

# Genetic Trends<sup>®</sup>

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- Sire Features: Terminator & Triumph
- Synergies Created Through Alliances
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## On The Cover

Roger Ripley, Accelerated Genetics President and CEO, retired on July 31, 2008. We celebrate him and his contributions to Accelerated Genetics and the agricultural industry in this issue of Genetic Trends. During Roger's tenure at Accelerated Genetics he was involved in all aspects of the A.I. Industry. Turn to page 4 and read more.

Main cover photo by Dianna Malcolm, CrazyCow.com.au. Other photos supplied by Accelerated Genetics.

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# NEW BEGINNINGS

BY: JOEL GROSCKREUTZ, PRESIDENT & CEO



Joel Grosckreutz, New President & CEO of Accelerated Genetics, took over the reins on July 15, 2008.

As I embark on my new tasks as the President and CEO of Accelerated Genetics, I would like to share the sincere excitement I have for the future of this great company. In Addition, I would like to share some reflections of the first few weeks on the job.

I am deeply honored and humbled to be chosen as the person to replace Roger Ripley. With all his numerous contributions, he has certainly left his legacy, not only at Accelerated Genetics, but on the industry as a whole. I recognize that I have some big shoes to fill, but after my first few weeks back at Accelerated Genetics, there is no question that I feel we can continue to accomplish the goals of this cooperative!

The way in which I have been welcomed back into this company is nothing short of amazing. In fact, I was taken aback by the number of employees still with the company when I had worked previously at Accelerated Genetics—1987 to 1994. I believe more than 50% of the employees on our current staff were here in 1994. For me, it has been sort of a 'Welcome Back Home' time. I truly appreciate all the cards, letters, emails, phone calls, and personal greetings

I have received from our employees. For a company to maintain this kind of retention through the years is, in itself, very unique.

If we reflect on where this company has come from, it most certainly mirrors a true business success story. Realizing our success all happened as a result of organic growth; not through avenues such as mergers or acquisitions, says a great deal about the drive and the direction of this company and what we stand for. Accelerated Genetics has gone from sales of \$14.4 million in fiscal year 1986-87 to \$42.7 million in fiscal year 2006-07. Total assets have grown from \$6.4 million to nearly \$30.0 million. This growth did not happen on its own, it took great leadership with dedicated employees.

With the great track record well documented behind this company, we now need to look forward, to see where we are headed. I am extremely excited about all the opportunities we have to continue forging this company in the right direction. The industry is without a doubt, set to change quickly with new technologies advancing at a rapid pace. With this in mind, Genetic Visions, Inc., our Research Division, has recently installed equipment and became

certified to do genomic scans along with continued genetic marker research. This makes Genetic Visions and Accelerated Genetics the first A.I. company in the United States to have this equipment, and only the third certified lab in the nation. We will continue to make these kinds of investments, ones that will keep us on the cutting edge of change. Ultimately though, our focus is on our customers' needs. As these needs change, we must be in a position to change along with them. In turn, by acquiring new technology such as this, we will only enhance the product Accelerated Genetics provides to our customers.

In addition to our focus on our customer needs and technological advancements, we will continue to have an internal company culture that focuses on employee retention and loyalty. People are what truly make a company successful. We must make sure this company culture stays high on our list of priorities.

In closing, I want to extend a big 'Thank You' to the employees and Board of Directors of Accelerated Genetics for making me feel welcome.

To our customers, please know that we will remain very committed to focusing on your needs as they change. These are exciting times at Accelerated Genetics and we are happy to work and share in this excitement with you! Working together, great things can truly be accomplished!



Bob Meyer, Brownfield Network, snags Joel for a radio interview during the Wisconsin Farm Technology Days. They chat about the future direction of Accelerated Genetics during Joel's second day on the job.

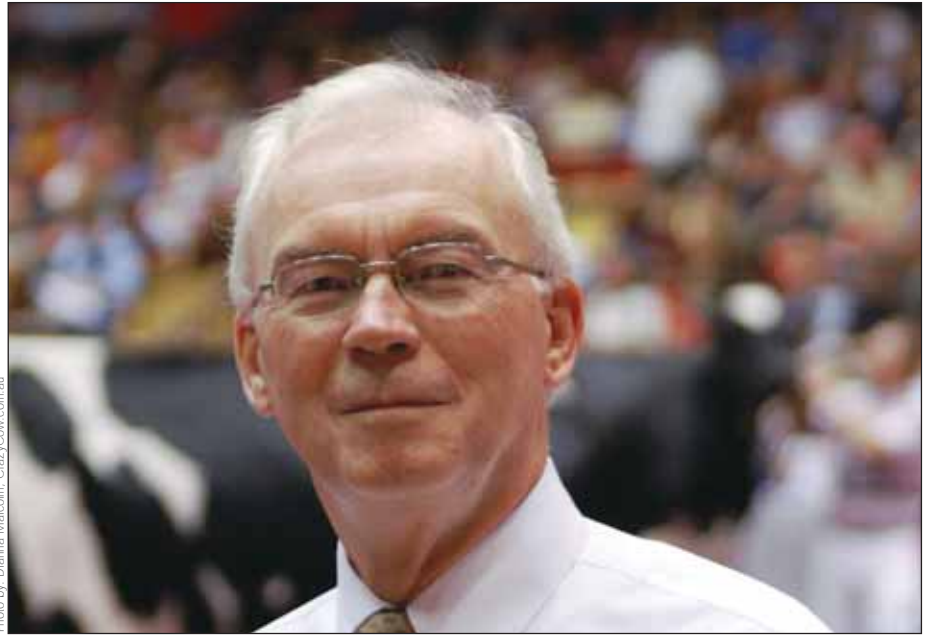
# ROGER RIPLEY LEAVES A LEGACY

BY: KARI STANEK, COMMUNICATIONS & PUBLIC RELATIONS COORDINATOR

After a 32-year tenure with Accelerated Genetics Roger Ripley, President and CEO, retired on July 31, 2008. Roger has been a true pioneer in the shaping of Accelerated Genetics and the A.I. industry, yet his legacy will continue.

During his career, Roger guided Accelerated Genetics to new heights and accomplished many A.I. industry firsts. Through his visionary thinking, major changes were made to the Accelerated Genetics marketing structure, sire development programs, semen processing facilities, and bull housing and care. This has resulted in quadrupling the cooperative's revenues to \$42.7 million in 2007. Also, he was integral in fiscal management, which led Accelerated Genetics to becoming debt free while continuing to make substantial reinvestments. The cooperative reinvested in its sire housing, feed storage, semen processing lab, and semen distribution center within the last few years.

Roger's vision and leadership also led to the formation of Genetic Visions, Inc., a wholly owned, world-recognized, research subsidiary. It was formed in



Roger Ripley has dedicated over 32 years of his life to Accelerated Genetics. And as he has decided to retire from his position as President and CEO of Accelerated Genetics, Roger is excited to hand over his legacy to the next generation and is proud to say... 'The best is yet to come!'

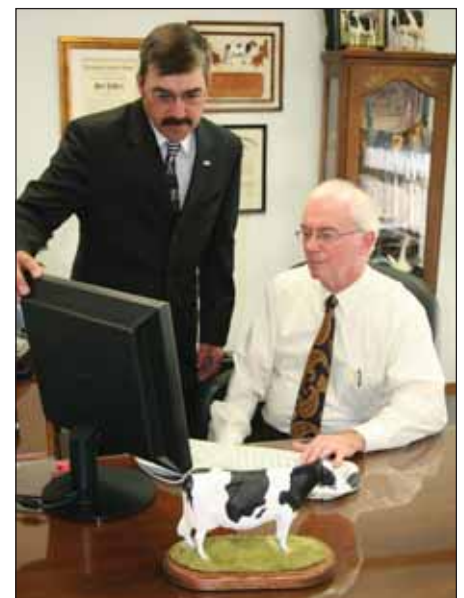
1988 to concentrate on genetic marker research identifying genes influencing production traits, gestation length, animal health and viability.

Further, Roger constructed a model Young Producer program that develops and empowers young dairy and beef producers. He was dedicated to cultivating leaders for the Accelerated Genetics cooperative as well as for all of agriculture. Roger's philosophy of listening to the younger generation and enlisting their ideas has added to the successes at Accelerated Genetics.

*Left:* The Young Producer program has been a growing trend with producers from all over the Accelerated Genetics membership area with the help and support of Roger Ripley. Roger, joined here with Dan and Patricia Solum, could frequently be found attending the numerous Young Producer events and working with producers one-on-one. The Young Producer program was designed to help producers develop friendships, build leadership qualities, and strengthen communication skills through an education supportive network in a fun environment.

*Middle:* Accelerated Genetics holds various membership meetings throughout the year to gather cooperative input from its members. Roger has helped in leading many of these key discussions in order for Accelerated Genetics to stay focused on the products and services that are needed by today's producers.

*Right:* The Board of Directors set a vision and future for Accelerated Genetics. Roger, joined here with Brian Brown, Chair of the Board of Directors, worked closely together to help maintain that vision and plan the growth and future of the company.



Photos supplied by Accelerated Genetics.



Besides being President and CEO of Accelerated Genetics for over 32 years, Roger has served on many organizations and has held numerous leadership roles including serving as President of the World Dairy Expo Board of Directors (current board in photo on left). In this role, Roger has been part of many exciting events at World Dairy Expo such as giving away a truck two years ago as a special donation from Toyota.

After graduating from South Dakota State University with a Bachelor's Degree in Dairy Science and Master's Degree in Advanced Animal Breeding, Roger's interests kept him working in the dairy industry.

His career at Accelerated Genetics (Tri-State Breeders Cooperative) began in 1970 as a Regional Marketing Manager in Minnesota and Iowa. He then worked as a Sire Analyst, then Sire Procurement Manager until 1977. Roger's passion for breeding cattle led him to become a managing partner of A & H Dairy in Franklin, Ky. and President of Commonwealth Breeders, a Kentucky bull-proving group for 7 years. In 1983 he returned to Accelerated Genetics as Vice President of Genetics and then was promoted to President and Chief Executive Officer in March, 1984.

Roger's leadership skills also reached many agricultural organizations. He has served as Chair of the National Association of Animal Breeders; President and Vice President of the World Dairy Expo Board of Directors; Council for Agricultural Research, Extension and Teaching (CARET), and University of Wisconsin Department of Dairy Science Advisory Committee.

Well known throughout the world, Roger has been recognized for his commitment, vision, leadership, and foresight to ensure a strong future of the dairy industry. His

honors include: National Agri-Marketing Association National Award for Agricultural Excellence, 1990; World Dairy Expo Industry Person of the Year, 1999; Wisconsin Federation of Cooperatives Co-op Builder Award, 1999; National Association of Animal Breeders Distinguished Service Award, 2000; University of Wisconsin Honorary Recognition Award, 2005; and Friend of World Dairy Expo Award, 2007.

Roger and his wife, Gail, will have more time in retirement to enjoy their seven children and 16 grandchildren.

Through Roger's tenure at Accelerated Genetics, the company has evolved into bigger facilities, partnerships with companies from around the world and even a company name change. Roger started with Tri-State Breeders Cooperative, known today as the global Accelerated Genetics, and has built his legacy from the ground up. With Roger leading as President and CEO, the purchase of World Wide Sires, Ltd. helped push Accelerated Genetics to sell its products to countries all over the world. As the sales growth continued, so did the growth of building projects including the recent additions of a semen distribution center, semen processing lab, and multiple bull housing facilities. Roger has lead the company to great success over the years and helped grow Accelerated Genetics into a multimillion dollar company.



Photos supplied by Accelerated Genetics.

# PROBIOTICS CAN PLAY A VALUABLE ROLE IN TODAY'S DAIRY



BY: DAN SCHREINER, PRODUCT SPECIALIST

## 'Foo-Foo Dust' No More... Probiotics Can Play a Valuable Role in Today's Dairy.

Producers are bombarded with new products everyday, so when products come out that take a non-traditional approach it can understandably create skepticism. There can be even more skepticism when terminology like 'microflora', 'natural', and 'symbiotic relationship' are used to describe a product. Probiotics, also known as Direct-Fed Microbials (DFM), while for many years was regarded as 'foo-foo dust', is in reality a very science-based, straight forward way to help improve production and efficiency on today's dairy herd.

One of the single biggest factors in having a healthy productive herd is to have a balanced ration not only for the cows, but for the millions of fungi, bacteria and yeast that are living inside the cow's stomach. The rumen could be thought of as a football team and the producer is the coach. Coaches are responsible for adding the right players and maintaining the right environment to allow each player to make the right plays on the field. It is no different in the rumen. Each microbe is responsible for its own specific task. There are bugs that digest starch, some that digest fiber and others break down protein.

To maintain an efficient and healthy animal each type of microbe has to be present at the proper ratio in order for itself to survive and give the animal the nutrients it needs. Any variation, such as a pH change caused by overfeeding grain or a mycotoxin from poorly stored feed, can destroy specific microbes and throw the balance off which causes problems both in the short term (production) and long term (reproduction).

Sometimes it is difficult if not impossible to maintain the correct balance of rumen microbes through diet alone. When this happens, there are many products or tools out there that help achieve the desired balance. Traditionally we have tried

to achieve this balance by fighting the microbes that we don't want. Ionophores such as monensin, are used to give preferential treatment to specific rumen microbes by suppressing growth of less desired rumen microbes. Antibiotics are used in a similar way, but they fight foreign microbes that invade the digestive tract, but they can also attack the beneficial microbes at the same time.

Direct-fed microbials, on the other hand, act to improve rumen function by adding beneficial bacteria to the rumen to out compete less desirable microbes. By doing this, it allows the rumen's own defense system to balance itself to improve efficiency.

By no means am I suggesting that producers stop using ionophores to improve production or antibiotics to cure infections. While both ways of maintaining rumen microbe balance seem like they would contradict each other, they in reality make a great combination to improve rumen function.

Going back to the football analogy as an example, the defense (antibiotic) prevents the opposing team (or microbe) from moving down the field at will. The offense (rumen microbes) are then allowed to try to move down the field, but that doesn't necessarily mean it will succeed. Direct-fed microbials are like adding an extra couple

of players on the field to make it easier for the offense to out-compete the opponent.

As with every other management practice or product that can be used on the dairy, the producer must decide whether or not it is feasible to use on their herd. Direct-fed microbials must be living organisms in order to be effective and sometimes special handling is required for certain products. Some types of direct-fed microbials are highly unstable products and need to be frozen in order for them to be effective for any length of time. So, if there is no way of storing it or the feed is mixed in large batches that won't be fed immediately the microbes may die before they reach the rumen. Other products are dry applied products, but again if they are stored in a poor container where moisture and humidity can get to the product, it may reduce the shelf life and make it ineffective before it is even used.

Producers must also remember that direct-fed microbials are not a magic bullet. If the ration is poorly balanced or mycotoxins are beyond acceptable levels, the rumen will still not function properly no matter what is given to the cow. With proper management though, direct-fed microbials are a safe and effective way to help improve rumen efficiency and health by giving the beneficial microbes an advantage over those that are not wanted.



# GENOMIC SCANS A COMPELLING INVESTMENT



BY: KARI STANEK, COMMUNICATIONS & PUBLIC RELATIONS COORDINATOR

***Accelerated Genetics was the first to use DNA research in the A.I. Industry 20 years ago and today continues its visionary strategy through a new equipment investment at its research arm, Genetic Visions, Inc.***

For the past 20 years, Genetic Visions, Inc., Middleton, Wis., has been on the cutting edge of bovine genetic marker research, identifying genes influencing production traits, gestation length, animal health and viability. Recently, Genetic Visions invested in genomic scanning equipment from Illumina, Inc., San Diego, Calif., that will enable them to use the 'gold standard' of genomic scanning procedures from Illumina's Bovine 50K SNP assay.

The marker data from the SNP assay can then be sent to the USDA-ARS to calculate a genomic prediction. The prediction covers a large number of traits with accuracies at nearly two times as reliable as traditional pedigree estimates. Official USDA PTA's (Predicted Transmitting Abilities) that contain genomic information will be available in January, 2009.

Genetic Visions, Inc. is a wholly owned subsidiary corporation and research arm of Accelerated Genetics. By using this new genetic tool, Accelerated Genetics will be able to look beyond traditional pedigree selection and double their accuracy in sourcing young bulls that enter the PACE young sire testing program. Ultimately, Accelerated Genetics wants to increase its customer's herd's genetic worth.

The possibilities of future research are endless for Genetic Visions with this new equipment investment. "The addition of the genomic scanning equipment advances our genetic testing capabilities and is the next evolution of our research efforts," states Dr. Mike Cowan, General Manager, Genetic Visions and Vice President of Research, Accelerated Genetics. Genetic Visions has an extensive foundation of information on dairy families and

chromosomal regions impacting traits. They can now further their studies, diving deeper into the secrets of the bovine genome in greater detail.

Genetic Visions is the first company in Wisconsin to own this type of equipment and is one of very few labs within the United States capable of scanning the bovine genome. The USDA will no longer provide the service of genomic scanning to the dairy industry as their program transitions beyond its research objective. However, USDA-ARS will continue to upgrade the application of genotypic data to estimate genetic worth and will be the source of official genomic predictions.

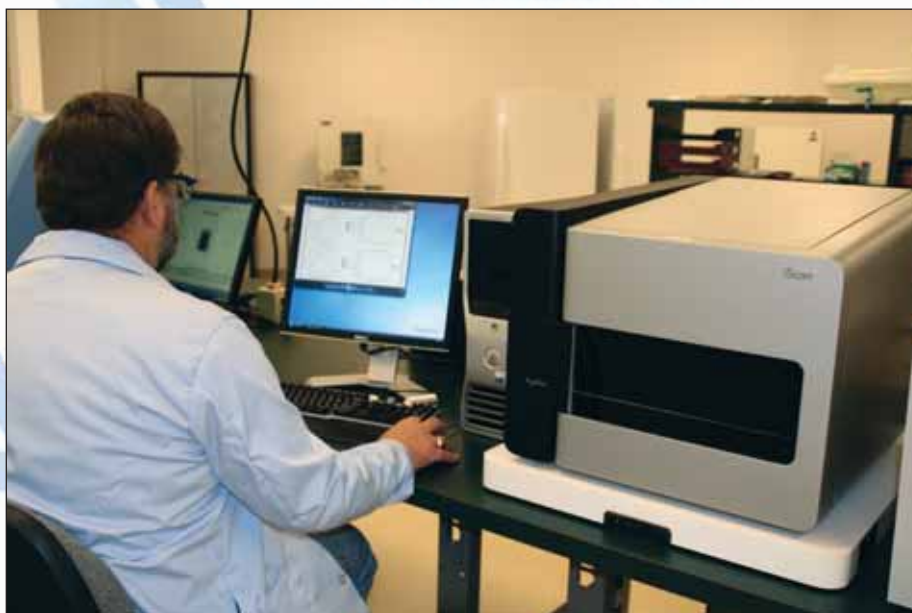
Where will genomics lead the dairy industry? No one knows for sure, yet what everyone knows is that there is more to come. Future genomic estimates will one day take into account both additive and non-additive genetic variance. Continued DNA studies will help to determine how genes interact with each other, this will add to the predictive power and will enhance genomic predictions.

Genomic selection should not startle anyone. Its just a new tool to help the dairy industry breed better cattle in a shorter time period.

This new tool will allow Accelerated Genetics to genotype all sires before they enter the young sire program. Reliabilities will increase 20-35% on young sires, in addition it will enhance the reliabilities on active sires. Further, it'll change the way sires are selected for Accelerated Genetics' program as a wider group of cows will be looked at including more from commercial herds.

Dr. Ole Meland, Vice President of Genetics, Accelerated Genetics, shares his vision of genomics, "I am confident that genomics will prove to be the greatest technological advancement in the dairy industry in the last 40 years. As encouraging as it is now, it is just the beginning of where this technology can take us in the future."

Genetic Visions and Accelerated Genetics are on the cutting edge of this technology that will help the dairy industry breed better cattle in a shorter time period.



Dr. Mike Cowan, General Manager, Genetic Visions, Inc. and Vice President of Research, Accelerated Genetics, directs the genomic scanning equipment, which does all its work internally.

Photo by Kari Stanek

# WHAT MORE COULD YOU ASK FOR?

## THAN MULTIPLE DAIRY BREED LEADERS



BY: DR. OLE MELAND, VICE PRESIDENT OF GENETICS

Breed leader in the Guernsey breed, a breed leader in the Milking Shorthorn breed and 18 new PACE graduates in Ayrshire, Brown Swiss, Holstein and Jersey breeds, supplemented with five Alliance bulls, plus several bulls in the lineup that have substantially improved sum up the success of this last proof run.

Further excitement was created by several second crop bulls that solidified their rankings. 014HO03597 **Potter**, now with nearly 7000 daughters in production, continues to be a complete package. Potter produces exceptional daughters that are trouble-free. 014HO03831 **Marion** added 550 daughters this time on production and 51 on type. He is still a breed leader for milk (+2679 PTAM), and is +128 CFP (+67 PTAF and +61 PTAP). He moved substantially higher on his type now +2.14 PTAT, +1.87 UDC and +1.22 FLC. Marion sires high producing cows with tremendous size, width, depth, strength and capacity. Also, 202HO000085 **Alves** continues his climb on both type and production with his second crop. He is now +584 NMS and +1854 TPI.

On the last sire run 014HO04511 **Onward** broke onto the scene as a high production, high type, high TPI bull. Now with much improved reliabilities, he maintained or improved on virtually all traits. Onward is now +595 NMS and +2047 TPI, good for #4 on the Top 100 TPI list. 014HO04148 **Nifty** improved on virtually every trait, as well. He is now +628 NMS (up 50 NMS) and +1894 TPI (up 70 TPI) making him #16 on the Top 100 TPI list. And 014HO04481 **Terminator**

explodes this time to +1806 TPI (up 90 TPI) making him #33 on the Top 100 TPI list and he is now +489 NMS (up 87 NMS).

A new addition to the Ayrshire breed is PACE graduate, 014AY00025 **Cappuccino**. He is a high type (+0.70 PTAT) BBK Kelly son from an EX-91 Woodview Pardner. Cappuccino is also a high health trait bull at +3.2 PL, low SCS at +2.72 and +.7 DPR. Cappuccino is +.02% for both fat and protein percent with a +207 PTI making him 2<sup>ND</sup> on the PTI list. Cappuccino sires great stature with a blend of dairy and strength, correct feet and legs with a steep foot angle, and exceptional udders.

In the Brown Swiss breed, we have a new PACE graduate and breed leader in 014BS00314 **Driver**. He is an exceptional Hussli son from a VG-87 EXMS President daughter. Driver debuts as the 3<sup>rd</sup> highest PPR bull of the breed at +188. He is just behind 206BS00021 **Prodigio** at +204 PPR and just ahead of 206HO00019 **Scipio** at +187 PPR. Driver is a good milk bull with high components. He is +853 PTAM, +.06%F, +48 PTAF, +.08%P, and +46 PTAP. Driver daughters are well balanced cows with a steep foot angle. They have strong fore udder attachments, shallow udders with a strong udder cleft, and close teat placement.

In the Jersey breed for the second sire summary in a row, there are 4 new PACE graduates. 014JE00446 **Triumph** debuts as Accelerated Genetics' highest JPI bull at +223, placing him 9<sup>TH</sup> on Top 100 JPI active sire list. Triumph is a Jace son with high production

(+1637 PTAM, +48 PTAP, +65 PTAF, and +113 CFP), high health traits (+2.2 PL) and high type (+1.70 PTAT). Triumph's dam is a high production VG-87% Lemvig from an EX-93% Berretta. He sires stature, strength with dairy, slope to the rump, and good foot angle with exceptional udders (+4.11 JUI). The udders are high and wide in the rear and shallow with close teat placement.

The next new Jersey sire is 014JE00470 **Chief-P**, a Polled Jace son. Chief-P is from a high production EX-92% Fair, then back to a Fair Weather Charlie-P. Chief-P is over +100 CFP (+42 PTAP, +60 PTAF), and +1.8 PL. Chief-P daughters are medium-framed cows with correct feet and legs, and good udders. The third Jersey sire is 014JE00460 **Epic**. He is another Jace son from a VG-88% Lemvig, then a VG-88% Berretta. Epic sires daughters with high components (+.03P, +.11%F), good type with incredible udders (+5.47 JUI), shallow udders (+1.90) with close teat placement, and is +2.0 PL. 014JE00437 **Russell** is a high component, good type Mor son from an EX-91% Avery. Russell is +.04% P, +34 PTAP, +.17% F, +66 PTAF, +100 CFP and he is +1.7 PL. Russell daughters are tall and strong with good width, yet are angular. And their udders are high and wide with a strong udder cleft.

In the Holstein breed we saw the largest PACE graduating class we have ever seen with 12 additions supplemented with five new Alliance bulls. The Alliance bulls start off with 202HO00162 **Jobess**, a highly reliable, high NMS, high TPI Jocko Besn



014HO04670 Phil G Daughter: Creekside Phil G 954  
Mike Van Vliet, Escalon, Calif.



014BS00314 Driver Daughter: Curvecrest Driver Ratzie VG-87  
Robert Eberhand, Glencoe, Minn.

son from Germany. His dam is an Excellent Airliner. Jobess is a high milk bull with high components (+.03%P, +.09%F). He is +2.6 PL and +2.80 SCS. Jobess sires medium-framed cows that track well when viewed from the rear with a good foot angle. His daughters have high and wide rear udders with ideal teat placement both front and rear. 202HO00189 **Windspiel** is a Willsona Stardel son, that is an Aerostar son from a Lindy. Windspiel's dam is a VG-89 high production Cubby Metro, then an EX-90 2E Prelude. He is a high health trait bull with +3.8 PL, +0.4 DPR, +396 NMS, +2.38 PTAT, +1.91 UDC and +3.71 FLC, giving him a +1750 TPI with average calving ease.

The third new Alliance bull is 198HO00110 **Aquolino**. He is a high component (+.02%P, +.16%F), good type 198HO00030 **Boss Iron** son from a Boudewijn dam that goes back to a Duster, then a Luke, then Southwind Kaye. The next bull is a bit different, 250HO00833 **Champion II**. He is a clone of 250HO00803 **Champion**. Further we are introducing 550HO00833 **Champion II** which is the sexed semen from **Champion II**.

Next we turn to the terrific PACE graduate class of August, 2008. As a general rule, this class can be characterized as good Productive Life bulls and most are Calving Ease as well. Several are over +100 CFP; 5 are over +400 NMS and as high as +3.18 PTAT. Following is an introduction on seven of the new PACE graduates:

014HO04598 **Doman** is +3.7 PL. He is a Machoman son that is +1.6 DPR. His dam is a VG-86 Manfred. Doman is +1.99 PTAT and +430 NMS. 014HO04670 **Phil G** is our first Phippen son. His dam is an EX-92 EXMS Rudolph, then a VG-86 Prelude. Phil G is an 8% calving ease bull with +3.5 PL, +2.78 SCS, +422 NMS and +1760 TPI, which puts him tied for #46 on the Top 100 TPI bull list. Phil G has no holes in his linear. He is +2.34 PTAT, +2.59 UDC and +2.12 FLC. He sires a blend of size, width, dairyness and strength. He also sires great feet and legs and exceptional udders.

014HO04599 **Abraham** is a Stormatic son from a VG-85, high production Convincer. Abraham is +110 CFP (+.02%P, +.18%F); +1.5 PL and 8% CE. He sires medium-framed dairy cattle with phenomenal rear udders (+4.19 H, +4.71 W) and a strong

udder cleft (+1.6). 014HO04636 **Gin** is a Teamster son from a proven cow family. His dam is a VG-87, high component Copper. Gin is +419 NMS, +104 CFP (+.03%P, +.12%F), +2.1 PL and 8% CE.

Next is 014HO04026 **Airraid's** maternal brother by Finley, 014HO04750 **Airbase**. Airbase comes in at +414 NMS and +1702 TPI. He is +3.0 PL, +1.5 DPR and +2.75 SCS. Airbase is +1.76 PTAT, almost +2.00 UDC and +1.02 FLC. Next is another Finley son from a VG-86 Manfred daughter, 014HO04619 **Yogi**. He is +2.2 PL, +.5 DPR, and 7% CE. Yogi is +2.68 PTAT, +2.65 UDC and +1774 TPI. The last bull is 014HO04640 **Ralma**. He is a Morty from a VG-89 Convincer out of Juror Faith. Ralma is +1334 milk, +3.19 PTAT, +2.98 UDC, +1.48 FLC and 8% CE.

Looking to the future, we find several new outstanding first run bulls entering the lineup with exceptional production, type, health traits and total performance. We look forward with anticipation to the January, 2009 sire run, are grateful to our outstanding team of employees, and PACE herds who together make these results a reality.

## NEW NATIONAL SIRE FERTILITY EVALUATION

BY: DUANE NORMAN, JANA HUTCHISON, AND JAN WRIGHT, USDA-ARS

A new national evaluation for bull fertility has arrived. Starting with the August 2008 USDA evaluations, a new and more accurate service sire fertility evaluation will be available to dairy producers. From 1986 to November 2005, bull fertility evaluations termed ERCR (Estimated Relative Conception Rate) were provided to the industry by Dairy Records Management Systems (DRMS). In May 2006, the Animal Improvement Programs Laboratory (AIPL) assumed responsibility for evaluation of U.S. bull fertility. As an initial step, AIPL implemented the ERCR evaluations without change in calculating methods.

An extremely intense effort was made developing methods that would improve the accuracy of the evaluation, and at the same time attempts were made to broaden the scope of the data. Over 4 years of research was completed before the new Sire Conception Rate (SCR) was ready to replace the ERCR.

Technically, there is a difference between 70-day non-return rate and CR in that the CR is based on confirmed pregnancy, but the two traits are highly related when

derived from the same cows. A bull with an SCR of +2.0 is predicted to produce a CR near 32% in a herd that normally averaged 30% CR. The term expected means when based on extremely large numbers of matings. Obviously, a herd with only two inseminations to that bull could only realize a CR of 0, 50, or 100%.

More inseminations included in the new fertility evaluation is one of the main reasons for the higher accuracy achieved. Not only

are extra services, i.e., 2nd through 7th, being used from the same herds (giving about 3 times the data), but there are additional large herds now included, specifically from Agri-Tech Analytics. However, there are other reasons the new evaluations are more accurate. The new evaluations incorporate many desirable features from the previous fertility evaluations plus add a number of new benefits that have been shown to improve accuracy in predicting the conception rate (CR) on an independent data set.

### Comparison Of Data Used In Old ERCR versus New SCR

ITEM	ERCR	SCR
TRAIT EVALUATED	FIRST SERVICE 70-D NON-RETURN RATE	CONCEPTION RATE
BREEDS EVALUATED	HOLSTEINS AND JERSEYS	ALL 6 TRADITIONAL BREEDS
LACTATION INCLUDED	ALL PARITIES, ≥SIXTH SET TO SIXTH	FIRST TO FIFTH
SERVICE NO.	FIRST	FIRST TO SEVENTH
BULLS INCLUDED	AI, <12 YRS	AI BUT NOT INACTIVE, <14 YRS
MIN. NO. OF BREEDINGS	≥300 FIRST SERVICES	≥300 SERVICES IN THE LAST 4 YEARS FOR HOLSTEINS, ≥100 IN THE LAST YEAR; SOMEWHAT LESS FOR OTHER BREEDS.
MIN. NO. OF HERDS	NONE	10
FERTILITY EXPRESSED	DEV. FROM MEAN, TO NEAREST 1%	DEV. FROM MEAN, TO 0.1%
BASE ASSIGNED	PUBLISHED BULLS SUM TO ZERO	PUBLISHED BULLS SUM TO ZERO
DRPC PARTICIPATING	AGSOURCE, DRMS, MN DHIA	AGSOURCE, AGRI-TECH, DRMS

# NINE PRINCIPLES FOR A SUCCESSFUL TIMED A.I. PROGRAM



BY: HUMBERTO RIVERA, REPRODUCTIVE SPECIALIST

**Fixed timed A.I. programs (TAI) have been for years the number one tool for dairy producers in response to the physiological limitations of visual heat detection programs in high producing dairy cows. Ovsynch was the first protocol that successfully synchronized ovulation in lactating dairy cows, allowing TAI without heat detection, with conception rates similar to cows inseminated after observing standing estrus (Pursley et al., 1997). After Ovsynch, many variations of the original protocol have been developed allowing implementation of TAI programs under different management conditions. Hence, research hasn't slowed down on studying reproductive physiology of high producing lactating dairy cows with the ultimate goal of increasing synchronization response and conception rates to TAI programs, as well as to determine some of the causes for TAI failure under specific field conditions. Here are some areas to review to ensure TAI success!**

## 1 DRY, TRANSITION AND FRESH COW PROGRAM

Nutritional status prior to calving through the first 70 days of lactation are the foundation for success on both production and reproduction, thereby, allowing the expression of maximum milk production potential with a high peak of production, long persistency, early cyclicity, and high conception rate to first insemination.

A dairy cow should be dried off with the Body Condition Score (BCS) targeted at 3.0. The dry period is not a good time to deposit fat or gain body weight and BCS, due to economic (low feed efficiency) and metabolic costs that you run into. If a cow needs to recover BCS during the dry period, such recovery should not be more than 0.5 BCS points.

Dry, transition and fresh periods also require an appropriate health management program to achieve a good start up in the new lactation. Management practices such as hoof trimming or treating for chronic mastitis should be made at dry off. Vaccination programs and dry cow therapy should also be done at that time following your veterinarian's recommendations. Two main reasons for these practices are 1) during the dry period the cow won't be around for daily observation by your farm crew, and 2) because it is imperative to minimize management practices, treatments and any other source of stress shortly before or after calving.

## 2 ALLOW COWS TIME TO RECOVER

An average producer can't avoid inseminating his best cow showing heat as early as 20 or 30 days post partum because he fears she won't show heat again until

too late in lactation. Yet, there are several things to consider about this initial heat.

First of all, this is a very low fertility heat, since many times the first post partum ovulation is followed by a short cycle (8-13 days). A short cycle means an early regression of the CL, which would be too early to allow for the mechanism of maternal recognition to be activated if conception had taken place. Second, research has shown that the establishment of pregnancy at early stages of lactation is not economical for high producing dairy cows, because nutrients that originally were aimed for production are now diverted to maintain gestation, compromising lactation persistency (DeVries, 2006). In many cases, these cows need to be dried off with high milk production, because they are getting close to calving which represents economic losses for the producer.

A third thing to consider is when a cow shows heat 20 days after calving, it means the producer has done a good management job and she is just doing what she is supposed to do: early cyclicity. She is getting prepared for a high fertility first insemination. Finally, consider that a reasonable amount of time is required for the cow to physiologically re-accommodate her reproductive system and to overcome the following events:

- Anatomical involution and fluids and membranes elimination. (~20 days)
- Histological involution (45 days) before being prepared for a new gestation.
- Recovery from Negative Energy Balance (NEB)
- Allow her to start cyclicity.

These four preceding points are the justification for producers to set a Voluntary Waiting Period (VWP) greater than 50-55 DIM.

Finally, studies conducted at the University of California-Davis (Santos et al., 2004), give a clear indication of the high correlation of cows in anovulatory condition when BCS is lower than 2.75 at around 70 DIM.

## 3 SELECTION OF TIMED A.I. PROGRAMS

In general, university tested protocols for synchronization of ovulation and TAI yield similar fertility results when properly implemented. The initial selection should be based upon type of animal to be synchronized (virgin heifer or cow), desired type of synchronization (synchronization of estrus or ovulation), days postpartum (VWP), cyclicity status (anovular cows), day of pregnancy diagnosis, and the inclusion of resynchronization programs. Other important points to consider before implementation of a TAI program are availability of facilities, farm management conditions, labor availability, and schedules.

## 4 SELECTION OF COWS FOR TIMED A.I.

There is a misconception out there stating that the best application for Ovsynch is to treat cows that do not show heat. In reality, only healthy cycling cows should be scheduled for a successful TAI program. Even more, cows that experienced any kind of difficulty at calving such as twinning, dystocia, metabolic diseases, retained placenta, etc., should not be included for a TAI program unless their health status has been certified by your herd veterinarian. Likewise, cows with low BCS ( $\leq 2.5$ ) should not be included in a TAI program. Just remember, what you want to do with TAI is to reduce the effect of low heat detection rate on the pregnancy rate equation. TAI is not a 'magic pill' to get all problem cows pregnant miraculously. It is imperative

that only cows in optimal physiological conditions get enrolled in the program.

## 5 USE CERTIFIED SEMEN TO BREED COWS

You will inseminate a large group of animals in just one day and have invested a considerable amount of money in time, hormones and labor. Thus, it's just common sense that everything should be optimized to ensure maximum fertility to this insemination. Ensuring that semen used has the desired quality characteristics for best fertility performance is as important as preparing the cow for a fertile service. Buy only CSS (Certified Semen Services) certified semen from a reliable source. Accelerated Genetics strives for high quality standards to guarantee only excellent semen quality is delivered to its customers worldwide. Remember semen quality is just one more piece in the puzzle, and it gives a good indication to seed your expectations given that semen handling, A.I. technique and synchronization (or estrus) response are optimal.

## 6 CONTROL OVER ESTRUS CYCLE PHYSIOLOGY

Fixed time A.I. programs require team commitment. Further, there must be a leader committed to success—that's YOU. It is important that you think for a minute what the cow's body 'understands' when you start her on a TAI program, as YOU are taking over her role of natural regulator of reproductive function.

Under normal physiological conditions, a cyclic non-pregnant dairy cow will display heat about every 21 days (17-24 days), and she does not need anyone to remind her what type of hormone to 'manufacture', as well as amount, frequency or moment (time) to release it. It is 'Mother Nature' who is typically doing this complex work. Since you now decided that you can do it better, you'll have to prove it or pay the consequences.

First, you need to have a basic understanding of dairy cow reproductive physiology and the several effects of each of the hormone treatments that you will implement during the program. Clearly, this is a huge responsibility that will yield rewarding results under responsible and appropriate management. Commitment and compliance on your TAI program will dictate its success. It has been estimated that on an average farm, error rate at giving injections in a TAI program is about 5% during each injection day.

## FIGURE 1. EXAMPLE OF LACK OF COMPLIANCE

3-Injection Timed A.I. Protocol with a 5% error rate on each injection day. (Error examples: Cow ID, Dosage, Hormone, or Time of Injection)

INITIAL NUMBER	1ST INJECTION	2ND INJECTION	3RD INJECTION
100 Cows	x 0.95 = 95%	x 0.95 = 90.2%	x 0.95 = 85.7%

The example in Figure 1 illustrates the expected synchronization response if 5% error is repeated constantly during treatment days in a TAI protocol based on three injections. It is concluded that only 87.5% of the cows submitted on Day 0 will have a chance to conceive. In this example, conception rate would be low, since it is a reflection of pregnancies obtained in only 87.5% of the cows that were inseminated.

## 7 RESPONSIBLE AND WELL TRAINED PERSONNEL

A highly trained reproductive team includes a consultant on reproduction management (veterinarian), farm crew (A.I. technicians, heat detection, hormone administration) and a manager (you). On most farms, the protocol selection and design of a reproductive program are appropriate. Unfortunately, often times, after this excellent planning and investment, the responsibility for adequate execution (i.e. hormonal treatments) is given to poorly trained or irresponsible employees. There must be strict control on all critical points in the system to ensure that all treatments are appropriately administered.

Farm personnel should be instructed about the importance and implications that their role plays to ensure the farm's reproductive success. Likewise, you should cultivate, in your personnel, honesty and truthfulness. Thus, when a compliance mistake happens, those animals can be dropped from the rest of the TAI protocol.

## 8 PRECISE REPRODUCTIVE RECORD KEEPING

Your farm's personnel needs to develop strategies aimed to minimize animal identification mistakes. Hence, a list that includes animals to be treated and hormonal treatment for a specific day should be generated using a computer system to avoid mistakes. Under ideal conditions, animals should be restrained and at least two operators should be included in this chore: the first one walks with the list in front of the cows carefully checking the ID on every animal before a specific treatment is given. A second operator walks inside

the pen behind the cows and gives specific hormone treatments only to those that were confirmed by the first operator. Immediately after a cow is treated, she receives a chalk mark or paint mark on the head (front operator). Likewise, the cow should be marked in the list to verify that she was treated at the end of the activity. Finally, collected information should be carefully entered to the computer system.

## 9 FAIR TIMED A.I. PROGRAM EVALUATION

Most dairy producers reporting lower conception rates for TAI programs are using the 'back door' approach for them. This approach inseminates all cows detected in heat after the end of the VWP and uses TAI only on those cows that did not show heat after a given number of DIM. It should be expected that cows inseminated to the detected heats were cycling and had a fertile heat at the time of insemination. In contrast, cows that did not show heat, presumably anovular and low fertility cows, were inseminated to TAI hoping that it would do a 'miracle'. Some TAI programs have demonstrated to be effective to induce cyclicity in cystic or anovular cows (Ovsynch and CIDR synch), however, conception rates are significantly lower than those reported for cyclic cows using these programs.

In summary, TAI programs constitute a unique technology by combining two unquestionable advantages: allowing the use of artificial insemination as a tool for genetic progress, and offering a strategy to improve reproduction efficiency by improving insemination rate.

TAI programs have been widely proven under different management conditions in many countries with great success. The few negative experiences reported by producers are usually related to lack of planning, product mishandling, wrong implementation and lack of compliance. They are all related to human error, not to the cow or the protocol itself. Accelerated Genetics can assist you with the implementation of a successful TAI program and training of your farm crew.

# LOYALTY AND FRIENDSHIP KEY TO SUCCESS FOR KOHLMAYER



BY: AMBER ELLIOTT, PUBLIC RELATIONS & ADVERTISING INTERN

Earlier this summer I had the opportunity to visit with Ken Kohlmeyer, A.I. Technician serving western Sauk County, Wis. Ken had recently bred his 100,000<sup>th</sup> cow at the Reinecke farm near Loganville, Wis., which is where I got to meet his customers, Duane and Lucy Reinecke.

It is apparent in visiting with Ken and the Reineckes that they have formed a very strong friendship over the years. Ken began his career with Accelerated Genetics in 1990 and the Reinecke's were one of first herds he started servicing in the area.

Ken recalls when he first started in the area, he had very few customers. With the help of Duane and Lucy, he increased his herds within the first few years. Ken says that through commitment and loyalty he was able to keep his original customers and grow his business throughout the area. "I enjoy seeing my customers everyday, they have become like family," Ken commented.



Photos by Amber Elliott

A day in the life of a professional A.I. Technician is never boring. From visiting chalk and breed herds daily to record keeping to helping farmers get their animals bred and keeping them healthy and happy, Ken works hard everyday to keep his customers, most of which are also friends, happy and successful.

In his 19 years as an A.I. Technician, it is not uncommon to see Ken working on holidays to show his dedication and commitment to his customers. He has just recently started taking vacation time. Ultimately, his perseverance has paid off as he has a very steadfast customer base.

Besides servicing and visiting his customers, Ken enjoys watching new young sire daughters improve and grow. He says young sires with high parent averages are his favorite. As for the active line-up Ken currently likes Airraid, Billion, Kane and Potter; high type and production bulls that transmit good feet and legs and udders. He also highly suggests Accelerated Genetics' line of calf care products; he feels they work the best for himself and his customers.

Each day Ken puts over 200 miles on his car visiting 15-30 farms. He visits four chalk and breed farms daily with the rest of his stops being call ins.



Ken Kohlmeyer, A.I. Technician, recently joined the 100,000 Cow Club, breeding the 100,000th cow at the Reinecke farm. Ken Kohlmeyer (kneeling), with customers Duane and Lucy Reinecke.

With his years of experience, Ken has some helpful advice for others looking to work as an A.I. Technician, "You must love cattle and be familiar with them and their personalities," he stated.

Ken is the 42<sup>nd</sup> Accelerated Genetics A.I. Technician to join the elite group of the 100,000 Cow Club. He will be honored for this great milestone at the 62<sup>nd</sup> Annual National Association of Animal Breeders Convention this September held in Milwaukee, Wis.

In the short time that I rode with Ken it was easy to recognize the friendships and lasting relationships he has made with the producers. Whether it is having a conversation about the Accelerated Genetics bull line-up or playing practical jokes, Ken does whatever it takes to keep his customers and friends happy and successful in their businesses.

## MAKE CONNECTIONS WITH US AT WORLD DAIRY EXPO

Dairy producers and industry representatives from around the globe will converge on Madison, Wis., when World Dairy Expo takes place September 30 - October 4, 2008. It is, after all, where the dairy industry meets. For more than four decades, dairy producers have been building bridges and making valuable global connections during this week-long event. Last year, more than 67,000 people from 90 countries attended the show.

Accelerated Genetics will be at World Dairy Expo ready to make 'connections' with you. Come and visit with local Accelerated Genetics representatives about the deep sire line-up, solution-based animal health products, leading genomic research and herd reproductive consulting facets of the cooperative. Accelerated Genetics will be located in the Coliseum at 191-193 on the lower level and in the Exhibition Hall at 3601-3603 and 3701-3703.



# SUMMER INTERNSHIPS

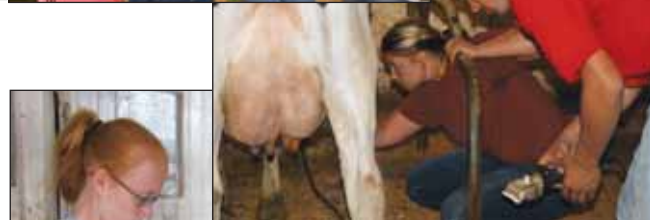
## A PHENOMENAL EXPERIENCE

BY: AMBER ELLIOTT, PUBLIC RELATIONS & ADVERTISING INTERN

As an intern for Accelerated Genetics, youth are provided learning opportunities and first-hand industry experience to assist in their development into confident agricultural leaders. Each summer three types of internships are offered; the Public Relations and Advertising Intern, Marketing Services Intern and Sales and Service Intern.

### PUBLIC RELATIONS & ADVERTISING INTERNSHIP

Serving as the Public Relations and Advertising Intern helped me (Amber Elliott, Marshall, Wis.) grow and experience more things than I thought possible. My summer began with a week-long training session for new employees. This first week was an opportunity for new employees to learn about everything the company does as well as bond with other new and current employees.



*Top:* Public Relations and Advertising Intern Amber Elliott poses with winners at the Accelerated Genetics sponsored Wisconsin Holstein Judging and Classification contest. Throughout the summer Amber represented the company at events and trade shows. *Middle:* Kate Probert and Craig Pagenkopf, Marketing Services Interns, prepare a cow in central Wisconsin to be pictured. Kate and Craig spent their summer searching for young sire daughters to be used for picturing and tours. *Bottom:* After breeding a cow in southwestern Wisconsin, Sales and Service Intern, Lindsey Lepke, keeps track of the breeding information for the dairy producer.

During my time as the Public Relations and Advertising Intern I was often asked what I did with my internship and would joke, "A little bit of everything," even though that is exactly what I did. My responsibilities ranged from writing news releases and *Genetic Trends* articles, to coordinating the county fair picture schedule. Also, I took numerous pictures and designed promotional materials for the company's events and programs. Finally, I had the chance to meet many employees and producers by representing Accelerated Genetics at the Wisconsin FFA Convention, National Holstein Convention and Farm Technology Days. And before my time is done, I will get to experience the bustling time of Dairy Sire Proofs where a new dairy sire guide will be created for the promotion of Accelerated Genetics bulls.

### MARKETING SERVICES INTERNSHIP

The Marketing Services Internship is a unique experience to learn about the direct Marketing portion of Accelerated Genetics. This summer Kate Probert, Mansfield, Mo. and Craig Pagenkopf, Lancaster, Wis., served as the Marketing Services Interns. With this internship an extensive amount of traveling is involved. The interns scout, select and clip young sire daughters that are used for picturing and tours, and assist with international and domestic tours.

"I have enjoyed discussing the industry and cattle with farmers while scouting for daughters," Kate said about her favorite part of her internship. For Kate, her previous experiences with dairy cattle helped her during the summer. She credits being a member of the National Junior Holstein Association and FFA for her leadership, organizational and social skills. Kate says she has learned a great deal not only about the industry but also the working world in general. She comments, "Internships such as these provide a learning and growing experience that prepares students for the transition from college to the work force. I am very grateful for this experience."

Craig lists traveling with and meeting the international tour groups as his favorite activity. "I have found the perspective and

mating styles of the farmers and groups who come from abroad very interesting," he mentioned. Craig's summer responsibilities were nothing new for him; his home farm is frequently visited by Accelerated Genetics employees for picturing and tour groups. Craig gives simple advice for students considering this internship, "Be willing to travel."

### SALES & SERVICE INTERNSHIP

When people think of internships in the A.I. Industry, they typically think of something like the Sales and Service Internship. These interns provide relief breeding services for A.I. Technicians and assist with retail sales routes, in addition to numerous other tasks.

Lindsey Lepke, Viroqua, Wis., served as a Sales and Service intern in southern Wisconsin. Lindsey listed her daily duties as breeding cows most of the time, but she also helped herds with reproduction questions and sire selection. "I also had the chance to spend a day in Westby, Wis. working in the Semen Distribution Center, take pictures at a few county fairs, spend a day looking for potential young sire dams and rode with herd analysts, technicians and MSR's," she stated. Lindsey gives excellent advice to others, "Be open-minded and ready for anything. This internship isn't just about breeding cows, it's about learning how to work with different types of people, different facilities and learning how to read a map."

Mike Reps, Lewiston, Minn., also served as a Sales and Service Intern. Mike worked in southeast Minnesota, northwest Wisconsin and northeast Iowa. When asked why he chose this internship Mike responded, "I wanted the opportunity to work for an impressive and progressive company." With daily duties similar to Lindsey, Mike gained personal skills and made new friends along the way. The one part of the internship Mike said he enjoyed most was, "meeting new people and seeing how producers do different things while accomplishing the same goal."

Being an Accelerated Genetics intern is a great way to learn about the dairy and beef industry beyond your school and home farm. If you are interested in applying for an Accelerated Genetics internship go to [www.accelgen.com](http://www.accelgen.com). The deadline to apply for 2009 internships is November 15, 2008.

# SYNERGIES CREATED THROUGH INTERNATIONAL ALLIANCES

BY: KARI STANEK, COMMUNICATIONS & PUBLIC RELATIONS COORDINATOR

**Over the years, Accelerated Genetics has made strategic alliances with a couple global A.I. companies: Semenzoo in Italy and Masterrind in Germany. These alliances have created synergies resulting in an enhanced genetic offering and diversified portfolio of technologies and services.**

## ACCELERATED GENETICS USA

Accelerated Genetics sought out companies to make alliances with whose visions mirrored their own: helping producers attain success through innovative, customer-oriented technologies and programs. Each alliance offers unique value, complimenting Accelerated Genetics core values, products and services. The combined program of these unions put everyone's strengths together making each company a stronger player in the global A.I. marketplace, while maintaining their identity in their respective country.

"Collaborating with global partners that share our corporate and cooperative vision delivers real benefits to our customers," says Bob Holterman, Vice President of Marketing, Accelerated Genetics. Each A.I. company benefits from the alliance, one key advantage to it is the synergy created through the sharing of information and exchanging

of ideas about bull management, nutrition, semen processing techniques, and much more. "By working with these companies, we are able to swap ideas and different view points, creating a vibrant and creative atmosphere," adds Bob.

Through these alliances Accelerated Genetics has assembled one of the largest progeny testing programs in the world, giving its customers access to the most diverse genetic pool available anywhere. Bob comments, "These partnerships allow us to select from a larger group of bulls and we can pick from programs that have a different selection program than our own, as European countries typically focus more on components, type and health traits."

The depth of Accelerated Genetics' lineup grows through the use of sires from the global partners in the breeds of Holsteins, Red and Whites, and Brown Swiss. Accelerated Genetics selects the best to add to their active lineup. Sires from Semenzoo: 198HO00100 Active, 218HO00041 Britt, 198HO00101 Tempting, 210HO00105 Ralstorm\*RC, 198HO00094 Elayo-Red, 198HO00110 Aquolino, 198HO00093 Watha, 206BS00021 Prodigio, and 206BS00019 Scipio. Sires from Masterrind: 202HO00127 Jobert, 202HO00231 Velvet, 202HO00085 Alves, 202HO00255 Alert, 202HO00136 Jango, 202HO00163 Jobess, and 202HO00189 Windspiel.

"Ultimately, we increase our ability to offer more genetics to our customers. The producers in the U.S. marketplace have diverse breeding strategies and by adding these sires we have a deeper variety of pedigrees and types of sires to offer," concludes Bob.

Further, Accelerated Genetics gains a broader view of the international marketplace by synergistically working with these people and visiting their home markets.

## SEMENZOO ITALY

Semenzoo Italy was established in 1989 as a consortium of Italian A.I. Centers, with the mission of marketing the semen of Italian Proven Bulls throughout the world. Today, members of Semenzoo Italy are SemenItaly, C.I.Z., E.L.P.Zoo and Intermizoo. In total these centers test approximately 90% of the bulls sampled in Italy. Thus, Semenzoo Italy can offer the widest range of product today available from the Italian Selection Program: a warranty of reliability, professionalism with a long-standing tradition to offer beautiful and productive cows.

Andrea Battistotti, General Manager, Semenzoo Italy, states "Bull selection at each of the four studs (making up Semenzoo) are unique as each has a slightly different approach, but all take into consideration the PFT (Italian Index)." Together, the consortium of A.I. Centers test around 350 bulls per year.

**Semenzoo**<sup>italy</sup>



*Left: Semen Italy's Headquarters, one of the four Italian A.I. Centres that make up the consortium of Semenzoo Italy, with the mission of marketing the semen of Italian Proven bulls worldwide. Right: A Holstein cow is posed in front of a home on a family farm in Italy.*



# TRIUMPH CHARGES INTO THE JERSEY SCENE WITH HIGH JPI



BY: DEVAN FUNK, GENETIC DEVELOPMENT MANAGER

014JE00446 Norse-Star Jace Triumph-ET debuts high on the JPI list. This Jace son has outstanding production and type evaluations. At +1637 PTAM, +65 PTAF and +48 PTAP, Triumph ranks well among the leaders in the Jersey breed. His type, at +1.7 PTAT is impressive as is his JUI at +4.11. All these numbers contribute to his JPI of +223, which lands him 9<sup>th</sup> on the Top 100 JPI list for the breed. Accelerated Genetics plans to acquire a few sons of Triumph for the PACE young sire sampling program.

Triumph was bred at the Norse-Star Jersey herd, located just a few miles from the Accelerated Genetics Production Facility west of Westby, Wis. Norse-Star milks around 500 Jerseys and consists of the Michael Fremstad family and the Arden Sherpe family, with Mike's son Jason being the herdsman and the whole family helping out with daily chores.

The acquisition of Triumph starts with a visit to Norse-Star five and a half years ago. Triumph's dam, Norse-Star Lemvig Tally-ET, had landed herself on the Top 200 JPI list for cows. Top JPI cows milking in 500-cow herds are a 'must see' when it comes to selecting bull dams.



014JE00446 Triumph Daughter:  
Norse-Star Triumph N2204 VG-85%  
Norse-Star Jerseys, Westby, Wis.

Plus, she had already been appraised at VG-87% on her first score. Lemvig, Triumph's maternal grandsire, was fast becoming a well-respected 2<sup>nd</sup> crop sire at that time. Prior to arrival at Norse-Star, I was optimistic that a bull dam would be found there.

When I arrived at the farm, Tally didn't disappoint me. She was easy to spot amongst the two-year-olds string. Up eating at the feed alley, she had the widest udder in the group and was milking in excess of 90 pounds per day. What I remember most about Tally was her wide rear end with her wide square udder.

It didn't take me long to compliment her with a Jace mating. Jace was a top JPI bull at the time and I felt Jace would help keep the udder snug and emphasize production as well as type. After a short discussion with Jason, a plan was made to use embryo transfer and a bull contract was forthcoming.

Triumph and an ET full sister were born in December, 2003. The full sister is VG-85% and produced 21,370 5.1% 1,094 3.7% 787 as a two-year-old. In September, 2004, Triumph took the short trip to Accelerated Genetics and then started producing semen in January, 2005 with his semen being released for sampling the following month.



Norse-Star Jerseys located in Westby, Wis. are the breeders of 014JE00446 Triumph. The Norse-Star herd consists of 500 Jerseys and is owned by the Michael Fremstad family and Arden Sherpe family pictured above.

To date, Triumph has 59 milking daughters in his production evaluation and more are expected to be added. Obviously, they are milking extremely well, as indicated by his high PTAM. On the type side, he has 19 appraised daughters and he should add many more daughters and reliability to his next evaluation in January 2009.

His linear profile shows his daughters to have tremendous dairy strength, with above average scores for both strength and dairy form. He is above average in all his linear traits for udders as well as foot angle. The daughters I have inspected myself concur, they are strong, wide cows with dairyness, and very wide udders, all images of Tally herself.

### Satisfied Customers:

*"Triumph's dam was a strong, wide cow with a high and wide rear udder, and great crease, and the next dam was an EX-93% Berretta. Triumph's full sister just went VG-85% as a 4-year-old.*

*We currently have five milking Triumph daughters and they are very commercial friendly with nice feet and legs, wide rear udders, good udder cleft, and open dairy rib. They are above average for the herd in milk production.*

*Overall, they are very trouble-free cows. Triumph is the kind of bull that can satisfy anyone's needs and he will put a shot of milk in them."*

Jason Fremstad  
Norse-Star Jerseys  
Westby, Wis. • 500 Jerseys

*"I have two Triumph daughters that are performing nicely in the herd. They have good udders and solid production.*

*One daughter came out of cow I didn't like, but that daughter is a huge improvement over her dam."*

Bill Karrels  
Port Washington, Wis. • 40 cows (20 Jerseys)

*"The Triumph daughters are nice cows, milk really well and are above average for milk in our herd. They are also sound cows with good type, one is scored VG-85% with the other one not scored yet."*

Frank Borba  
Escalon, Calif. • 300 Jerseys

# GOWIN PLACES CUSTOMERS FIRST

BY: AMBER ELLIOTT, PUBLIC RELATIONS & ADVERTISING INTERN



Photo supplied by Terry Gowin

*Selling 500,000 units of semen is an accomplishment for anyone but especially for Terry Gowin who completed the milestone in just six years. Terry is pictured here with his wife, Rhea and their two children, Whitney and Grady.*

Terry Gowin, District Sales Manager for Arizona, has reached a milestone in his career many strive for – selling 500,000 units of semen. This milestone becomes even more impressive since Terry met this milestone in just six short years with the company; which means he sold an average of 228 units of semen everyday for those six years. He will be honored by the National Association of Animal Breeders (NAAB) for this achievement.

Terry has been around cattle and the agriculture industry his entire life; he grew up on a small beef ranch in Tuscan, Ariz. and currently still lives in the area with his wife and two children. Terry's path to success began at the University of Arizona where he received his Bachelors Degree in Animal Science.

Becoming just the 10<sup>th</sup> Accelerated Genetics employee to achieve this in the 17 years NAAB has been recognizing this milestone is not an easy task. Terry credits the relationships he has made through his 14 years in the industry – especially the past six years as an Accelerated Genetics employee – for his success. Going to customer's farms is what Terry enjoys the most about his job,

*"I like visiting with customers daily and helping them with reproduction and other issues they may have."*

While talking with Terry it became very clear that he puts his customers and their needs first. He suggests listening to customers' needs and wants, and not being pushy, when it comes to selling products and services.

Being a District Sales Manager and talking with customers daily about bull genetics, Terry obviously has a couple of bulls that are his favorites. He shared that in the past his favorite bull was Ito and currently he gives Airraid top honors. But why does he enjoy these two bulls? Well that's simple, "they have no holes in them," as Terry puts it. These are bulls that his customers are looking for – the complete package.

*"It is not hard to get up and go to work everyday, this doesn't seem like a job,"* Terry mentioned about what has kept him motivated through the years. Finally, he acknowledges Accelerated Genetics for the way they treat their employees. "This is the best company I have worked for, they really care for and about their employees."

# THE SOURCE FOR BREED-LEADING BEEF SIRES



BY: DON TRIMMER, BEEF GENETICS MANAGER

**The release of the Fall 2008 Sire Summary has once again shown that Accelerated Genetics is the SOURCE for breed-leading beef sires.**

## ANGUS

014AN00257 **Net Present Value** solidified his position as a new generation calving ease sire. His CED and BW rank in the top 3% of the breed. His performance and maternal traits rank in the top 30% or higher while his carcass traits for MARB and REA are in the top 25%. His \$Wean at +32.16 ranks in the top 3%. NPV is becoming the bull of choice for many progressive breeders and commercial cattlemen.

014AN00272 **Bando 1961** was the number one bull for sales this spring at Accelerated Genetics. His offspring are exceptional and were some of the highlights of the spring sale season.

014AN00250 **Rito 2V1** continues to be a leader for performance and carcass merit. Two sons were added to our lineup this spring. 014AN00310 **Lexington** is a son of GAR Precision 706, making him a maternal brother to three of the top \$Beef sires of the breed. 014AN00318 **NFI** was the standout of the Midland Bull Test in Montana. He was the Number 1 Angus bull on test for Feed Efficiency. In addition, he was one of the top gaining bulls with an overall test index of 116. His phenotype along with his genetic potential has him on the 'must use' list for breeders across the country.

For exceptional performance and muscle, look to the three P's at Accelerated Genetics, 014AN00262 **Power Stroke**, 014AN00270 **Performer** and 014AN00271 **Predominant**. These sires will add muscle along with exceptional performance.

The lineup at Accelerated Genetics is stacked with elite 'curve bending' sires. Proven sires with a wide Birth to Yearling spread include 014AN00231 **Alliance 9126**, 014AN00275 **Triple J Design**, 014AN00298 **Boom Time** and 014AN00300 **Reflection**.

An exciting group of young 'curve benders' were added this spring. They are 014AN00308 **Right Cross**, 014AN00312 **Eclipse**, 014AN00315 **Wisdom**, 014AN00316 **Wrangler**, 014AN00317 **Total Impact**, 014AN00319 **Energizer** and 014AN00320 **Sure Shot**.

Overall, 64 sires rank in the top 25% for WW and YW. Compliment this with 39 sires ranking in the top 25% for Calving Ease and 34 in the top 25% for low BW.

The Angus sires at Accelerated Genetics are truly at the forefront of the breed when consideration the selection indexes. Nearly 50 sires are in the top 25% for \$Wean. Over 60 are in the top 25% for \$Feedlot. Almost 40 are in the top 25% for \$Grid and 55 broke the top 25% for \$Beef.

## RED ANGUS

Although now deceased, 014AR02022 **Make Mimi** is still making an impact. He was the #3 bull for registrations in the breed this past year.

His son, 014AR02034 **Makin Hay** is the logical replacement for his sire. With superior calving ease (+10 CED and -1.7 BW) and exceptional performance, he is the new generation of 'curve bending' sires. We saw his YW jump ten pounds with the new data. Add to this his maternal traits in the top 25% and his solid carcass traits he is sure to be on the breeding list for many progressive breeders.

014AR02028 **Conquest** continues to be a favorite for calving ease and moderate mature size. His CED ranks in the top 2% while his BW of -2.7 is in the top 15%.

014AR02032 **Flat Iron**, with his +16 CED (top 2%) and -3.8 BW (top 10%) make him a logical choice to use on heifers for outcross genetics this fall.

014AR02025 **Ribeye** reigns as the #5 bull in the breed for Ribeye Area EPD at +0.62 and is positive for MARB at +0.05. His progeny are deep bodied and powerful.

014AR02020 **8000** continues to be the ultimate 'curve bender' in the Red Angus breed. No active sire can match his spread from -1.8 BW to +46 WW and +81 YW. In addition, he ranks high for Heifer Pregnancy at +15 and Stayability at +12.

## HEREFORD

This spring, Accelerated Genetics added another exciting young sire to the breed's most powerful lineup of Hereford sires. 014HP01015 **Red House** was the elite young sire to sell in the fall of 2007. He topped the Knoll Crest Farms Bull Sale in Virginia. His

EPD profile is unmatched in the breed. He ranks in the top 3% CED, 20% BW, 3% WW & YW, 25% Milk, 5% M&G, 10% CEM, 1% SC and MARB. He is in the top 1% for all of his \$Indexes. His dam is the number one \$CHB female in the breed.

014HP01009 **World Class** continues to solidify himself as the class of the Hereford breed. He is 11-way Trait Leader, excelling in nearly every EPD in the Sire Summary. In addition, he is now recognized as a Sire of Distinction (SOD) and a Certified Hereford Beef Sire (CHBS). Few sires in the Hereford breed can match the balance of performance, maternal and carcass traits that World Class offers.

014HP01007 **Prospector** is the number one YW sire at Accelerated Genetics at +105. He was also named a Certified Hereford Beef Sire (CHBS) this spring. He remains a 10-way trait leader in the breed.

## SIMMENTAL

Three Red sires are featured in our lineup this fall. 014SM03040 **Red Caesar** is a moderate framed, muscular son of the breed legend, Red Coat. The fall data saw his growth number increase to +49.8 WW and +81.5 YW.

014SM03031 **Real Deal** is a high growth, high maternal sire who is a breed leader for muscle. His REA of +1.02 is at the pinnacle of the Simmental breed.

014SM03033 **Scarlet Dreams** is now a BW Trait Leader with a -2.6. His CED of +14.1 makes him a logical choice for heifers.

For carcass genetics at the forefront of the breed, look at 014SM03042 **Escalade**. A curve bending sire with high marbling genetics would describe 014SM03046 **Kaboom**. 014SM03041 **Too Black** is a black, Red Coat son from the same family as the Denver Champion, 014SM03028 **Venom**.

Two of the best Sim/Angus bulls reside at Accelerated Genetics. 014SM03035 **Frontier N13** is a son of 014AN00223 **New Frontier**. His indexes rank him in the top 2% for API and top 1% for TI.

014SM03038 **Major League** is a son of 099AN05307 **338** out of the same cow family as 014SM03013 **Black Joker**. A high performance sire, he ranks in the top 1% for WW and YW.

# TERMINATOR CONTINUES HIS CLIMB ON THE TOP 100 TPI LIST

BY: DEVAN FUNK, GENETIC DEVELOPMENT MANAGER

014HO04481 Lars-Acres Terminator-ET continues to move up the TPI list with additional data following the August 2008 genetic evaluations. This is the second round of evaluations in a row that Terminator has increased. He debuted in January with a +1635 TPI and was 7 points below the Top 100 TPI bulls. In April, he jumped to +1716, good for 46<sup>th</sup> place and now in August he is +1806 and ranks 33<sup>rd</sup> on the Top 100 TPI list. Terminator is a well sampled sire with over 100 daughters not only in his production evaluation, but also his type evaluation.

It is in the health, fertility and calving traits that Terminator really stands out. One can see by his pedigree how that can happen. Both his sire, Outside, and his maternal grandsire, Rudolph, excel in these areas as well. He really resembles Outside the most, with their large, wide frames, long, wide sloped rumps and correct feet and legs. But Rudolph helps with more milk and better calving traits, two areas where Terminator is improved over his sire.

Terminator was acquired from Larson Acres Inc., Evansville, Wis., home to more than 1,400 milking animals. His dam, Lars-Acres Tricia EX-91, has turned out to be a tremendous brood cow for the Larsons, as there are several family members to Terminator still drawing attention to dairy sire analysts, today.

Tricia made a good first lactation, in 272 days, producing 24,080 3.7% 882 3.2% 761. But it wasn't until her 2<sup>nd</sup> lactation that her index climbed and my attention was drawn

to this Rudolph daughter at Larson Acres. Rudolph was a very appealing 2<sup>nd</sup> crop sire at the time, with his high production, functional type and tremendous health traits. When I arrived for a visit, Tricia was already pregnant with her 3<sup>rd</sup> calf. In both her 1<sup>st</sup> and 2<sup>nd</sup> lactations, Tricia conceived on her 1<sup>st</sup> service. She completed an outstanding 2<sup>nd</sup> lactation. In 292 days, she made 32,270 3.4% 1,111 3.0% 972. By the time her 3<sup>rd</sup> lactation rolled around, Tricia had gathered the attention of several A.I. studs looking for sons from her. Accelerated Genetics decided to contract her for two sons, one by Magna and the other by Outside. Later a third son was also purchased. With all this interest for her genetics, Larsons decided to put Tricia on a permanent flush program following her 3<sup>rd</sup> lactation.

Unfortunately, her eldest son at Accelerated Genetics, sired by Magna, was unable to produce quality semen and had to be culled. However, the Outside son arrived in December, 2003, and seven months later he was released for sampling.

Terminator entered the active lineup in January, 2008 and has continually moved up the ranks each summary since. His +5.4 PL puts him amongst the Top 20 bulls in the breed and at +1.8 DPR, he ranks in the Top 50 of the breed for daughter fertility.

Daughters are very tall, strong and wide and excellent dairy strength. His thurl width at +2.67 puts him in a very elite group. He also shines in Foot and Leg Composite as there are less than 50 bulls in the breed



Photo supplied by Larson Acres, Inc.

Larson Acres, Inc. are the breeders of 014HO04481 Terminator. The 1,400-cow dairy supports six Larson families spanning four generations and are pictured above. The management team consists of Virginia Larson, Mike Larson, Ed and Barb Larson, Jamie and Amy Larson, and Jim and Sandy Trustem.

that can boast +3.00 or greater, of which Terminator is one of them.

Terminator daughters resemble his dam in that they continue to develop and improve with age and they have a knack for becoming pregnant quickly. Watch for Terminator's proof in January, 2009. Who knows where he might climb to next time.

## Satisfied Customers:

*"We are very happy with our Terminator daughters, they are very consistent. Also, they are above average on milk and well above average on type."*

Roy Holman  
Chester, Vt. • 280 Holsteins

*"My Terminator daughter has been good to work with and bred back easily. She is above herd average on type and continues to milk well as she approaches the end of her lactation."*

Gregory Stanek  
Augusta, Wis. • 47 Holsteins

*"Our two Terminator daughters are really nice sound cows. Both finished their first lactations over 27,000 pounds of milk, which is above average for the herd. Also they are both taller than herdmates and have nice udders."*

Bill Mansfield  
Delavan, Wis. • 440 Holsteins



Vir-Clar Terminator 3231  
Vir-Clar Farms, Fond du Lac, Wis.



Thull Farms Terminator 1457  
Thull Farms, Kewaskum, Wis.

## 014HO04481 Terminator Daughters:

014HO03597

# POTTER

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## Sensational 2nd Crop!



At Left: Vista-LC Potter 2905, Frank Robinson photo.  
Below: Steward-Folly Potter Tia VG-86



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