation, processors must spend extra money and that makes farmgate milk less valuable. While Mozzarella makers have had to standardize their cheese for years due to the product's low-fat nature, U.S. Cheddar makers face a greater need to standardize milk either by adding a source of protein such as milk protein concentrate or to pull out some butterfat given the rapid rise in butterfat. The alternative is to have greater fat levels in whey, which is a marketable product but nowhere near as valuable as whey with milkfat removed from milk before cheese making.

In other words, there can be too much of a good thing. In this case, butterfat and its relationship to protein in making the nation's leading dairy product - cheese.

To be certain, however, the rise in milk components should be celebrated ... genetics, genomics and the Holstein cow have all played important roles to an incredible success story – one of the best in all of agriculture.

HOLSTEIN ASSOCIATION USA COMMITTEES: GRASSROOTS INVOLVEMENT

Committees play a vital role in shaping the direction of Holstein Association USA. Through active member involvement, committees help ensure that the interests and perspectives of our diverse membership are represented in key discussions. Each committee works to develop thoughtful recommendations for the board of directors, supporting decisions that benefit not only the Association but also the broader U.S. dairy industry. Member participation on committees is essential to driving progress and strengthening our shared mission.

We have recently developed a Committee Charter for each of our committees. They help define the purpose, scope, composition, committee member qualifications, roles and responsibilities, and meeting guidelines. We also have a new committee member Code of Conduct. Out of this, the goal is engaging and productive committee meetings that ensure our diverse memberships' best interests are represented.

As committees make recommendations to the board of directors, we also have a new Public Disclosure Policy. The purpose is to promote transparency and ensure equitable access to information by establishing a formal procedure for publicizing recommendations made by any Holstein Association USA committee to the board of directors when those recommendations could reasonably impact the value of Holstein cattle or influence member decisions. For example, if there were to be a proposed change to the TPI formula, or uniform class list for National Shows, we will publish information about the proposed change on our website shortly after the committee meeting where the motion passed to consider a change. Then, once the board approves the recommendation, more information and updates will be released.

We are excited about these improvements we are making but we need member involvement to make our committees and the greater Association successful. If you have interest in serving on a committee in the future, please make it known with a board or staff member or complete the Committee Interest Form online.

**Our new committee webpage is
NOW ONLINE.**



**Visit www.holsteinusa.com/association/committees
or scan the QR code.**

AUDIT COMMITTEE

The Audit Committee exists to assist the board of directors in fulfilling its oversight responsibilities related to financial reporting, internal controls, and the independent audit process, operating in accordance with Article II, Section 4 of the Holstein Association USA Bylaws.

CONFORMATION ADVISORY COMMITTEE

The Conformation Advisory Committee (CAC) provides guidance on matters related to the classification program, linear type traits, and the overall evaluation of conformation in U.S. Registered Holsteins®. The committee helps ensure that classification and conformation evaluation programs remain relevant, scientifically sound, and aligned with breeder goals and industry needs.

GENETIC ADVANCEMENT COMMITTEE

The Genetic Advancement Committee (GAC) provides strategic guidance on programs, tools, and priorities that support the long-term genetic improvement of U.S. Registered Holsteins, operating in accordance with Article II, Section 5 of the Holstein Association USA Bylaws.

INTERNATIONAL MARKETING COMMITTEE

The International Marketing Committee supports the Association's strategic goal of promoting U.S. Registered Holsteins® in global markets. The committee advises the board and staff on initiatives that strengthen the international visibility, reputation, and demand for U.S. Holstein genetics and services.

JUNIOR ADVISORY COMMITTEE

The Junior Advisory Committee (JAC) serves as the governing body of the National Junior Holstein Association. Its primary purpose is to act as a sounding board for Junior members and advisors, overseeing the organization's activities and providing guidance to ensure the continued growth and development of Junior programs.

LEGISLATIVE & REGULATORY AFFAIRS COMMITTEE

The purpose of the Legislative & Regulatory Affairs Committee is to actively seek to develop a comprehensive national dairy policy, initiating discussion on dairy policy issues whenever feasible and possible to enhance dairy farmer profitability.

MEMBERSHIP COMMITTEE

The purpose of the Membership Committee is to increase member engagement by creating an environment that fosters connections, valuable participation, and purposeful involvement for the enrichment of our members and their businesses.

NOMINATING COMMITTEE

The Nominating Committee is responsible for identifying, evaluating, and nominating qualified candidates for election to the Holstein Association USA board of directors. The committee ensures a fair, transparent, and representative nominations process that supports strong, effective, and diverse leadership for the Association, operating in accordance with Article II, Section 1 of the Holstein Association USA Bylaws.

SHOW COMMITTEE

The Show Committee exists to recommend fair, consistent, and inclusive rules and policies for National Holstein Shows; recommend fair and transparent processes for inclusion on the Holstein Association USA Judges Lists; and to encourage youth involvement and promote consumer confidence in U.S. Registered Holsteins.

JUNIOR ADVISORY COMMITTEE SPOTLIGHT

The Junior Advisory Committee is unique with its combination of youth and adult members. The committee consists of two appointed Holstein Association USA board members, four adult members, and six youth members. Youth members are elected by their peers at the National Junior Forum during the National Holstein Convention. Committee members represent various areas of the country and serve two-year terms.

Junior Advisory Committee members play a key role at the National Holstein Convention, helping execute educational workshops, contests and networking events. Throughout the year, they are ambassadors for Holstein youth programs. At committee meetings, their focus is on providing the best professional and personal development opportunities we can for young dairy enthusiasts.

Aubree Topp from Ohio who just completed a youth term on the committee shares, "I saw serving on the Junior Advisory Committee as an opportunity to learn more about the Holstein Association and how I can play a role in it by giving back. I love the people and experiences I've had so far!"

Be sure to check out the *Holstein Connections* podcast – From Juniors to Leaders. Junior Holstein Association members Jon Chapman, Madison Mowrer, and Madeline Hensel share how their unique experience led them to serve on the Junior Advisory Committee. As young people in the dairy industry, they highlight the positive impact these experiences have had on their personal and professional growth. From the center of the showring with their Registered Holsteins to the center of the dance floor at National Holstein Convention, their time in the Junior Holstein Association has led to memories and connections that will last a lifetime.



JUNIOR ADVISORY COMMITTEE

AREA I YOUTH – Ainsley Sellers, Pennsylvania

AREA II YOUTH – Cayden Bursiek, Ohio

AREA III YOUTH – Madeline Hensel, Wisconsin

AREA IV YOUTH – Jon Chapman, California

AT-LARGE YOUTH – Mykel Mull, California

AT-LARGE YOUTH – Madison Mowrer, Pennsylvania

AREA I ADULT – Elizabeth Cashell, Pennsylvania

AREA II ADULT – Sarah Thomas, Ohio

AREA III ADULT – Joseta Halbur, Wisconsin

AT-LARGE ADULT – Kathryn Osborne Ernst, Wisconsin

BOARD FACILITATOR – Elizabeth Bullard, Maine

BOARD MEMBER – Andy Lenkaitis, Illinois



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BY BREEDERS, FOR BREEDERS

Since its launch in 2019, Holstein Marketplace Sires has provided breeders with a way to market their genetics—without the limitations of restrictive contracts. What began as an effort to meet a member need has evolved into a respected program within the dairy industry. Today, it offers a diverse and growing lineup of sires that serve both domestic and international markets, while remaining firmly rooted in its founding principle: putting breeders first.

What is Holstein Marketplace Sires and why was it created?

The program was designed to give breeders more control over how their bulls are marketed and how profits return to the farm. As restrictive contracts from large A.I. organizations became more common, members turned to Holstein Association USA for an alternative. Holstein Marketplace Sires was the solution: a program where bulls remain owned by their breeders and owners, are marketed through Holstein Association USA's channels, and semen is sold by regional sales representatives nationwide. This ownership model ensures flexibility and that profits return directly to the families who developed the genetics.

How has the program grown?

The program started with just a handful of sires, but demand for contract-free, diverse genetics quickly fueled growth. To date, Holstein Marketplace Sires has marketed 36 bulls representing 33 breeder-owners, with nearly 20 actively marketed at any given time.

The focus has expanded beyond avoiding contracts. Breeders now look to the program for diversity, niche offerings, and pedigrees often unavailable through traditional studs. International distributors in Canada, Germany, and Australia are also helping expand the reach of U.S. Holstein genetics worldwide.

Bulls marketed through the program are being used in advanced breeding programs, including IVF and embryo transfer, ensuring Holstein Marketplace Sires is actively influencing the future of the breed.

What types of bulls are offered?

The lineup is intentionally diverse to meet the needs of every breeder. Whether the goal is type, high production, red and

white, polled, or crossover sires, Holstein Marketplace Sires strives to fill each “bucket” that modern operations demand.

A recent example is 712HO01036 SUNQUEST REDLEA PICASSO-RED, owned by SunQuest Registered Holsteins in Dorr, Michigan. He is the first high-GTPI red and white bull in the program. His addition not only expanded the red and white offering but also highlights the program's commitment to genetic variety.

Holstein Marketplace Sires has become a resource for breeders of all sizes—offering sires that improve functional traits like fertility and health while also providing excitement in the show ring.

Which sires have defined the program?

Several bulls have been instrumental in shaping Holstein Marketplace Sires. A few examples include:

- 712HO01005 OUR-FAVORITE CHARISMA-ET (owned by Our Favorite Holsteins, Fall Creek, WI) – One of the earliest sires, with daughters excelling in the show ring, including a top-five finish at World Dairy Expo.
- 712HO01024 DEWGOOD HIGH CALIBER-ET (owned by Dewgood Holsteins, Oconto, WI) – Upon release was one of the highest GTPI bulls available free of contracts and was widely used in IVF programs.



712HO01005 OUR-FAVORITE CHARISMA-ET Daughter:
GEA Charisma Cuz VG-88, Reuter Dairy Inc., Iowa. 1st Jr. 3 Year Old, Intermediate Champion, and Honorable Mention Grand Champion Wisconsin Summer Championship Show - 2025

- 712HO01018 GOLDEN-OAKS TANGO-RED-ET (owned by Golden Oaks Farm, Wauconda, IL) – A red show bull who brought fresh excitement and whose daughters have already made their mark across the country.

Together, these sires reflect the program's balance of pedigree, performance, and opportunity.

What do breeders gain from participating?

Holstein Marketplace Sires provides clear advantages:

Ownership stays with the owner – decisions for the bulls remain with the families that developed them.

Profits return to the farm – revenues flow directly back to owners.

No contracts – breeders who purchase semen retain full control of how those genetics are used and marketed.

Visibility – bulls are promoted nationwide and internationally through Holstein Association USA's channels.

Participation also gives breeders the reward of seeing their genetics in action. Calves and milking daughters from Holstein Marketplace Sires sires are now appearing in herds across the U.S. and abroad, proving the program's influence in both commercial and show settings.

Who are the sires generating attention today?

Among the current lineup, several bulls are attracting strong interest:

- 712HO01026 HIGHERRANSOM HANK AARON-ET (owned by Pine-Tree Dairy, Marshallville, OH) – A complete crossover sire who combines TPI, type, and production with an elite pedigree.
- 712HO01030 COLDSPRINGS JITTERS-PP-ET (owned by Coldsprings Farms, New Windsor, MD) – The first homozygous polled red carrier in the program, appealing to multiple niche markets.
- 712HO01032 ETGEN-WAY HARDY DOMINION (owned by Etgen-Way, Harrod, OH) – A type-focused sire backed by a 94-point cow family.

These sires illustrate the breadth of options available, from functional commercial sires to show-oriented standouts.

What are the most recent releases?

The summer of 2025 brought three exciting new sires into the program:

- 712HO01035 ESKDALE HULU MR MARVEL-P-ET (owned by Eskdale Dairy, Eskdale, UT) – A 3000+ TPI red carrier, polled sire with outstanding type and production.
- 712HO01034 NEHLS-VALLEY EYECATCHER (owned by Johnathan Heinsohn, Kirkland, IL) – The program's first pure show-type bull, tracing back to the Elegance family.

- 712HO01036 SUNQUEST REDLEA PICASSO-RED (owned by SunQuest Registered Holsteins) – The first high-GTPI red and white sire in the program, tracing back to the Roxy family.

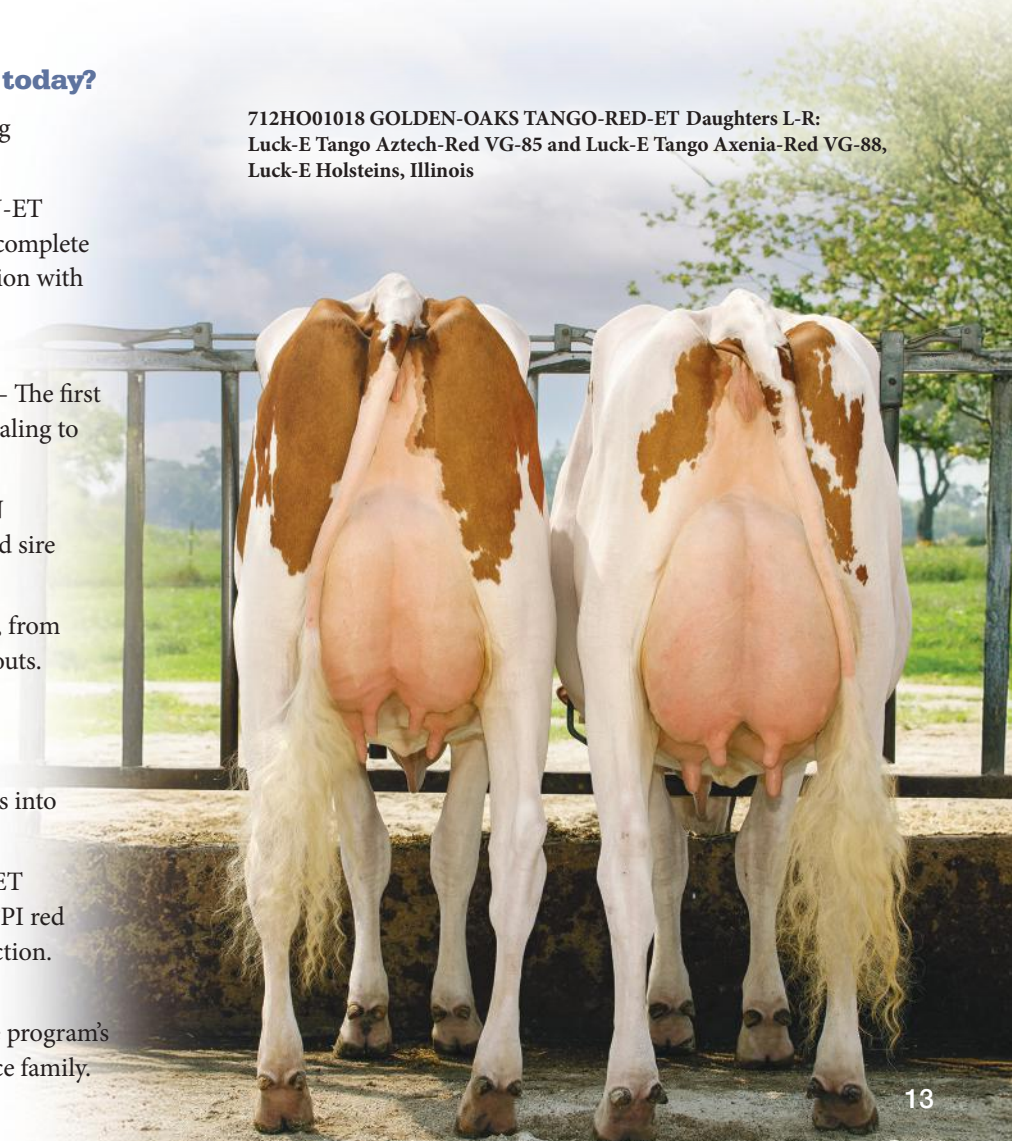
These additions reflect the program's commitment to staying on the leading edge and offering sires for every breeding strategy.

What's next for Holstein Marketplace Sires?

The future of Holstein Marketplace Sires is focused on growth. As daughters from program sires continue to mature, their influence is becoming more visible in commercial herds and in the show ring, showcasing the real-world impact of breeder-owned genetics.

At the same time, the program's core principle remains unchanged: ownership stays with the breeders and owners. This model ensures flexibility, keeps decision-making in their hands, and returns profits directly to the families who bred the bulls. Backed by Holstein Association USA, its sales team, and member-owners across the country, Holstein Marketplace Sires is positioned to continue expanding while staying true to its roots.

712HO01018 GOLDEN-OAKS TANGO-RED-ET Daughters L-R: Luck-E Tango Aztech-Red VG-85 and Luck-E Tango Axenia-Red VG-88, Luck-E Holsteins, Illinois



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Think of the breeders, mentors, or young leaders you know who go above and beyond — **now's your chance to honor them.** Each year, Holstein Association USA recognizes the dairy community's leaders through our prestigious awards:

- **ELITE BREEDER AWARD** – For breeders, families, partnerships, or corporations who have made notable contributions to advancing Registered Holsteins.
- **DISTINGUISHED LEADERSHIP AWARD** – For individuals whose outstanding, unselfish leadership strengthens the Holstein community and the dairy industry.
- **DISTINGUISHED YOUNG HOLSTEIN BREEDER AWARD** – Celebrating the accomplishments of Registered Holstein® breeders ages 21–40. Winners receive travel and lodging to the National Holstein Convention, awards luncheon tickets, and a \$2,000 cash award.

Nominations are open for the **Elite Breeder** and **Distinguished Leadership Award** (eligible for three years after the initial submission), and current Holstein breeders ages 21–40 are encouraged to apply for the **Distinguished Young Holstein Breeder Award**.

Honorees will be recognized at the **2026 National Holstein Convention**, June 22–25 in Orlando, Florida.

Applications and full details are available online at www.holsteinusa.com/awards/individuals.



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— BULLS OFFERED BY BREEDERS, *For Breeders* —



2nd Dam: FLOYDHOLM MC EMOJI-ET EX-95

712H001034 Nehls-Valley

EYECATCHER

Eye Candy x VG-88 Thunderstorm x EX-95 McCutchen

Owned by: Red Carpet Holsteins, Kirkland, IL

+3.34	+2.21	+0.1	+48
PTAT	UDC	CCR	MILK



Dam: VALIANT RBLs MUFFLER-RED-ET EX-91

712H001035 Eskdale Hulu

MR MARVEL-P-ET



Hulu x VG-87 Rubels-Red x VG-87 Luster-P

Owned by: EskDale Dairy, Eskdale, UT

+3005	+714	+2.84	+0.4
GTPI®	MILK	PTAT	DPR



2nd Dam: MORNINGVIEW S PAISLE-RED-ET VG-86

712H001036 Sunquest Redlea

PICASSO-RED



Redlea x GP-81 Figaro x VG-86 Shimmer

Bred & Owned by: SunQuest Registered Holsteins, Dorr, MI

+3135	+1082	+1.12	435621
GTPI	MILK	UDC	aAa



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