



U.S. Registered Holsteins  
FOR MAXIMUM PROFIT



# Holstein Pulse

SUMMER 2017 • HOLSTEIN ASSOCIATION USA, INC.



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# Do Your Part to Make our Industry Vibrant

## An Appreciative Farewell from Gordie Cook

*Presented at the Annual Meeting on July 1, 2017*

Members, guests, industry friends, I welcome you all here this morning to our 132nd Annual Meeting of the Holstein Association USA and thank you to our terrific Washington hosts.

I have commented to some of the people I know, that seven years ago when I finished my six years on the Board, it kind of pulled up along the curb and I stepped off the bus. Three years went by and I ran for Vice President and I got elected, very fortunately for me. When they drove by and picked me up, I got on and got a little way down the road and realized I was on a rocket ship. Adjusting to the speed was certainly cushioned by the steady influence of then President, Glen Brown, who helped me get accustomed to the pace.

Your Association has certainly seen much advancement in that time: our continued relationship with Zoetis and our further enhancements to our Enlight® program, our ongoing investment in our IT department that promises so much in the upcoming future. The mere fact that last year we identified almost 700,000 animals, a new all-time record, speaks volumes to our services ability.

Our great Holstein cow continues to be the most profitable and efficient dairy animal on this earth. Just recently we accomplished a long-term goal of removing unwanted increased stature in our breeding formula TPI®, without diminishing anyone's ability to breed the type of cattle they enjoy working with.

Our latest YDLI group is our largest with 60 participants engaged on a two-year journey to enhance their leadership skills in our great dairy industry. We wish them well.

Holstein COMPLETE® currently expanded to a new high of over 342,000 animals in 1,778 herds. COMPLETE is a money-saving, cash flow planning system to utilize all your Association's programs. If you are not on COMPLETE, please consider it soon, you will be glad you did.



BY GORDIE  
COOK



**Retiring President Gordie Cook turns over the gavel to newly elected President Boyd Schaufelberger.**

**"To you, the members, thank you for allowing me this amazing opportunity to be your president these last two years."**

Our financial structure, which is very sound, has undergone several slight changes that will help protect our Association well into the future.

Your board of directors is responsible for these decisions and many others that enhance our breed and look after our Association's well-being. They are, to a man, an amazingly dedicated group. The staff, led by CEO Meyer, remain dedicated to the advancement and success of the Association and its members. My involvement has certainly been enhanced by my good friend, Vice President Boyd Schaufelberger.

While all of this is good for our Association and our breed and we continue to make great strides in improving the Holstein cow's ability to perform at an even higher level, there is an issue we need to talk about. How do we start to have the product we produce, be worth the money we need to get for it, to make a profit doing what we do? I think you heard it before, but once again... the last pound of milk prices it all. When there is too much, the small amount perceived to be too much makes all of it worth a lot less. There is certainly too much when some of it goes into methane digesters instead of a processing facility that can turn it into a product that's in demand. Your Holstein Association is certainly understanding of this plight, but how is your appetite for managing this supply? Yes, we

probably do need some new manufacturing capacity. However, when there is more milk somewhere in this system than can be handled profitably, we are not helping the situation. We all need to understand that it's not just some other guy that is making that little bit extra. Let's just say it's our neighbor, and it probably is, but it is his neighbor as well.

We have had great years in this business, they have happened for various and sundry reasons, weather-related, changing value of currency, demand by foreign countries for products, being in a position to provide that product when in demand, if it's at a profitable level, but maybe it's time that we producers, ourselves, make things happen. I think we can if we all wanted to — you decide. I'm pretty sure with as many members, in many places, making as much milk as we do, your Association can certainly try to help the cause. Are you willing to give up a little bit of freedom for the security and stability of a profitable marketplace? Planned growth that keeps supply in line with demand is a far more viable theme, because without this our production problems are sometimes very hard to deal with.

With our new delegate format, we have a few more people here to conduct our business. The business of the Association is in good hands. Let's see if we can't work towards a system that allows for more profitability back home regardless of one's breeding philosophy in those choices.

I would just like to say in closing, over the years I've looked at my notes and it says, "Gordie, stay cool, keep calm, take a deep breath, look up and keep smiling." As I look into this crowd I see a tremendous group of people.



**"Our great Holstein cow continues to be the most profitable and efficient dairy animal on this earth."**

I need to tell you that I couldn't have done this without a lot of special people. My wife Beth, my son Hank and his family, who have done an unbelievable job with our cattle and our farm. I even have to mention a good friend, Warren Post, who comes to cover for me when I am gone. He has been a monstrous help allowing me to get away for some of the things I've had to do. My daughter-in-law, Deb, who stays at home and takes care of five kids and runs our ice cream stand. My other children, Kara, Kim and

Nate help out how and when they can.

Also to you, the members, thank you for allowing me this amazing opportunity to be your president these last two years. I have enjoyed it and I thank you very much. Now let's have a great Convention! Thank you. 🐄

— Gordie Cook is President of Holstein Association USA, Inc.



**Above: Gordie gives his farewell address during the Annual Meeting.**

**Left: Roy Buessing, Gordie Cook, and Mike Jones were honored for their years of service to the Association.**

# Holstein Association USA Identifies an All-Time Record of 690,553 Animals in 2016

## 2016 State of the Association Address

*Presented at the Annual Meeting on July 1, 2017*

Mr. President, members, guests, and Holstein enthusiasts – thank you for participating in the meeting this morning. On behalf of the Board of Directors and staff, we are glad you are here and hope you have enjoyed the convention as much as we have. I would like to extend appreciation to our Washington friends who helped make this convention possible. Please join me with your show of thanks.

The lifeblood of the Holstein Association is you, the quality individuals who make up the world's largest dairy breed organization. Thanks to each of you, the members, for your commitment to the Holstein Association, and the Registered Holstein® cow.

Obviously, the depressed milk prices of 2016 challenged our membership, and everyone involved in the dairy industry.

In 2016, 1,742 dairy farms went out of business. This harsh weeding out has been tough on all involved.

It's no mystery why dairy farmers have been experiencing the financial strain they are. Quite simply, there is a global glut of milk!

The Holstein Association's Dairy Price Stabilization Program that was introduced, but not adopted nationally in 2009, aimed to reduce the volatility of milk prices. The plan is designed to reduce the roller coaster price fluctuations too frequently experienced by dairy farmers, processors, as well

as consumers of milk and dairy products. The Dairy Price Stabilization Program should be part of the next Farm Bill.

Until then, we can expect the volatility in milk prices to continue. In the Money Section of the April 25, 2017 edition of USA Today, Bruce Jones, an agricultural



BY JOHN M. MEYER



Forty-Year Member honorees receiving their award during the Annual Meeting, pictured with CEO John M. Meyer are, front row: Janice K. and Gerald F. Albrecht (medallion sponsors), Nina P. Burdette; back row: Max Prange representing Elm Park Farms Ltd., Steven Peterson, President Boyd E. Schaufelberger, James R. Burdette; and past President Gordie Cook.

**"The lifeblood of the Holstein Association is you,  
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economist at the University of Wisconsin-Madison, states, "In the short run, we have got to put the brakes on milk production. Processors are telling farmers, 'we can work through this...but don't compound the problem by expanding milk output dramatically'."

Joan Behr, a spokeswoman for Foremost Farms USA in Baraboo, Wisconsin, a cooperative with 1,300 dairy farmers, stated in the same article,

"We have to strategically plan for every drop now. As our members look at their futures, and their plans for growth, they have to be in lock-step communication with us."

My intent with these comments this morning is not to wallow about milk prices, but instead to stress that the only way to get out of this predicament is to better manage supply with demand. Your Holstein Association is the perfect group to address this, because we don't have the baggage and burden of managing dairy processing plants and the challenges of running them at full or partial capacity. Nor do we have the worry of managing the

delivery and inventory of a perishable product. We come to the table with the single focus of doing what is best for you, the Holstein Association USA dairy farmer member.

One of the reasons you're here today is because the Holstein Association USA is a member-driven association that goes deep into the heart of Holstein breeders' needs to continue with and develop new programs, products, and services to help you be more successful. Our elected leaders, drawn from you, the membership, develop the policy that establishes our direction. Over the last year, national directors have spent time evaluating present and future needs of the dairy industry as we prepare for 2030 and beyond.

We have to be acutely aware of the impact of what we do or don't do today might affect the future of the Association, its members, and the Registered Holstein cow.

In my position, it's critical to have a clear focus on the present, but at the same time, it's just as important to have an eye on the future. Quite simply, we always have to do what we are doing now well, but we also have to try to foresee what might be coming down the road. We need to continually analyze what we can do now, to position the Association and its members to be relevant, and successful in the future.

As we do this type of forecasting, we accept the fact there are no absolutes. We ask ourselves what the dairy environment will be like in 2030. We think about what programs, products, services, and activities we're involved in now or offer today, that we may want to abandon in 2030 or before.

Today, some associations are purposely concentrating their resources on a limited number of key programs and activities and eliminating those that are obsolete, underperforming, or no longer as relevant as they once were. By abandoning the programs without much of a future, associations can allocate more resources to those with a bright future. A benefit of a limited program, product, and service offering is the improved ability to promote a few strong programs versus a long laundry list of stuff.

As we go through this process, we need to rigorously try to define the people who will be milking, breeding, caring for, and owning Holstein cattle. Too many associations are structured to serve a market that doesn't exist anymore.

We're going through a disciplined analysis of the markets that the Holstein Association serves today, and trying to predict what it will likely evolve in to tomorrow and 2030 and beyond.

We will continually analyze opportunities for the Holstein cow and her Association to take advantage of new technologies, as they relate to genetic markers, breeding practices, and how our cow and members may benefit from such. We will continue to spend more time looking at the actual product the Holstein cow produces, and opportunities

that may arise for our members to produce and sell A2 milk, and other milk and milk products for niche markets. Along these lines, the demand for polled Holsteins will continue to escalate.

Your Holstein Association Board of Directors and employee team will continue to evaluate opportunities that could result in benefits to Association members and the dairy community. The successful endeavors we currently have with Allflex, AgriTech Analytics (ATA), and Zoetis are all shining examples of successful planning

and execution. As a result of each of those collaborations, the Holstein Association now works with dairies which we never worked with previously.

The advent of genomics has sparked interest in the Holstein breed! Of the 610,236 Holsteins born and identified by the Association in 2016, 216,114, or 35 percent, were genomic tested.

When looking at Association member activity, it is interesting to note that one of our five largest members, in terms of business done with the Association, did their first business with us in 2014.

Another new member, who did not do business with the Holstein Association prior to 2016, is also now one of the five largest members, in terms of activity with the Association.

Put another way, two of the Association's largest five members, in terms of dollars spent with the Association, did no business with us prior to 2014.

These examples show the tremendous growth in opportunities dairies like these see with Holsteins!

*(continued on page 8)*



**Katharine Correia, regional sales representative, and Andrew King, national sales representative, greeted many members at the HAUSA booth.**

**"The Holstein Association USA is a member-driven association that goes deep into the heart of Holstein breeders' needs to continue with and develop, new programs, products, and services to help you be more successful. "**

Without question, there is a role for all ages, all interests, and all sizes within your Holstein Association. Individuals choose to be a member of this great Association for varying reasons.

When I look around this room today and see the great minds and dedicated leaders who are here, it becomes very clear to me there is no end to what this Association can accomplish.

This room is filled with delegates, former Association directors, and presidents, current and former Holstein Association committee members, and many other Holstein enthusiasts.

I'm very thankful for all of you, but at this time I do want to recognize all of those in attendance who are either current or past members of the Association's Board of Directors, current or past delegates, and current or past Association committee members to stand.

Thank you for your continued dedication and service to the Holstein Association. Let's give them a round of applause.

The current Holstein Association Board of Directors, and retiring Directors Roy Buessing and Mike Jones, along with outgoing President Gordie Cook, are to be commended for the wonderful contributions they have brought to your Association. Let's give them a round of applause.

As you can imagine, I work with the President of the Association more closely than the rest of the Board, and that has always been extremely fulfilling. Gordie was the architect of the Association's Dairy Price Stabilization Program, and we had some exciting trips to Washington promoting that concept. One of the things I have always appreciated about Gordie was his willingness to "go for it", no matter what the obstacles might be.

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As you can see in the narratives and statistics chronicled in the 2016 Annual Report, your Association had a solid year. We saw growth in some areas, and reductions in others.

One of the highlights was the registration of 377,305 head, and the identification of another 313,248 through our Basic

ID program, which results in the identification of 690,553 Holsteins, which is 108,687 more or 19% higher than 2015! The 690,553 animals represent an all-time Holstein Association record!

On the other hand, while it was great to welcome 742 new junior members and 448 new adult members to the Association in 2016, the numbers represent decreases in both categories. Compared to 2015, 102 fewer adults and 110 fewer juniors joined our ranks. The fact that more people leave dairy farming than enter it every year makes

it challenging to grow membership.

Then again, the abilities and strengths of our current members are as strong or stronger than they've ever been.

When you get right down to it, the Holstein Association is not just a cow business, it's a people business. Many of you have gained much more from the Holstein Association USA than is recorded

on the dollar side of your own operation's ledger or that of the Association.

Through the Holstein Association, you have gained friends you would have never met without your common interest in Registered Holstein cattle. My hope for each of you is that all of you will have met at least five new people during your time here this week. Many of these special friendships will last a lifetime.

We've all gained fond memories of cattle, people, places, special events, national conventions, and experiences that are not available to the uninvolved.

The greatest gain, however, might be in the personal satisfaction each and every one of you have from the knowledge that you have contributed to the well being and the improvement of the United States Registered Holstein herd, which is the most coveted in the world!

Thank you very much! 🐾



**"Without question, there is a role for all ages, all interests, and all sizes within your Holstein Association."**

— John M. Meyer  
is Chief Executive Officer of Holstein Association USA, Inc.

# Carncross Named 2017 Distinguished Young Holstein Breeder

Craig Carncross, Lodi, Wisconsin, is Holstein Association USA's 2017 Distinguished Young Holstein Breeder. He was presented the award at the recent National Holstein Convention in Bellevue, Washington. Dedication to his farm, family, and community has allowed him to achieve impressive results.

From an early age, Craig was fascinated with pedigrees, and is now a great student of them. His family had a big interest in developing his passion as it was regularly a part of family conversations. Craig grew up on his parent's Registered Holstein® farm in south central Wisconsin. His parents, Worden and Emily, established the Wargo-Acres prefix in the early 1970's and started building their Registered Holstein herd.

Since childhood, Craig has been active in the dairy industry. As a youngster, he was a member of his county dairy judging team. Following graduation from the University of Wisconsin-Madison with his degree in Dairy Science, Craig returned home to join the operation full time. Since then, Craig has built a solid foundation for his future with Registered Holsteins based on hard work, careful decision making and strong values.

## Herd Management

Today, the Carncrosses are milking over 425 cows, three times a day in a double eight herringbone parlor. Considerable



**"High genomic cows are almost always the most efficient producers as long as they have adequate health characteristics."**

improvement has been made in cow comfort and nutrition, including new larger, sand bedded freestalls, which in turn has helped increase production per cow. Their current rolling herd average is 31,660 pounds of milk, 1,205 pounds of fat, and 995 pounds of protein.

Craig is constantly looking to improve the dairy. In 2007, they expanded the operation to a sand bedded freestall facility. Over the past two decades, the family has added 300 milking cows and 200 acres of farm land. Most of

the expansion was through internal herd growth, purchasing just 125 animals.

Craig has utilized a variety of Holstein Association USA programs to assist with developing their herd, including Holstein COMPLETE®, EASY ID™, Sire Summaries and TriStar<sup>SM</sup>. The herd classifies on a regular basis and has a current BAA of 108.2 with 52 Excellent cows, 165 scored Very Good, and 75 Good Plus. Since Craig joined the operation, the farm has received Progressive Breeders Registry honors 17 years and earned the Progressive



Genetic Herd award seven years. Thirty-nine cows bearing their prefix have obtained Gold Medal Dam recognition, as well as 17 Dams of Merit, and nine cows honored as National Elite Performers. Over time, they have sold 37 bulls into A.I.

### Breeding Program

“First and foremost, our cows must be trouble free, profitable cows. Those cows will make daughters that we can work with,” says Craig. “High genomic cows are almost always the most efficient producers as long as they have adequate health characteristics.”

Craig has a true passion for genetics and enjoys studying pedigrees and looking through bull books. Their breeding program is goal orientated and Craig uses Classification, the cow’s production values and the rolling herd average to reflect how the herd is performing against those goals.

Craig says that the goal of his breeding program is profitability and longevity, and breeds for traits that he feels will ultimately lead to long lasting cows. His goal is to have cows score at least 87 points and produce over 150,000 lifetime pounds of milk.

With emphasis on components, the first criteria Craig selects for is PTA protein, since pounds of protein is the number one source of income in their milk check. Craig also looks for sires with a nice profile for Productive Life, Daughter Pregnancy Rate, Fertility Index and low Somatic Cell Score. Through disciplined breeding for both production and fitness, he is creating a high producing herd that is also robust and durable.

Craig’s attention to detail and pedigrees has helped position Wargo-Acres for a strong future in the Holstein breed. Fifty-three of their cows have produced 200,000 pounds of lifetime milk and 11 have produced over 300,000 pounds.

“One of the things I was worried about with the expansion was how do I continue to have generations of Excellent cows, with high milk production and longevity? The expansion created more opportunities, and deeper cow families; we wouldn’t have been able to create them in a small herd,” states Craig.

Two cows that left their stamp on the herd are Wargo-Acres Melrose EX-94 3E GMD DOM and Wargo-Acres Durham Dazzle EX-94 3E GMD DOM. Melrose and Dazzle both came from strong cow families who continue to shine. Melrose holds a lifetime milk record of 275,010 pounds of milk while Dazzle produced 200,270 pounds of milk in her lifetime. Wargo-Acres first became known globally when embryos from Dazzle began being exported heavily.

A great example of the Carncross’ breeding program in the herd today is Wargo-Acres Manners, a great granddaughter of Melrose. Manners is classified Excellent-94 2E with a 94-point udder. She is sired by Klassic Big Time-ET, out of a VG-85 Mesland Duplex-ET daughter. Currently, Manners is in her fifth lactation, and has made a lifetime record of 147,970 pounds of milk, 5,995 pounds of fat and 4,751 pounds of protein.

### Community Involvement

Craig and his wife, Jen, have two children, Evan, eight, and Nolan who is six years old.

Craig has always had an interest in dairy judging, and became involved with coaching his county’s dairy judging team after graduating from college. His team won the National 4-H Dairy Cattle Judging Contest at the 2005 World Dairy Expo and went on to place first in the International competition held in Scotland.

Craig is involved with several industry groups, including the Wisconsin Holstein Association where he is in his third year as a director. He is a member of the Association’s Executive Committee, Finance Committee and chairman of both the Breed Improvement and Membership Development Committees. He represents Wisconsin Holstein Association on the Wisconsin PDCA board where currently he

serves as vice-president. Craig and his family are active members of the Concordia United Methodist Church where he serves on the Finance Committee.

Craig also advocates Holstein genetics throughout the world by partnering with the U.S. Livestock Genetic Export and the American Embryo Transfer Association. He hosts many delegations to his farm on behalf of the organizations including most recently government officials and farmers from Russia, China and Kazakhstan.

Known as a humble, friendly man, others are quick to speak highly of Craig and his accomplishments. “Craig is one of the special individuals that you just know will be successful,” says Nathan C. Dorshorst, DVM, GenOvations Inc. “I admire his work ethic, passion for the Holstein cow, and his intelligence. Craig is enthusiastic, outgoing, articulate, and one of the most knowledgeable Holstein breeders I’ve worked with.”

Craig has already had an impressive impact on the Registered Holstein business and dairy industry. Craig has a bright vision for the future and is excited to continue building and developing his herd. 🐄



Jen and Craig Carncross with sons Evan and Nolan.

# Jerry Strandlund Awarded 2017 Distinguished Leadership Honor

Gerald (Jerry) Strandlund, Bellingham, Washington, was honored with Holstein Association USA's 2017 Distinguished Leadership Award. This award recognizes an individual who has made a career of providing outstanding and unselfish leadership for the betterment of the dairy industry. Strandlund received the award at the recent National Holstein Convention in Bellevue, Washington.

Jerry, born and raised on his parents' dairy farm in Mora, Minnesota, grew up milking 19 cows. Jerry attended the University of Minnesota completing the Herdsman Short Course. He continued his undergraduate studies and in 1962 graduated with a degree in Animal Husbandry.

Diligent about broadening his horizons in the purebred dairy industry, he gained insight in the

Registered Holstein® business by completing internships with notable herds such as Carnation, Pinehurst, Pineyhill and Elmwood Farms. After graduating from college, Jerry went to work for Mor-Ayr Ayrshire Farm, where he mated the highest classified Ayrshire ever at that farm.

In 1967, the National Holstein Association hired Jerry as a fieldman. Covering seven Pacific Northwest states, he kept busy traveling between farm visits, shows, sales, and meetings. He fell in love with the area and established roots in the state of Washington.

Former Holstein Association USA's president Randy Gross said, "Jerry has remained a rock of stability in a changing industry while serving in a number of capacities. His faith in the value of Registered Holsteins, and those who work with them, is always evident."

Later, Jerry began working as the marketing manager for All West Breeders. He created a successful marketing campaign by developing the "Family Album" sire directory. He was instrumental in the "One Jump Ahead" advertisements, a campaign that put All West Breeders on the map and is still used today.

After four years with All West Breeders, Jerry started Bovagraph, a cattle photography business. This allowed him to visit farms, sales and shows across the western states

picturing local herds, show winners and sale consignments. There was a need in the western dairy industry for such service, and Jerry eagerly filled it. He traveled long hours as he built his new business.

Merging his cattle photography business with his love of advertising, Jerry took over the quarterly newspaper, *Northwest Holstein News*. This enabled him to help breeders promote their herds. At that time, he created annual issues

for individual western states. Today, Jerry publishes an inclusive directory called the *Northwest Holstein Annual* covering the six states of Colorado, Idaho, Montana, Oregon, Utah, and Washington, along with one Canadian province, British Columbia.

As editor of the *Northwest Holstein News* for over 40 years, Jerry has been an integral part of many events. His

desire for breeders to succeed is evident in each quarterly and annual publication.

During the past 35 years, he hasn't missed a single Western Spring National Holstein Show. He regularly attended the Washington, Oregon, and Idaho state shows and sales, volunteering his time to photograph the class winners.

Jerry saw a similar opportunity in British Columbia. In 1979, he started the *B.C. Holstein News*. After two years of growing the publication, he passed it along to a British Columbian Holstein enthusiast.

His interest and passion for the Registered Holstein cow never wavered and there is no doubt Jerry's passion for the dairy business rubbed off on others. Another Holstein Association USA past president Larry A. Tande shares, "Jerry has made great contributions, through his leadership, in the Northwestern part of the United States. Jerry's knowledge and enthusiasm for the Holstein breed has helped many breeders, young and old, with advice and direction for the future of their operations."

Jerry's commitment to the future of the dairy industry and continually lending his time and expertise for the benefit of our industry make him deserving of this honor. By always putting the good of the cause above his own personal benefit, Jerry has ensured his legacy will be lasting. 🐄



Holstein Association USA (HAUSA) CEO John Meyer; Sandy and Jerry Strandlund; HAUSA past President Gordie Cook and Boyd Schaufelberger, current President.

# Olmar Farms Named 2017 Elite Breeder

**O**lmar Farms of Sleepy Eye, Minnesota, is Holstein Association USA's 2017 Elite Breeder Award honoree. This award recognizes Holstein breeders who have bred outstanding animals, making a notable contribution to U.S. Registered Holsteins.

Olmar Farms was established in 1944, by Oliver and Verla Marti with the purchase of nine Registered Holsteins as foundation cows from breeders in North and South Dakota. They instilled an appreciation for the Registered Holstein business and dairy farming in their sons, Roger and Floyd, who joined the farm in 1976. It then became known as Oliver Marti and Sons.

In 2002, Roger's daughter Jill, her husband, Brian, and their children, Isaac and Joshua, moved home. This is when the operation became known as Olmar Farms. Jill and Brian bought the farm in 2010 after Roger and Floyd retired.

Jill and Brian built a new freestall and milking facility to house their expanded herd of 144 milking cows. The Olmar herd has a rolling herd average of 26,063 pounds of milk, 976 pounds of fat, and 822 pounds of protein. The family maintains a legacy of well-rounded breeding, that hasn't wavered, with attention to three areas: high type, high production and longevity.

"Our goal is to breed beautiful, balanced, profitable cows. Profitability is not measured in one lactation. At Olmar Farms we held on to the belief that if one cow can score Excellent and produce over 30,000 pounds of milk or 1,100 pounds of fat and last several lactations, then why can't an entire herd," comments Jill. "We pride ourselves in having a cow for anyone. It is because each generation has been working toward the same goal for 72 years that our herd has become known as a place to buy animals with confidence."

Olmar's current BAA is 109.2 on 142 cows. Over time, 233 cows bearing the Olmar prefix classified Excellent, with one at EX-95 and nine more at EX-94. A true breeder herd, Olmar cattle transmit their desirable qualities on to the next generation. To date, 33 Dams of Merit, 61 Gold Medal Dams and one Gold Medal Sire carry the farm's prefix.

Olmar excels at maintaining a balanced performance, being recognized on the Progressive Breeders' Registry for 47 consecutive years. The herd is also known for cattle with outstanding genetic value as a 24-year Progressive

Genetics Herd. Olmar Farms sent over 40 bulls into A.I. in the United States and internationally.

Olmar Chief Barbara EX-93 4E GMD DOM is a hallmark example of the kind of cow Olmar Farms prides themselves in breeding. With farm legends found on both the top and bottom of her pedigree, she fostered high producing, record setting cows that stood the test of time. Today, 65 percent of the Olmar herd traces back to this one cow. Sired by Pawnee Farm Arlinda Chief, some of Barbara's most noteworthy descendants are a three-time

All-American nominee, Olmar Roy Crystal, classified EX-95 2E, and Olmar Durham Bella-ET EX-93 4E, who made over 200,000 pounds of lifetime milk with multiple records over 30,000 pounds. Bella is an impressive brood cow with over 30 offspring in the milking herd.

Another descendant of Barbara is

Olmar Lynch Baby Bumble-ET GMD DOM, classified Excellent-93 2E completing five generations of Very Good and Excellent cows. Sired by Klassic Merrill Lynch-ET, her dam was a 92-point 2E, DOM GMD Regancrest Elton Durham-ET daughter. Baby Bumble-ET is the grand dam of S-S-I Robust Biggio-ET who was 36th on the December 2015 Top 100 TPI Bulls list. Baby Bumble's best production record, calving at four years and six months, was 40,440 pounds of milk with 1,550 pounds of fat and 1,231 pounds of protein in a 365-day lactation.

Another notable cow from Olmar's legacy was Olmar Polly Bob Faithfull, classified EX-90 3E GMD. Sired by M V B A Ivanhoe Polly Bob, Faithfull was the first cow in Minnesota to produce over 300,000 pounds of lifetime milk. With her daughter, Olmar had the first dam and daughter pair to each produce over 30,000 pounds of milk in one lactation. Faithfull was the dam of Olmar Thunder, an All-American bull.

The Marti family gives their time freely to numerous organizations. Jill served nine years on the Minnesota Holstein Board and 25 years as a 4-H leader and dairy judging coach. Brian currently serves on the local school board and county dairy board. "Not only can a farm have an influence with their genetics, but also how they give back to the industry," states Jill. "Olmar Farms has a priority with not only taking care of our cows but giving back to the community and industry." 🐄



**back (l-r): Isaac and Brian Nelson, Roger Marti; HAUSA CEO John Meyer, past President Gordie Cook, and current President Boyd Schaufelberger; front: Joshua and Jill Nelson, Marsha and Cheryll Marti.**