

Breeding a better business

If you're interested in breeding and genetic improvement, then registration is the next step in improving the productivity and quality of your cows.

Registration records and tracks the pedigree of your cows and millions more around the world, allowing you to make better breeding decisions and accelerate your genetic improvement program.

Registration can significantly increase the marketability of surplus cows and heifers and add long-term value to your herd when combined with other Holstein Australia services.

You'll benefit from breeding higher producing, trouble-free and long-lasting cows that are a pleasure to milk. And, just as importantly, you'll enjoy the company and fellowship of breeding enthusiasts throughout Australia and the world.



How registration can help you breed a better business

- Improve your knowledge of breeding
- Help you make informed breeding decisions
- Accelerate your genetic improvement
- Improve the value of surplus cows and heifers
- Identify genetically superior individuals and families
- Add significant long-term value to your herd
- Improve your record keeping
- Join a community of like-minded breeding enthusiasts
- Access other Holstein Australia services
- Participate in Holstein Australia functions



Holstein
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www.holstein.com.au

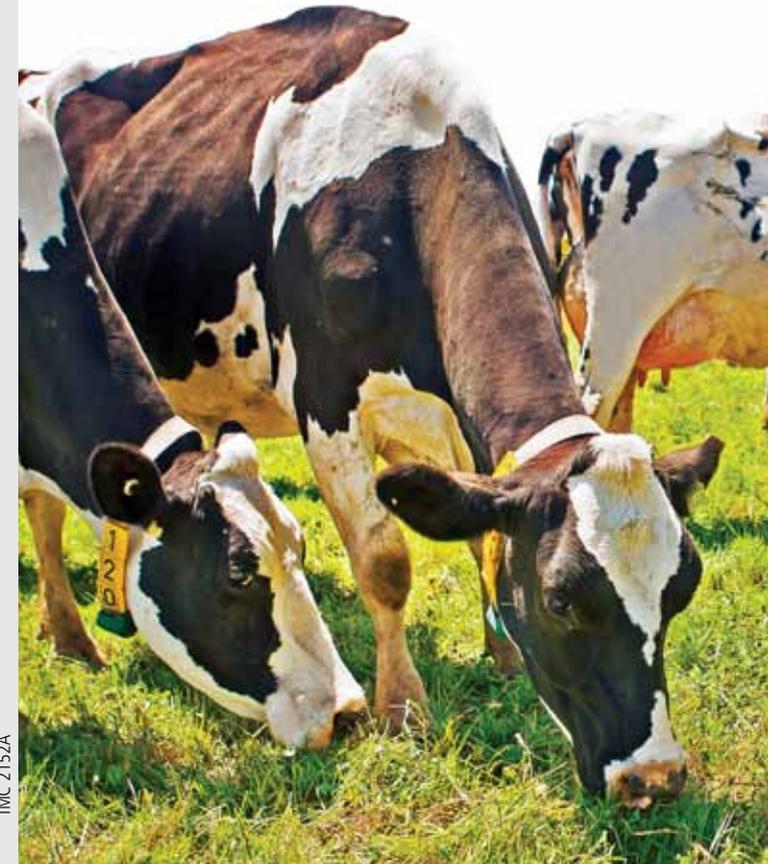
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Interested in breeding?
Then take it to the next level!



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Registration



IMC 2152A

More milk in the vat

It's true – registered cows do produce more milk!

This comes from a combination of many factors, not the least being improved genetics and the improved management that comes with the joy of breeding quality cows.

Industry data clearly shows the production benefits of herd recording, artificial insemination and registration.

In 2008-09, herd-recorded registered cows produced 16 per cent more milk than herd-recorded grade cows!

Production averages of herd recorded Holsteins

	Number of cows	Milk (L)	Fat (kg)	Fat (%)	Protein (kg)	Protein (%)	Lactation (days)
All	381,337	7,080	279	3.94	233	3.29	322
Grade	318,168	6,897	273	3.96	217	3.30	316
Registered	63,169	8,005	308	3.84	258	3.22	346

Source: Australian Herd Recording Statistics 2008-09, ADHIS.

*Based on actual sale data, contact Holstein Australia for details.

More money in the bank

There's always a market for quality livestock.

Between August 2008 and May 2010, the average premium for registered Holstein animals compared to grade animals was nearly \$1000.*

This premium increases with the depth of pedigree, production performance and superior conformation.

Besides constant demand for replacement heifers and quality cows, there is robust export demand for heifers with a known pedigree, sound conformation and a strong production background.

How to upgrade your herd

The Holstein Australia Appendix Register provides a simple and cost-effective method of upgrading grade cows to purebred status.

To qualify for registration on the Appendix Register, animals must meet minimum type and identification requirements.

Progeny then advance through five generations of controlled breeding to registered Holstein sires before being entered in the Australian herdbook.

The Appendix Register contains more than 400,000 animals in herds just like yours.

How to register your herd

It's incredibly easy! You can register progeny on-line or via email, phone, mail or herd-recording software.

