



Holstein Association USA, Inc. 2019 State of the Association

Prepared for HAUSA's Report at State Holstein Association Meetings

Your Holstein Association staff accomplished a lot in 2019 on behalf of membership.

Holstein Marketplace Sires

In January, we launched Holstein Marketplace Sires, a new component of the Holstein Marketplace. The service assists Holstein breeders in marketing semen from their bulls to other dairy cattle breeders. Under the program, the bull owners retain ownership of their bulls, and Holstein Marketplace Sires provides the vehicle for the semen to be sold.

Holstein America

Holstein America returned to RFD TV in 2019. We produced two, one-hour episodes, one of which aired on February 7th and the second on September 26th. The programs highlight some of the Association's members who provide dairy protein for the world. Your Holstein Association has become the voice and face of the United States dairy community. Most weeks we have national news bites focusing on the dairy industry, the Holstein cow, our members, and other dairy industry leaders and experts on RFD TV, and National Association of Farm Broadcast radio stations across the country. If you, or the general public hear or see dairy stories on the radio or national television, you can be assured the vast majority of those messages come from us.

All-National Showcase Award

In March, we announced a new award recognizing U.S. Registered Holstein® cows and their owners for exceptional performance at National Holstein Shows. The All-National Showcase Program is designed to add value to Registered Holstein® cattle and reward their participation in National Shows.

Judges Conference

In March, the Judges Conference was held in Columbus, Ohio, in conjunction with the Mid-East Spring National Holstein Show. Fifty-five individuals attended from 13 states, Canada, and Ireland. Compared to the previous year, there were 13 more individuals, six more states, and one more country represented. National Show Judges Conferences are open to anyone 22 years of age or older who is interested in judging Holsteins and/or applying to be included on a Holstein Association USA Judges List.

HOLSim™ American Beef Program

On April 11th the Holstein Association and the American Simmental Association announced the formation of the HOLSim™ branded beef program. This new initiative identifies elite SimAngus™ bulls with specific production attributes as mating solutions for dairy farmers who breed some of their herd to beef. The program's objective is threefold: to provide additional revenue to dairy producers through the production of value-added terminal calves; to offer new marketing avenues for progressive beef seedstock operations; and to offer a consistent supply of highquality calves better situated to capture market premiums.

Red Book Plus™ Online

We launched our new Red Book Plus™ Online service in August, a web-based bull search and information program. Users like you can quickly and easily find comprehensive information on Holstein bulls, build and save tailored lists based on criteria that is important to you, and create customized selection indexes to rank bulls.

Holstein convention, awards, and junior activities

The Association's 134th Annual Meeting was highly successful. The event took place in Appleton, Wisconsin in late June. We worked with Zoetis in co-sponsoring a genetics conference. Topics centered on what we know about genetics today, and what we need to know about it in the future. We were able to attract many attendees, who had never been to a Holstein convention previously.

While in Appleton, we honored three Holstein leaders and presented the Star of the Breed award. David Bachmann of Sheboygan, Wisconsin was the 2019 Elite Breeder. The Distinguished Leadership award was bestowed upon George Miller of Columbus, Ohio. Sheri Regan-Danhof of Waukon, Iowa, received the prestigious 2019 Distinguished Young Holstein Breeder award.

The Star of the Breed award went to T-Triple-T Platinum-ET, owned by Triple-T Holsteins, North Lewisburg, Ohio, in partnership with Aaron R. Eaton, Syracuse, New York, and Bradley R. Murphy, Parish, New York.

Last year, we presented 16 Registered Holstein® breeders with the Herd of Excellence award. This award, introduced in 2008, honors dairy cattle breeders who have bred and managed Holstein cattle that consistently perform at the highest levels in terms of production and type.

Thirty Junior and Senior Dairy Bowl teams, representing 22 states competed during the annual convention in Wisconsin. Youth from California earned the Senior Division Dairy Bowl title and the New York team won the Junior Division.

Additionally, 74 youth from 20 states participated in Dairy Jeopardy. The junior activities are always a highlight of our convention.

Your Holstein Association recognized 357 Holstein cows as National Elite Performers™ and 351 cows as Regional Elite Performers™. The Elite Performer award, established in 2014, distinguishes superior Registered Holstein® cows that have demonstrated a profitable combination of high production, sound conformation, and longevity.

Member Activity

As you know better than anyone, 2019 was a difficult year for so many of our members due to sustained low milk prices. For example, in Wisconsin, the Association's largest state in terms of membership lost 818 dairy farms.

According to the latest numbers from the Wisconsin Department of Agriculture Trade and Consumer Protection, that loss represents 10 percent of Wisconsin's dairy herds. The number of herds going out of business in other states mirrored Wisconsin's numbers.

Correspondingly, while member activity was healthy in the Association's programs, we didn't break records like we had in previous years, and the Association's financials reflect that.

Animals Identified

In 2019, you officially identified 693,266 Holsteins! This is the third highest number of animals the Holstein Association has identified in its history.

Transfers

We transferred 40,056 animals in 2019.

Holstein classifiers evaluated 187,242 Holsteins in 3,281 herds in its regular classification program. Additionally, they classified 37,236 head in 1,681 herds in our Sire Evaluation for Type or SET Program. All of those numbers are lower than they were in 2018.

Holstein COMPLETE

A total of 346,890 animals in 1,451 herds were enrolled our marquee program, Holstein COMPLETE®. While those numbers are down slightly from the year before, it's obvious; members find lots of value in this packaged program.

Holstein Association USA Research Grant Program

A three-year genetics research project, as proposed by Dr. Anna C. Denicol, from the University of California-Davis, was awarded funding by the Holstein Association Board of Directors. This project requires funding of \$232,415 to cover the multi-year research, and focuses on, "Breeding Holstein cows for heat tolerance using the slick hair gene."

Members

We welcomed 686 new junior members and 284 new adult members to the Association in 2019. While neither of those numbers is higher than 2018, it is understandable given the number of dairies that exited the business last year.

AgriTech Analytics (ATA)

2019 was a spectacular one for our dairy records processing division, AgriTech Analytics, as we processed records on 989,419 cows in 516 herds! That is the highest number of records we've processed in the last 12 years! ATA continues to be a shining star! Elevation Progress continues to be made on our multi-year Elevation IT project. The registration components programming is underway. We are building data migration processes for the communication between the new and old systems. The tag system configuration testing is ongoing.

International Activities and The Pulse

In 2019, we participated in 22 international activities and were represented by Holstein Association members, Board members, and staff. We continue to be active in international activities. Four issues of your Holstein Association's magazine, The Pulse, were published in 2019.

Closing

We're proud of the innovation that came out of 1 Holstein Place last year. Many thanks to all of you who played a part in the success of your Association.