

THE PULSE

Summer 2025 • Holstein Association USA, Inc.



U.S. REGISTERED HOLSTEINS®

THE WORLD'S PERFECT COW

THE GOLD STANDARD

President Burket's Address Shared During the Annual Meeting in Saint Louis, Missouri

As I contemplated my remarks for today, I thought to myself, "What do I say to a room full of smart, educated, and successful people? People who have diverse breeding philosophies and management styles, and represent 50 cow Amish farms in Lancaster, Pennsylvania, to 50,000 cow dairies in the desert Southwest."

It's not an easy assignment.

I remember being told by a teacher back in high school, that if ever in question on how to structure a speech, the Gettysburg Address is a good model to follow. Growing up two hours from the Gettysburg Battlefield, most students were required to memorize President Lincoln's eloquent, short, and memorable words from November of 1863. So, I thought I would give it a shot.

Six score and nearly seven years ago, our forefathers brought forth on this continent a new association, conceived by an idea and a plan to develop a Holstein cow, and dedicated to the well-being of all who cherished her.

At that historic meeting of Holstein breeders 139 years ago in Iowa City, Iowa, a vision and a determination that remains relevant today was established. Nearly 23 million registrations later, hundreds of thousands of members, the Holstein breed has surpassed all expectations for production and conformation. Our time-tested brand is known around the world as the gold standard – something we should all be proud of!

Many of you have heard me say, "If you are milking cows, than Holstein Association USA has the programs and services that can positively enhance dairyman's bottom lines."

I want to briefly mention just a few staple services offered by Holstein that each of you deserve credit and recognition for. You, the members, have made them a success.

Of course, registration and identification are our hallmark. Over the past number of years, your Association has registered or identified nearly a half million animals annually.

Participation in our classification program remains steady despite a significant decline in farms. The consistency and uniformity among the classifiers has never been better, and the information they are providing never more valuable.

AgriTech Analytics continues to be a shining star within our association and industry, offering dairyman first class service and cutting-edge technology. Holstein Marketplace Sires was a result of a grass roots suggestion from breeders.

From our Holstein America productions on RFD-TV, social media, *The Pulse* and now *Holstein Connections*, we are communicating our positive message to the dairy world and beyond.

The governance of this association through the committee structure continues to produce positive results for members. This grassroots approach to members having a voice and navigating the direction for the future is most impressive.

The question I have been asked most frequently over the last six months is, "How is the CEO transition going?" I can say unequivocally and speak on behalf of the entire Board of Directors when I say, the transition has thus far been flawless. CEO Lindsey Worden has assumed the role in the most professional and thoughtful manner.

Our focus is the future, and there's no better way to secure the future than by supporting our Junior members to assure them every opportunity possible to achieve their dreams.

It is for certain that the world will little note, nor long remember what "I", say here today, but it can never forget what the Holstein cow did for the world and how she changed it for the better!

We shall never forget that this Holstein Association, of the members, by the members, for the members, shall not perish from the earth.

We are a healthy association, we are a diverse association and we are a financially sound association and everyone is welcome!



A stylized, handwritten signature in black ink that reads "John".

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



 **Scan the QR code to watch
President Burket's full address!**



THE PULSE

Summer 2025 • Holstein Association USA, Inc.

1 Holstein Place, PO Box 808
Brattleboro, VT 05302-0808
800.952.5200 • info@holstein.com
Fax 802.254.8251
www.holsteinusa.com

Editor: Emily Bosch
Graphic Designer: Kayla Strauss



IN THIS ISSUE: The Engel family at Luck-E Holsteins (pictured above) was recognized with the 2025 Elite Breeder Award. Read more about their story on page 10.

ON THE COVER: Holstein Association USA's Distinguished Young Holstein Breeder, Tim Rauhen of Epworth, Iowa, pictured with his family.

BOARD & OFFICERS

PRESIDENT	
John Burket.....	814.239.2260
1321 Polecat Road, East Freedom, PA 16637	
VICE PRESIDENT	
Dwight Rokey.....	785.285.0142
2021 T Road, Sabetha, KS 66534	
CEO/EXECUTIVE SECRETARY	
Lindsey Worden.....	800.952.5200
1 Holstein Place, Brattleboro, VT 05302	
TREASURER	
Barbara McQueen Casna	800.952.5200
1 Holstein Place, Brattleboro, VT 05302	
Joseph C. (Joey) Airosso.....	559.967.5258
P.O. Box 1087, Tipton, CA 93272	
Alfred Brandt.....	573.680.9564
269 Swan Creek Ln., Linn, MO 65051	
Tony Brey.....	920.495.2555
2190 County Road O, Sturgeon Bay, WI 54235	
Elizabeth Bullard.....	207.713.5145
278 Upper St., Turner, ME 04282	
Craig Carncross.....	608.592.2560
W13157 County Road J, Lodi, WI 53555	
Spencer Hackett	320.393.3056
17011 Aspen Rd. NE, Rice, MN 56367	
Paul Haskins.....	419.618.4028
16998 Mishey Rd., Butler, OH 44822	
Dean W. Jackson.....	570.250.8871
4156 Wetona Rd. Columbia Cross Roads, PA 16914	
Jeff King.....	518.791.2876
311 King Road, Schuylerville, NY 12871	
Andy Lenkaitis.....	630.200.8617
6N707 Corron Rd., Saint Charles, IL 60175	
R. Joshua Wright.....	801.404.1627
288S 235W, Jerome, ID 83338	
Scott Yocum.....	859.583.2945
PO Box 265, Salvisa, KY 40372	

IN THIS ISSUE

PRESIDENT'S MESSAGE

2 During his address at National Holstein Convention, President Burket reflects on the strong history of Holstein Association USA while sharing updates about exciting program achievements from the past year.

CEO'S MESSAGE

4 CEO Lindsey Worden shares the meaningful progress Holstein Association USA made across several key initiatives in her State of the Association address. With an eye towards the future, Lindsey also expresses optimism about the opportunities ahead.

ANNUAL MEETING HIGHLIGHTS

7 Holstein Association USA delegates elected new directors during the 139th Annual Meeting. Turn to page 7 for the results and a summary of the Annual Meeting.

AWARD RECIPIENTS HONORED

8 Holstein Association USA recognized the 2025 Distinguished Young Holstein Breeder, Elite Breeder, and Distinguished Leadership award recipients during the Awards Luncheon at National Holstein Convention. Read how each recipient has made a lasting difference on the Holstein breed and Association through their own unique journey and contributions.

PRODUCT & SERVICE SPOTLIGHT: ONLINE TRANSFER SYSTEM

14 Holstein Association USA's online transfer system makes completing transfer applications quick and easy. See how to do it in ten easy steps.

JUNIOR CONTEST RESULTS

16 Junior Holstein members put their dairy knowledge to the test during the 2025 National Junior Holstein Convention. When not competing, almost 300 youth members participated in contests, tours, and workshops while making new friends throughout the event. Here's a look at the contest results.

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.

2024 STATE OF THE ASSOCIATION ADDRESS

Presented at Holstein Association USA's 139th Annual Meeting on June 25, 2025



Mr. President, delegates, members, and guests—good morning! Thank you so much for joining us here in St. Louis for the 139th Holstein Association USA Annual Meeting. It's an honor to stand before you today—and a privilege to lead an organization that has meant so much in my own life, and to generations of Holstein enthusiasts across the country.

As we reflect on 2024, I'm proud to report that Holstein Association USA navigated a year of both challenges and progress with purpose and resilience. While the dairy industry continues to evolve, one thing remains constant: our shared belief in the value of the Registered Holstein® cow—and the people who care for her.

In a fast-moving world, our team stayed focused on delivering value to our members, strengthening our core services, and advancing the mission that's guided this Association for the past 140 years.

While the Annual Report includes full details of our 2024 activities and financials, I want to start by reviewing a few of our core programs.

We welcomed 236 new adult members and 566 new Junior members this past year. These numbers are a reminder that our organization has a bright future, and that future is already here. Junior members continue to bring new energy and dedication, and we're proud to support the next generation of dairy leaders. If you haven't already, I strongly encourage you to take in some of our Junior events during this Convention. I can promise you will leave with a renewed sense of optimism.

The Holstein COMPLETE® program remained a cornerstone of value for many of you. At year's end, we saw a decrease of 4% in both animals and herds compared to 2023. The engagement level remains strong, with COMPLETE herds accounting for 61% of all registrations, 64% of cows classified, 92% of cows enrolled in TriStarSM Premier, and 51% of all Internet Pedigrees issued.

On the identification front, we officially identified 544,438 Holsteins in the herdbook—a 16% increase from 2023.

Registrations decreased 8%, and the Basic ID program saw significant growth, up 10% from the prior year.

We recognize that the shrinking dairy heifer replacement population—driven largely by increased use of beef semen in dairy herds—is influencing participation across several programs. But instead of seeing this as a setback, we see an opportunity to lead. It's an opportunity to double down on demonstrating the value of programs like official identification, which are important regardless of what breed of cattle you have. It is a high priority for our team to get new herds engaged and help existing members make the most of the tools we provide.

We had plenty to celebrate in 2024, with meaningful progress across several key initiatives.

We aired two new episodes of Holstein America on RFD-TV, sharing the inspiring stories of Holstein breeders from across the country. If you haven't had a chance to watch yet, I encourage you to do so—you'll be reminded of just how passionate and dedicated our membership truly is. You can find past episodes on our website and YouTube channel.

Our collaboration with Western Kentucky University and the WKU SmartHolstein Lab continues to thrive as a research and demonstration center for innovation in dairy. This 50-cow Registered Holstein herd in Bowling Green, Kentucky, serves as a testing and development ground for cutting-edge and I'm excited for you to hear more about one of those projects later this morning. We also look forward to welcoming visitors at a field day planned later this year.

In July, we started providing managed services to the U.S. Ayrshire Breeders Association, building on the productive relationships we already enjoy with the Brown Swiss, Guernsey, Milking Shorthorn, and Red and White Dairy Cattle associations. Staff employed by the Holstein Association are now processing registrations, transfers, and memberships for the Ayrshire Association, and supporting all of the organization's day to day functions, in coordination with the ABA board of directors. Anyone who has visited with me over the last several months about my vision for the future of the Holstein Association has probably heard me talk about the value of partnership. Our work with our sister herdbook organizations reflects our belief that collaboration across breeds can strengthen the entire dairy community.

We also reached an exciting milestone with the launch of the MyHolstein Online Tag Store, the first public-facing feature of our Elevation Information Technology Project. This new platform simplifies tag ordering and lays the groundwork

for new ways you will be able to do business with your Association in the future. The feedback so far has been very positive—and we look forward to adding more features in the months ahead. If you haven't checked out the new site yet, I encourage you to do so next time you need to place an order for ear tags!

And let's not forget Holstein Marketplace Sires, which continues to grow and serve breeders looking for diverse genetic options. Thanks to ongoing support from breeders, this program continues to thrive and evolve. We added five new bulls last year, and semen is available through our website or regional sales representatives. From elite index bulls to standout red and white or polled genetics, Marketplace Sires offers something for everyone. We invite breeders to consider submitting bulls for evaluation and inclusion in this member-driven program.

While I'm the one who gets to stand up here and share all the exciting things that are happening, there are talented Holstein team members behind each of these initiatives. From the faces you know, to the voices on the phone, and the team members quietly working behind the scenes, their dedication powers everything we do.

I'm equally grateful to our Board of Directors for their vision, leadership, and steadfast support. Their commitment to the mission of this organization and to the future of the Holstein breed helps ensure that every decision we make reflects the best interests of our members.

To my teammates and our Board members: thank you for your partnership, your belief in our work, and the passion you bring to it every day.

Looking ahead, I continue to feel optimistic about the future of our breed and our Association. In a world hungry for affordable sources of high-quality protein, the Holstein cow is

poised to deliver. What more could you ask for than an animal that grows efficiently, calves early, and produces gallons of high-quality, high-component milk suitable for any market? While she is making that milk, she can also carry a calf who will either go on to be a high-quality Holstein replacement heifer or a valuable calf to enter the beef supply chain. And when her productive career as a dairy cow is complete, her final contribution will be to provide quality lean beef for consumers. With "sustainability" being a buzzword that has been loosely tossed around for years, I don't know what better sustainability story you could write than that of the Holstein cow.

Today's consumers are more mindful than ever about what they eat, and dairy is rising to meet that demand. This shift in consumer behavior aligns perfectly with what the Holstein cow delivers. According to a recent Wall Street Journal article, traditional snack foods are on the decline. In 2024, pretzel and cracker sales were flat, chocolate dropped 5%, and ready-to-eat popcorn fell more than 7%. In contrast, Greek yogurt sales climbed nearly 13%, and cottage cheese rose by almost 12%. Nutrition shakes and meat snacks also saw solid gains—signaling a clear shift toward high-protein, nutrient-dense options.

While genetics and technology continue to shape the future of agriculture, the Holstein cow remains at the heart of progress—delivering results that speak for themselves. In 2024, for the first time ever, our TriStar Lactation 305-day ME average for fat surpassed 1,200 pounds. It was just nine years ago, in 2016, that we crossed the 1,000-pound mark. That's extraordinary progress in less than a decade. We also saw the Protein Average exceed 900 pounds for the first time, while Milk Average reached 28,443 pounds.

At the same time, the importance of official animal identification has never been more evident. With heightened





“Stay engaged and stay proud. Your insights help us improve, your questions push us forward, and your stories bring the Holstein legacy to life.”



concerns about animal diseases—like Foot & Mouth Disease outbreaks abroad and Avian Influenza here at home—and with the demand of elite operations to be able to manage their cows as individuals, accurate and timely animal identification is foundational. It’s not just about traceability; it’s about opportunity. Official ID empowers precision management, supports food safety, and strengthens confidence in the dairy supply chain. This is just one more place where Registered Holstein breeders are leading the way.

As I come to a close, I would be remiss if I didn’t mention the significant milestone in Holstein USA history we marked at the very end of 2024 with the retirement of our longtime CEO, John Meyer, who led Holstein Association USA with vision, integrity, and steadfast commitment for 23 years. Under his leadership, programs like Holstein COMPLETE®, Holstein Marketplace Sires, and the acquisition of AgriTech Analytics became part of our legacy. His impact will be felt for years to come.

One of John’s favorite phrases that is engrained in me is “constant, never ending improvement.” While change over time is inevitable and necessary, I can promise that one thing that will never change is my desire for constant never-ending improvement in the services that we offer for our members, and for the cow that is at the center of all that we do.

As the leader of this organization, I promise to listen, and to keep the best interests of our members and our breed at the heart of everything we do. So, here’s my ask to each of you: stay engaged and stay proud. Your insights help us improve, your questions push us forward, and your stories bring the Holstein legacy to life.

To all our members, partners, and friends gathered here today—thank you for your continued support, and for all you do to promote, protect, and advance the Holstein breed. I look forward to what we’ll accomplish—together—in 2025 and beyond. Thank you.

Lindsey

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



**Scan the QR code to watch
CEO Worden's full address!**

2025 ANNUAL MEETING HIGHLIGHTS



Front row, (L-R): Tony Brey, Joseph C. (Joey) Airoso, Lindsey Worden, Chief Executive Officer/Executive Secretary; John Burket, President; Dwight Rokey, Vice President; Barbara Casna, Chief Financial Officer/Treasurer; Craig Carncross, Alfred Brandt.

Back row, (L-R): Dean W. Jackson, R. Joshua Wright, Paul Haskins, Jeff King, Scott Yocum, Andy Lenkaitis, Spencer Hackett, Elizabeth Bullard.

The Holstein Association USA Board of Directors met June 23, 2025, in St. Louis, Missouri during the 2025 National Holstein Convention. President John Burket chaired the meeting as board members heard updates and reports from committees and Holstein USA staff.

Two members retired from Holstein Association USA's Board of Directors. Robert Webb of Plymouth, Wisconsin retired as Region 5 Director and Bill Genasci, of Modesto, California, retired as Region 9 Director. The retiring board members were recognized for their contributions to Holstein Association USA during a board dinner on June 23 and at the Annual Meeting on June 26.

Holstein Association USA's 139th Annual Meeting commenced Wednesday, June 25th. President John Burket, CEO Lindsey Worden, and CFO/Treasurer Barbara Casna gave reports on Holstein Association USA's 2024 performance. The 2024 Annual Report details the Association's financials and other updates from 2024.

Attendees heard committee reports from the Holstein Association USA Board of Directors, highlighting the work done by various committees throughout the year. The 40-Year Members were also honored, along with the 2024 Herds of Excellence and Star of the Breed. Dr. Jeffrey Bewley announced the Build a Better Cow system - a groundbreaking advancement in dairy cow conformation evaluation. To read more about this project, turn to page 15.

Delegates had the opportunity to ask questions to the 2025 Board of Director candidates on Wednesday afternoon and elections took place on Thursday morning. Re-elected for their second three-year terms on the board were: Region 8 Director R. Joshua Wright of Jerome, Idaho and At Large Director, Jeff King of Schuylerville, New York.

Elected for their first three-year terms on the board were: Joseph C. (Joey) Airoso of Tipton, California, representing Region 9; and Craig Carncross, of Lodi, Wisconsin, representing Region 5. Thank you to all past and current board members for their commitment and service to Holstein Association USA and the Holstein cow.



L-R: Robert Webb of Plymouth, Wisconsin retired as Region 5 Director and Bill Genasci of Modesto, California, retired as Region 9 Director.

PASSION, FOCUS, AND GOOD PEOPLE



L-R: CEO Lindsey Worden, 2025 Distinguished Young Holstein Breeder Tim Rauen, President John Burket.

Embracing technology, staying true to his breeding strategy, and the desire to constantly improve the Registered Holstein® cow have been the driving forces behind the 2025 Distinguished Young Holstein Breeder's path in the dairy industry. His breeding decisions have led to countless cows and bulls that have influenced the Holstein breed on a global scale.

It's easy to see that award recipient Tim Rauen eats, sleeps, and breathes dairy cattle genetics. Ask for his idea of the dream Holstein cow, and he'll answer quickly and confidently with a big smile on his face.

"The dream cow is one we never see or talk about. She stays in the herd and is about 57 or 58 inches tall," Tim elaborates. "She's got plenty of strength and width all the way from the front end to the rear end, and has a really high and wide rear udder with adequate teat placement and size. Then she's able to get pregnant on her first service, calves in with a nice, healthy calf and goes back to work."

The breeder behind numerous chart-topping cows and bulls, Tim's success speaks for itself. However, it's the experiences and people along the way, along with his focus and vision for the future, that set this year's Distinguished Young Holstein Breeder apart.

A STRONG FOUNDATION

Tim's connection to the dairy industry started as a child at his grandparents' and uncle's farm, Farneer Holsteins in Farley, Iowa. It's here Tim learned the ins and outs of dairy farming and started to take an interest in genetics. He also became involved in the Junior Holstein Association, competing in the showring and participating in youth competitions.

"At a young age, the Junior Holstein Association gave me great opportunities," Tim says. "I got started in Dairy Bowl, Dairy Jeopardy, and public speaking, and was involved in a lot of National Holstein Conventions around the country."

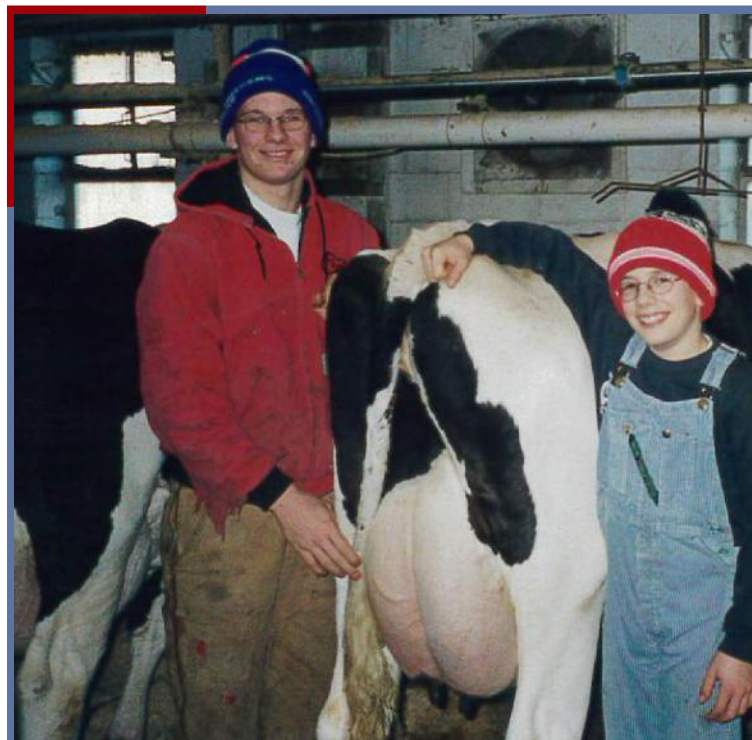
These experiences led Tim to Iowa State University, where he majored in Dairy Science. Tim says his time on campus helped him realize how important technology is and will continue to be in the future.

While at Iowa State, the young Holstein breeder also started building his own herd of Registered Holsteins by investing in heifers backed by multiple generations of Excellent and Very Good dams. Tim gained experience putting together marketing strategies and IVF plans. Ultimately, his decisions led to multiple bull mothers and embryos sold around the world. He's quick to acknowledge those who helped him along the way.

"If I look back on the start of my career and owning registered cattle, it really came down to my uncles allowing me to be a partner in some of the greatest genetics in the world," Tim says. "We had a vision and I had a great support team around me that trusted in my decision making."

Being an early adopter of technology also allowed for faster genetic progress and played a key role in the success of Tim's breeding program.

"When genomics came out, we were investing in some of the highest genomic cattle that had great cow families," Tim recalls. "One of the most recognized was Miss OCD Robust Delicious-ET VG-87, who's still a very impactful cow in the breed 14 years later."



L-R: Bill Rauen, Regancrest-JB Tatum-ET VG-87 DOM (granddaughter of Snow-N Denises Dellia EX-95 GMD DOM) and Tim Rauen.

NEW OPPORTUNITIES

In 2014, Tim became a founding partner in GenoSource. In his role as Directing Manager and Genetics Manager, Tim oversees the day-to-day activities on the farm and manages the breeding program. Today, the 5,000-cow herd is milked in a 90-stall rotary parlor three times per day and averages 96 pounds of milk with 4.6% fat and 3.5% protein.

“If you look back when we first started, we had a lot of goals laid out and a focus of how we were going to achieve those goals,” Tim shares. “I would attribute our success to those focuses. We did not stray too far away from them.”

Tim guides the GenoSource breeding program with an emphasis on production, health, and efficiency traits along with strong maternal bloodlines. He also considers sire stacks and looks at high heritability traits like fat, protein, and type traits, such as udder composite, first. Ultimately, Tim says it comes down to staying focused on breeding a profitable cow and not getting too caught up in numbers or marketing. “You have to be honest and ask yourself: ‘Are these the kind of cows that we want to milk? Are these the kind of cows other people want to milk? Are these the kind of cows we need to multiply?’” he explains.

With the use of IVF and ET technologies, Tim has created an advanced genetic program at GenoSource. He also looks to other dairy industry tools to help manage the herd and market genetics.

“Holstein Association USA is the gold standard for the world. When you start looking at TPI, that formula is known and respected from people around the world when it comes to how they buy their genetics,” Tim says. “What Holstein USA offers, from the EASY program to the Holstein COMPLETE® program, those are all great tools we’ve utilized to build a herd, and from a marketing side, to sell genetics globally.”

Under Tim’s direction, GenoSource markets embryos to numerous countries internationally and continuously supplies bulls to A.I. To Tim, one accomplishment stands out among the rest.

“My greatest achievement on the genetic side is being the breeder of GenoSource Captain, the eight-time number one proven TPI bull,” he says. “That is purely a breeder’s dream come true. There’s no other achievement I’ve had that has topped Captain’s success and what he’s been able to achieve not only for the Holstein breed but for dairy producers around the world.”

Looking ahead, Tim highlights feed efficiency as his next focus for genetic improvement. He recognizes the cost of feed on a dairy’s bottom line and sees how improving feed efficiency in the Holstein breed will lead to better profitability.

BEYOND GENETICS

Tim believes genetics is one of the four cornerstones of dairy herd profitability. He, along with the rest of the team at GenoSource, places emphasis on building a great team of people, providing quality nutrition and forages, and cow comfort.

As the managing director for the partners at GenoSource, Tim helps make future decisions with cow care, sustainability, profitability, and consumer awareness in mind. He says recent projects such as building a methane digester and a new maternity and dry cow barn are good for their cows, employees, and community.

This message of stewardship is one Tim shares with fellow dairy farmers and consumers alike. He enjoys leading tours at GenoSource for international visitors, community members, policymakers, and other dairy farmers.

“They take care of us, so we’ll take care of them,” Tim says. “We want cows to be comfortable, and we want cows to be happy. As an industry, we take great pride in the product we sell, whether it’s milk or genetics, it’s more than just a business.”

Tim also enjoys sharing his passion for the dairy industry with his wife Jennifer and their children, Jada, Jala, Jax, Jace, and Jade, who are starting to show an interest in the farm.

When he’s not spending time on the farm or with his family, Tim is an active Iowa Holstein Association member and is a softball and basketball coach in his community. In everything he does, it’s evident a strong network is important.

“It really comes down to passion, focus, and trying to surround yourself with good people,” Tim says. “That’s really a key formula that I feel my success has built on over the last 25 years. I’ve tried to surround myself with great people, and great people have supported me on the backside.”



L-R: GenoSource Captain, STgenetics bull handler, Juan Moreno and Tim Rauen.

CREATING THEIR OWN LUCK



L-R: CEO Lindsey Worden, 2025 Elite Breeder award winners Joe, Margaret, Beth, Denny, and Matt Engel, and President John Burket.

United by their shared vision for the type of cow they want to breed, brothers Matt and Joe Engel work side by side at Luck-E Holsteins in Hampshire, Illinois. Together, they've excelled in consistently breeding Registered Holsteins® with exceptional production and components, tremendous udders, strength from end to end, and the ability to thrive in any environment.

Luck-E Holsteins was started by their parents, Denny and Beth Engel, over 50 years ago. The couple bought their first Registered Holstein cow as a wedding gift to each other. Today, the farm is known worldwide for their elite genetics, as Matt and Joe continue to carry out the legacy started by their parents.

"We are blessed with the most amazing and supportive parents ever," Matt says. "Basically, if we had a dream, they never stood in the way. They just said, 'you can do it.'"

Intertwining the use of genetic technology and pedigrees, the Engel family has bred and marketed Registered Holstein cows with global influence. Denny and Beth, Matt, and Joe and Margaret Engel of Luck-E Holsteins were recognized with Holstein Association USA's

2025 Elite Breeder award at the recent National Holstein Convention in St. Louis, Missouri.

STARTING AT HOME

Growing up alongside their three older brothers, Matt and Joe took an early interest in dairy and showing. Meanwhile, their parents continue to develop the farm. Denny began assembling a handpicked herd of Registered Holsteins and became an early adopter of embryo transfer in the late 1970s to further Luck-E's genetics.

"I came home from the University of Wisconsin-Madison's Farm and Industry Short Course program in 1992, three years later we put up our first freestall barn," Matt recalls. Impressed with the cow comfort provided by the sand bedded freestall barn, they put up their second freestall barn when Joe returned to the farm several years later.

Matt and Joe concentrate on breeding cows with extreme width throughout, high-quality udders, high components, and superior health traits. They have steadily incorporated red, polled, and A2A2 genetics into the herd, which is now about eighty percent red or red carrier.

"When we do a mating, we don't think about, 'what's the grand slam,'" Joe says. "For as long as I can remember, we always think, 'what is the worst possible outcome of this mating?'"

To achieve their genetic goals, the brothers pair their knowledge of cow families and sire stacks with genomics. They utilize IVF technology to enhance their marketing and breeding strategies. Accurate classification scores and keeping pace with how cow families and bulls transmit also help them make breeding decisions.

"You have to actually see the cows yourself and be willing travel," Matt explains. "If you can't travel, social media is great. We get to see pictures of everyone's cows and pay close attention to see what the animals look like and how families are transmitting."

While it's helpful to see cows in other herds, Matt and Joe focus on breeding cows that work for them. The type of cows found at Luck-E Holsteins fit their slogan – "real cows competing in real conditions."

GOING GLOBAL

One of the most famous cows from the Luck-E herd is Luck-E-Advent Asia-ET EX-94 2E. Named Holstein International's 2020 Red Impact Cow, Asia has 41 Excellent daughters, including six scored 94 points. Her influence is felt both at Luck-E Holsteins and on a global scale.

"Probably the reason Asia was such a great brood cow and respected around the world was because she was a cow that was an ideal stature with an udder ahead of her time," Joe says. "She could literally go to any type of facility and do well. She had tremendous width of chest and openness of barrel."

Asia also has notable offspring, including son Luck-E Advent Awesome-Red, and daughter Luck-E McGucci Afro EX-94. Afro has gone on to be another foundational brood cow for the Luck-E herd



Luck-E McGucci Afro EX-94, daughter of Luck-E Advent Asia-ET EX-94 2E



and has 26 Excellent daughters, 14 daughters scored Very Good-88 or Very Good-89 as two-year-old cows, and several sons and grandsons in A.I.

Asia's dam, Luck-E-Blitz Australia VG-87 was the highest index daughter of Fustead Emory Blitz and drew many international visitors to the farm. The "A" family traces back to a cow Matt bought when he was 15 years old, Hart-Lyn Starbuck Ashley EX-94.

Another influential cow family in the Luck-E herd is the "K" family, which traces back to Hyatt Kay, a cow Denny bought at the World Premiere Sale at World Dairy Expo in 1981.

"Our first 94-point cows came out of that family and the first really good show cow I had growing up, Luck-E Royal Klassy," Joe remembers. "Klassy gave me my passion for showing and type."

Luck-E-Advent Kandie-Red EX-95 2E 96MS is another well-known cow from the family. Kandie was named Senior Champion, Best Udder, Champion Bred and Owned, and Reserve Grand Champion at the International Red and White Show in 2014.

"When Kandie was Senior Champion at Madison, that was my first milking cow to be a champion at World Dairy Expo," Matt says. "I remember the flood of emotions and what you go through as a farmer, a breeder, and a caretaker to get to that point to have it finally come to fruition."

Luck-E Linjet Twizzle EX-95 is another cow from Luck-E that has drawn international interest. While headline cows like these have put Luck-E Holsteins on the map, the herd has quality cows all the way through.

"I've been doing a little research, and of all the cows we've bred in the last 25 years, one in three are Excellent," Joe shares. "That gets back to not wanting the bottom end, and then the good ones will come."

SHARING THE LUCK

The herd is impressive on many levels, with over 650 Excellent cows carrying the Luck-E prefix, including two Excellent-96, five Excellent-95, and 55 Excellent-94 cows, 18 Gold Medal Dams and 27 Dams of Merit to date, and current heifer genomics averaging +2444 GTPI and +2.58 PTA type.

Equally impressive is Matt and Joe's ability to market Luck-E genetics. In addition to successful sales domestically, they've exported over 1,000 embryos to the United Kingdom, Europe, Australia, Japan, and beyond.

"For us, the best part about having Registered Holsteins is the fact that you can sell something and see it do well either in a foreign country, or at home," Matt says.

"My favorite two things about genetics are the challenge of breeding the next good one, and then as soon as I get her, I'm cool with selling her and then watching her do well for someone else," Joe adds.

Genetics from the Luck-E herd can also be found at high-profile shows throughout the world. Whether exhibiting themselves or watching animals they've bred do well for others, Matt and Joe enjoy attending.

"Everyone in our family is like a sponge when you get to a show, just soaking up what's going on and catching up," Matt says. "Then there's obviously the competition and the comparison to see how your genetics are doing and what to learn."

The brothers are generous in sharing their time and knowledge. Luck-E Holsteins offers an internship program on the farm and has hosted many international interns. The farm is also a popular destination for farm tours, which present a learning opportunity for everyone.

"It's great visiting with people who tour, and it helps you keep in touch with what you need to be making for their market," Joe says. "It's fun talking to other people who are as passionate about genetics as you are. That's something I've always enjoyed."

As Matt and Joe work on the farm or prepare animals for a show, they often recall the skills and knowledge gained from their mentors. Now, they're working on paying it forward.

"We've been really blessed to have a good start. We had wonderful mentors at the farm and at shows like Bill Beghorn, and we try to be mentors for the next generation," Matt says. "If we can help you, we will, because so many people did it for us and we'll never be able to repay that. So, we're at least going to try."

Luck-E-Advent Asia-ET EX-94 2E,
Holstein International Red Impact Cow 2020



IT'S NOT JUST THE COWS, IT'S THE PEOPLE



L-R: CEO Lindsey Worden, 2025 Distinguished Leadership award winner Tom Morris, and President John Burket.

Auctioneer. Mentor. Registered Holstein Breeder. Coach. Publisher. Teacher. Volunteer. Showman. The 2025 Distinguished Leadership award recipient has worn many hats in the dairy industry over the years. Through his numerous roles, one thing remained constant – Tom Morris has approached them all with dedication, service, and a genuine appreciation for the people in the dairy industry.

From adding the sizzle to high-profile sales like the World Classic to breeding his own herd of elite Registered Holsteins® and creating the Cattle Connection, Tom has been a trailblazer in several aspects of the industry. He leads with an example of integrity, honesty, and fairness in all he does.

“I’m certainly honored and humbled to join the list that have gone before me with the Distinguished Leadership award,” Tom says. “Certainly, a lot of them on the list were my mentors as I read down through them.”

WHERE IT ALL BEGAN

Tom’s interest in the Registered Holstein business started on his family’s southeast Wisconsin farm, Arwyn Farms, owned and operated by his father and uncle. They had a nice herd of cattle and often sent animals to shows with nearby Pabst Farms.

“We were only four or five miles away from Pabst Farms, which was a very world-renowned Holstein breeding establishment at that time, not just show cattle, but breeding good cattle and exporting bulls around the world,” Tom says.

As he continued to grow, Tom dove into 4-H and FFA, and became an accomplished showman, fitter, and dairy cattle judge.

“I caught the bug early in life, showing at the county fair and junior state fair in Wisconsin was a big deal,” he recalls.

Tom attended the University of Wisconsin-Madison to study Dairy Science. While in college, he was a member of the Dairy Judging team and was named high individual of the 1971 World Dairy Expo Intercollegiate Dairy Judging Contest.

As a student, Tom also found time for showing and fitting dairy cattle throughout the country. He looks back at his college years fondly and values the friendships, knowledge, and connections he gained.

“The University of Wisconsin-Madison was full of people who were really into Registered Holsteins and breeding cattle. It was a great time to be there,” Tom says. “And of course, World Dairy Expo, a new show, was just starting across town.”

Tom attended the first World Dairy Expo in 1967 and hasn’t missed one since. He’s remained highly involved in World Dairy Expo by serving as chair of the Dairy Cattle Exhibitors Committee, as an Executive Committee member, and Vice President of the Board of Directors.

COWS AND CLASSROOMS

After graduating college in 1972, Tom took a position at Northwoods Technical College in New Richmond, Wisconsin. He joined two other young instructors and started the nine-month dairy herdsman program from the ground up.

“The program just really, really took off. We had inquiries and students from pretty much all the way across the United States and up into Canada,” Tom shares. “It became a really unique program for several years.”

As part of the program, every student also lived and worked on a local dairy farm. Tom says it’s rewarding to see the positive impact students he taught have had on the dairy industry in the years since.

In 1977, Tom and his wife Sandy established their own farm, Deronda Farm. Tom continued as a part-time instructor at Northwoods Technical College while building a select herd of Registered Holsteins with his family. The farm became the home base for Tom, Sandy and their children Moriah and Adam.

They concentrated on showing and merchandising Registered Holsteins and exported cattle to Latin America, Western Europe, and Japan. In a dozen years, they developed more than 200 Excellent cows and conducted three complete herd dispersals.

“The neat thing about the dispersals, all three of them ranked as the top sales of the breed in the country for those years,” Tom recalls. “What really made it go was the herdsmen and the foreign trainees who made our dreams come true.”

Today, Tom and Sandy remain involved by owning show cattle boarded across the country or with partners.

BRINGING HIS A-GAME

Throughout his time as a college instructor and Registered Holstein breeder, Tom worked as an associate with Alvin R. Piper's International Holstein Sales. This spurred his interest in auctioneering, and in 1982, he formed Tom Morris Ltd., a sale management business.

After partnering with Jim Hoskens Ltd. for the first few years, Tom and Sandy went on to manage over 500 Holstein auctions from coast to coast. This includes nine National Holstein Convention sales and 35 World Classic Sales at World Dairy Expo. Tom says the keys to a successful sale are preparation, organization, and surrounding yourself with a talented team of people.

"Good sales don't just happen, they're managed. That's a byline we used for years," Tom says.

"There are so many things that need to be done between start and finish. They all must be done completely and correctly. It really takes a lot of people working together."

Tom has served as an auctioneer in nearly 40 states, as well as Canada and Europe. He recognizes the significance a sale can hold for breeders, especially when they've dedicated their livelihood to dairy farming.

"You've got to be on your A-game every time you auctioneer, be it selling one or two at a consignment sale for a breeder, or when a family invests their lifetime of work and their retirement in your hands," Tom says. "It's extremely rewarding to have a successful sale for people, particularly when you're selling the entire herd of cattle. That's what it really is about."

Always in tune to marketing and merchandising dairy cattle, Tom and Sandy took their experiences advertising in the sale business to launch the Cattle Connection in 1990.

"I thought, why can't we have something to connect buyers and sellers, that's a fast, low-cost, no-nonsense communication sent on a monthly basis," Tom shares. "It was really a dream for me personally, but once again, it's a team deal. It took a lot of people working together."

The free dairy industry publication grew rapidly and continues to provide dairy farmers with an economical way to advertise. After 32 successful and rewarding years under Tom's guidance, the Cattle Connection was sold to Holstein International in 2021.

GIVING BACK

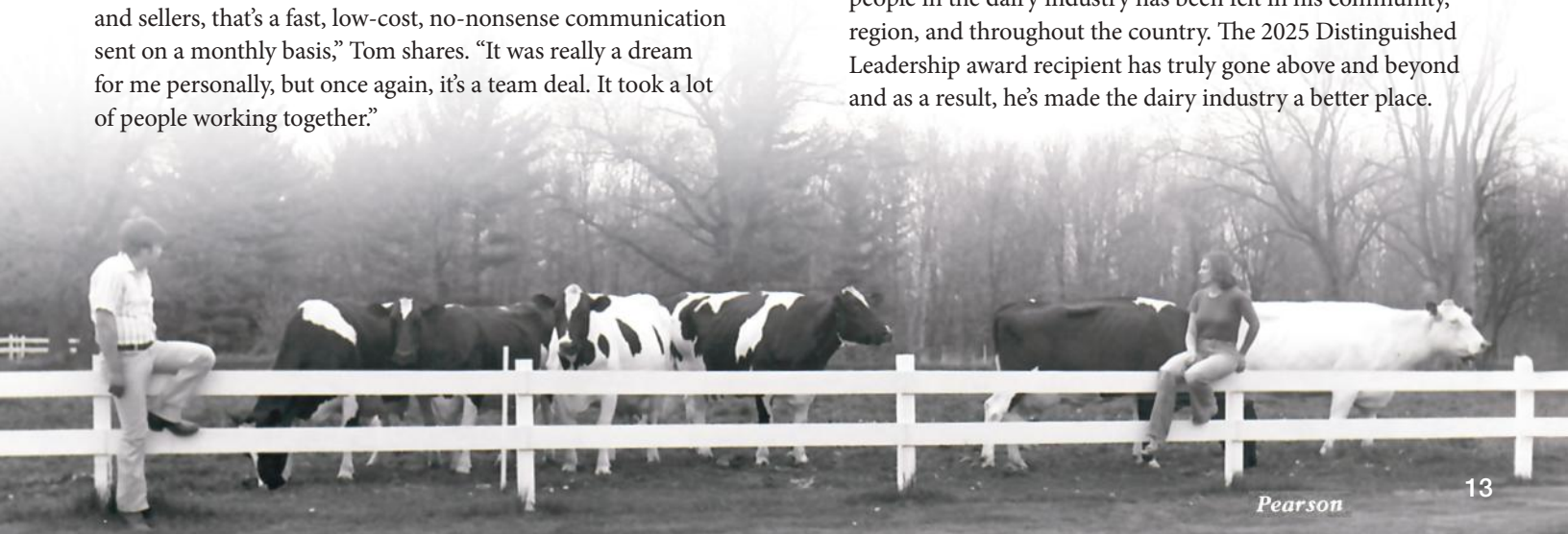
Through his different careers and business ventures, helping others in the dairy community thrive remains at the heart of it all. Tom has mentored countless students, sale managers, editors, fitters, herdsmen, and neighbor kids who have gone on to have a wide variety of careers in agriculture.

"I've always thought the greatest national resource we have is the next generation," Tom says. "We've been involved with a lot of different youth organizations, whether it be youth dairy programs, World Dairy Expo, coaching judging teams, or the local school and athletic events. We try to support them and encourage them to be all they can be. That's always been very important to our family."

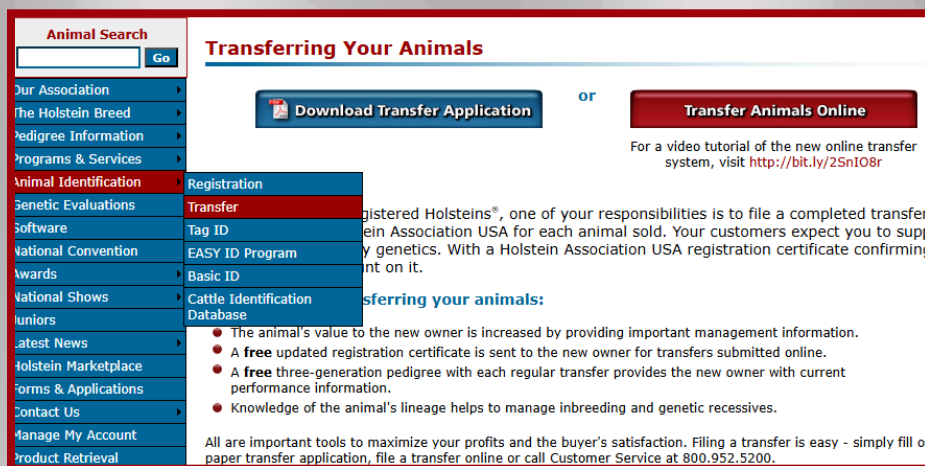
Tom has offered his mentorship in numerous ways, from judging dairy cattle shows to helping college dairy clubs conduct sales. He spearheaded the creation of the Merle Howard award at World Dairy Expo, which is presented to a top junior exhibitor each year. Additionally, Tom has generously offered his auctioneering skills at the Polk County Fair Junior Livestock Sale for the past 50 years and cites it as his favorite auction of the year.

With involvement across a wide array of facets in the Registered Holstein business, Tom's engagement in Holstein Association USA was a natural fit. Over the years, he's served on numerous committees in the Wisconsin Holstein Association and has been a delegate to the National Holstein Convention many times. He also served on the Holstein Foundation Board of Trustees, an experience that's come full circle now that his grandchildren are competing in Holstein Foundation programs.

Tom's commitment to the Registered Holstein cow and the people in the dairy industry has been felt in his community, region, and throughout the country. The 2025 Distinguished Leadership award recipient has truly gone above and beyond and as a result, he's made the dairy industry a better place.



ONLINE TRANSFER SYSTEM



Completing a transfer application with Holstein Association USA is the responsibility of anyone selling U.S. Registered Holsteins®. This ensures the buyer receives important management information for genetic progress, managing inbreeding and genetic recessives, and more, while increasing the value of the animal. The Online Transfer System makes this process fast and easy.

How to use the Online Transfer System in 10 Steps:

- 1. Navigate to the Transfer page and click the "Transfer Animals Online" button**
- 2. Log into your Holstein Association USA account when prompted**
- 3. Click the "add animal" button**
- 4. Click on the transfer type**
 - Click on the "rush service requested" box if you would like the transfer rushed
- 5. Click "Find Animal"**
 - If the animal is Registered or has a Basic ID, the name and birth date will be found automatically
- 6. Provide special requests as desired**
 - If the animal has a Basic ID, you can choose to upgrade the animal to registered at this time
 - If you would like to request a name change, click the corresponding box and submit requested name change
- 7. Add breeding information for the animal**
- 8. Select the buyer dropdown and click "add new buyer"**
 - Enter the buyer's account number information if known and confirm the correct buyer has been found
 - If not known, add the buyer name, address, and contact information
- 9. Add the email address you would like to receive confirmation at and select your desired communication method for any follow up questions**
- 10. Acknowledge you are an authorized party and click "Submit"**



Transfer Registered Holsteins online today by scanning the QR code or by visiting www.holsteinusa.com/animal_id/transfer.html

BUILD A BETTER COW SYSTEM UNVEILED

Dr. Jeffrey Bewley publicly introduced the Build a Better Cow system – a groundbreaking advancement in dairy cow conformation evaluation, during Holstein Association USA's Annual Meeting. The research and development project, led by Holstein Association USA, collects volumes of objective phenotypic conformation data using 3D cameras on Holstein cows as they flow normally through the milking parlor exit.

Artificial intelligence algorithms are applied to the video captured and quantified trait values that tie back to the individual cow are calculated. The system measures 26 traits including body condition score, locomotion indicators, and linear conformation traits. Currently operating on three dairy farms, a patent has been applied for while further development continues. The long-term goal in collecting this data is to build a better, more efficient Holstein cow population.

To learn more about the Build a Better Cow system or share ideas, contact Dr. Jeffrey Bewley at jbewley@holstein.com.



AUGUST 2025 GENETIC EVALUATION UPDATES

NEW TRAIT: MILKING SPEED

The Council on Dairy Cattle Breeding (CDCB) recently announced the new trait for Milking Speed (MSPD) will be included in the August 2025 genetic evaluations. The trait is expressed as the average pounds of milk an animal's offspring will give per minute in a conventional milking system. The Holstein breed average for MSPD is 7 pounds per minute.

Milking Speed is a trait evaluated in several breeds internationally; however, most current national evaluations utilize subjective scoring. The new MSPD trait developed by CDCB and research partners eliminates the human factor in scoring by collecting the necessary data through in-line sensor technology from parlor systems.

CALVING EASE BASE CHANGE

On August 12, 2025, calving traits calculated by CDCB will undergo both a phenotypic and genetic base change. This comes after the routine five-year base change was delayed for the April 2025 evaluations following unanticipated results. Further investigation has validated the initial calculations.

In the calving ease and stillbirth evaluations, a sire-maternal grandsire threshold model is used. The PTAs are expressed as probabilities or frequencies of difficult calvings (or stillbirth), and their base are set to reflect average observed incidences in the base population. This is different than most traits, where the base is set for the average cow in the base population to be zero PTA. Calving difficulty (or stillbirth) observed on the farm is a combination of genetics (which we aim to improve through selection) and environment (management factors such as feeding and gestation practices).

The combined effect of the genetic and phenotypic base changes will result in a reduction in PTAs (indicating easier calvings) of approximately 0.8% in Holsteins.



Scan the QR code or visit
www.uscdcb.com
for more details.

YOUTH ACHIEVEMENTS HIGHLIGHTED AT NATIONAL JUNIOR HOLSTEIN CONVENTION



DISTINGUISHED JUNIOR MEMBER FINALISTS

(Back row L-R): Delana Erbsen, Lanark, Illinois; Evan Hathaway, Barneveld, Wisconsin; Alexis Hoefs, New Prague, Minnesota.
(Front row L-R): Brianna Meyer, Chilton, Wisconsin; Rachel Craun, Bridgewater, Virginia; Lauren Breunig, Sauk City, Wisconsin.



YOUNG DISTINGUISHED JUNIOR MEMBER FINALISTS

(Back row L-R): Elyse Mead, Biglerville, Pennsylvania; Chloe Chapman, Keyes, California; Gavin Carncross, Lodi, Wisconsin; Justin Brandel, Lake Mills, Wisconsin; Grant Yoder, Belleville, Pennsylvania.

(Front row L-R): Olivia VanEvera, Cobleskill, New York; Hannah Scott, Westgate, Iowa; Abby Meyer, Chilton, Wisconsin.



JUNIOR ADVISORY COMMITTEE

The 2025 Junior Advisory Committee youth representatives are (L-R): Ainsley Sellers (Area I), Madison Mowrer (At Large), Cayden Bursiek (Area II), Jon Chapman (Area IV), Mykel Mull (At Large), and Madeline Hensel (Area III).



DAIRY JEOPARDY WINNERS

The Robert McComb Grassmoor Farm Award is presented to the first place finishers in each division of Dairy Jeopardy competition. Pictured (L-R) Rachel Craun, Virginia (Senior Division), Atley Shafer, Maryland, (Intermediate division), and Abigail Freier, New York (Junior Division).



SENIOR DAIRY BOWL CHAMPIONS

New York took home the championship title in the Senior Dairy Bowl competition. The awards were sponsored by Dairy Management Inc. and presented by Nate Janssen (pictured left). Team members included (L-R) Bennett Dunstan, William Andrew, Calvin Keller and Kayla Dunstan. Placing second was the team from Pennsylvania.



JUNIOR DAIRY BOWL CHAMPIONS

The winning Junior Wisconsin team included members (L-R) Audrey Zirbel, Ian Brick, Evan Brey and Alivia Wiese. The awards were sponsored by Dairy Management Inc. and presented by Nate Janssen (pictured left). The team from California earned the second place title in the Junior division.



J. GEORGE AND ANNA SMITH SPORTSMANSHIP AWARD SENIOR DIVISION

Iowa receives the senior division sportsmanship award. Pictured above (L-R): Hannah Scott, Madalynn Arnold, Leo Hammerand, and Natalie Hamlett.



J. GEORGE AND ANNA SMITH SPORTSMANSHIP AWARD JUNIOR DIVISION

Taking home the win in the Junior division is the team from Utah. Pictured above (L-R): Kaislee Walker, Maggie Buttars, Makenna Styler, and assistant coach Amy Buttars.



DAIRY KNOWLEDGE EXAM SENIOR DIVISION

Pictured above (L-R): Hayley Daubert, second place, Virginia; Ethan Palmer, first place, Iowa; Rachel Craun, third place, Virginia.



DAIRY KNOWLEDGE EXAM JUNIOR DIVISION

Pictured above (L-R): Fernando Valadao, first place, California; Trent Greenfield, second place, New York; Caleb Rocha, third place, California.



PREPARED PUBLIC SPEAKING JUNIOR DIVISION

Pictured above (L-R): Brynley Bossard, first place, New York; Sedona Sifford, third place, Virginia; Seth Peiffer, second place, Pennsylvania.



PREPARED PUBLIC SPEAKING INTERMEDIATE DIVISION

Pictured above (L-R): Abby Meyer, second place, Wisconsin; Logan Harbaugh, third place, Wisconsin; and Chloe Chapman, first place, California.



PREPARED PUBLIC SPEAKING SENIOR DIVISION

Pictured above (L-R): Gabriella Taylor, third place, New York; Brianna Meyer, second place, Wisconsin; and Sarah Craun, first place, Virginia.



EXTEMPORANEOUS SPEAKING SENIOR DIVISION

Pictured above (L-R): Heather Hodges, third place, California; Case Melzer, first place, Missouri; and Aubree Topp, second place, Ohio.

FOLDING DISPLAY CONTEST

Scientific Division Junior

First place: Bricyn Kurth, Minnesota
Second place: Andrea Hix, Pennsylvania
Third place: Violet Mendez, California

Scientific Division Intermediate

First place: Amy Adolphsen, Washington
Second place: Lydia Kaverman, Ohio
Third place: Abby Brown, Pennsylvania

Scientific Division Senior

First place: Sophie Griswold, Pennsylvania
Second place: Carlee Roell, New Jersey
Third place: Faith Wolfe, Pennsylvania

NHWSO AWARDS SCHOLARSHIPS

Four Junior Holstein members were awarded scholarships by the National Holstein Women's Scholarship Organization (NHWSO) during the National Junior Holstein Convention. Madeline Hensel, Wisconsin, received the \$5,000 scholarship and Lauren Breuning, Wisconsin, Rachel Craun, Virginia, and Elaina Lahmers, Ohio all received \$2,000 scholarships.

FOLDING DISPLAY CONTEST

Creative Division Junior

First place: Carson Rauen, Iowa
Second place: Hailey Zook, Pennsylvania
Third place: Ashtyn Gehringer, Pennsylvania

Creative Division Intermediate

First place: Charlotte Quick, Pennsylvania
Second place: Brinkley Burdette, Pennsylvania
Third place: Suzanna Oesch, Michigan

Creative Division Senior

First place: Elaina Lahmers, Ohio
Second place: Casey Zirk, Pennsylvania
Third place: Carlee Roell, New Jersey

GEORGE MILLER MEMORIAL SCHOLARSHIP

Lauren Breuning, Wisconsin

RAYMOND LEBLANC MEMORIAL SCHOLARSHIP

Brianna Meyer, Wisconsin

DIGITAL SCRAPBOOK

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

BANNER CONTEST

First place: California
Second place: Ohio
Third place: Pennsylvania

MISSION MEMBERSHIP

One state is recognized each year for increasing their membership. The honor is calculated on a percentage increase from January 1 to June 1 of the convention year. Ohio and Wisconsin tied for the honor in 2025.



2025 NATIONAL HOLSTEIN CONVENTION INTERN

Holstein Association USA welcomed Shelby Swanson to Team Holstein as the 2025 National Holstein Convention intern for a couple weeks this summer. Shelby is a Junior Holstein Association member and current student at the University of Minnesota. She assisted the communications team with photography, social media, writing, and general event planning, helping to enhance our coverage of National Holstein Convention.



FIND A QUALIFIED DAIRY CATTLE JUDGE

WITH HOLSTEIN ASSOCIATION USA'S JUDGES LISTS

The Judges Lists are a great resource to find the perfect judge for upcoming shows, no matter the size.

NATIONAL JUDGES LIST: To qualify for the National Judges List, applicants must have served as the lead judge at a State or higher-level Holstein show within the past 10 years.

APPROVED JUDGES LIST: The approved list features individuals who have attended a Judges Conference within the last five years and received a satisfactory evaluation.

The lists will be updated on the Holstein Association USA website in August.

Scan the QR code to learn more or view the Judges Lists.



LISTEN TO HOLSTEIN ASSOCIATION USA'S NEW PODCAST!



HOLSTEIN CONNECTIONS

BY HOLSTEIN ASSOCIATION USA

AVAILABLE ON



Scan the QR code to listen to the latest episode directly on our website





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



GET MORE VALUE WITH CONTRACT CLASSIFICATION

Enroll by
November 1, 2025
to be scheduled for
contract classification
in 2026!

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 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.