

U.S. REGISTERED HOLSTEINS®

THE WORLD'S PERFECT COW



UNMATCHED MILK AND COMPONENT PRODUCTION ABILITY

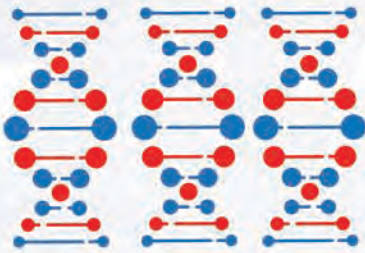
The largest source of income on a dairy farm is the milk check, and Registered Holstein® cattle are your number one choice for what American dairy producers are paid for – producing more pounds of high quality milk, fat, and protein than any other dairy breed. Additionally, there is an incredible amount of genetic information available for Registered Holsteins, creating faster genetic progress and improved efficiency.

There are over

7,380,927

**GENOTYPES FOR
HOLSTEIN COWS.**

That's over 8 more genotypes for Holsteins than the other four breeds combined.



BREED	GENOTYPES
Jersey	809,755
Brown Swiss	78,264
Ayrshire	18,819
Guernsey	9,675

Source: Council on Dairy Cattle Breeding - Genotype Counts (through May 2024)

COMPARISON BETWEEN HOLSTEINS & OTHER BREEDS ON DHIA TESTING PROGRAMS

BREED	HERDS	MILK	% FAT	FAT	% PRO	PRO
HOLSTEIN	7,694	27,183	4.04	1,100	3.17	871
Ayrshire	34	14,916	4.03	596	3.22	478
Brown Swiss	87	20,298	4.18	847	3.43	700
Guernsey	46	15,937	4.62	740	3.39	546
Jersey	565	18,886	4.96	944	3.70	708

Source: Council on Dairy Cattle Breeding - National Performance Metrics (Herd Averages 2023)

HOLSTEINS ARE MORE PROFITABLE



When comparing the profitability and efficiency of Holsteins and Jerseys, Holsteincows were **\$456 more profitable** per cow annually than Jersey cows.



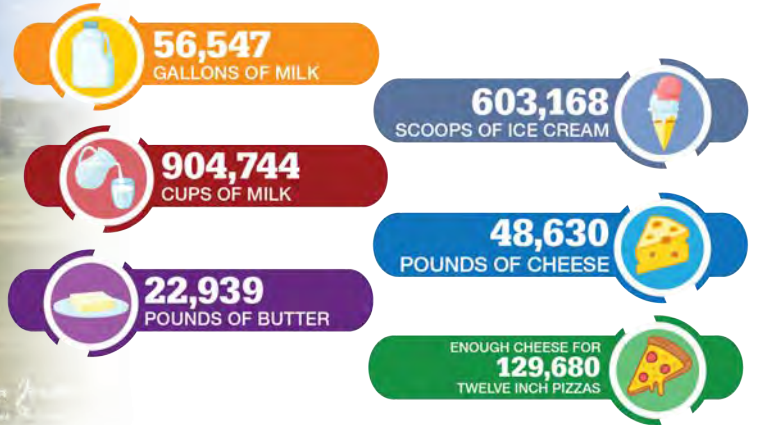
77% of the revenue advantage for Holsteins came from producing about **810 additional pounds** of components annually.

Source: Michigan State University Extension



UNMATCHED EFFICIENCY

Nor-Bert Colby Connie broke the lifetime milk production record in 2023. Her impressive 486,300 pound lifetime milk production record is equivalent to:



GENETIC TREND VALUES

Genetic progress has enabled Registered Holsteins to become the top choice for production and efficiency in the global dairy industry. Here's a snapshot why the Holstein cow is the top choice.

BREED	CHEESE MERIT (\$)	FAT (LBS)	PROTEIN (LBS)	NET MERIT (\$)	PRODUCTIVE LIFE	DAUGHTER PREGNANCY
HOLSTEIN	384	120	379	379	1.83	1.6
Jersey	228	1	0	225	0.28	1.1
Brown Swiss	136	1	45	133	0.40	0.8

Source: Council on Dairy Cattle Breeding - Genetic Trend (2014-2020)



"Registered Holstein cows add a premium to their value. When I market cattle, and when I have that piece of paper, it matters. It's not just an everyday, run-of-the-mill Holstein cow. We can tell you exactly where she's from and can predict her future through genomics. To me, that adds value."

– Michael Santos Jr.,
Terra Linda Dairy,
Tulare, CA



"The Holstein cow is really a cash flow machine from the value of her calf to the value of the milk she produces in that subsequent lactation. Nothing in livestock agriculture can beat a Holstein cow when it comes to generating revenue that comes right back here on the farm."

– Mark Crave,
Crave Brothers Farm,
Waterloo, WI



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