

Holstein Journal

SUMMER 2021



**Member survey
results**

**On Farm Competition
reports**

**Cow of the Year
announced**

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Re. No: A14883U ABN: 87 455 118 302

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Produced by Monks Communication on behalf of Holstein Australia
Editor: Lee-Ann Monks
Layout: SUBStitution Pty Ltd
Advertising: Sarah Keens Ph: (03) 9835 7600
Printed by Litho Art, Darra, Qld

COVER: Holstein Australia's Cow of the Year 2021 – Elmar Goldwyn Jessica 11-ET EX-93-4E 9* 2xEP with breeders Deanne and Steve Hore, Elmar Holsteins, Leitchville, Victoria.
Photograph: Kelsie Hore



Hullabaloo MGD:
Cookiecutter DTA
Habitan-ET EX-90

HULLABALOO

250HO15713 AOT HULLABALOO-ET
MAGNITUDE X POSITIVE X DELTA



- +938 MILK AND +81 FAT AT +0.16%F
- +384 BPI AND +2904 TPI
- +2.99 PTAT, +2.69 UDC
- OUTCROSS SIRE
- AMAZING MOM HALO COW FAMILY

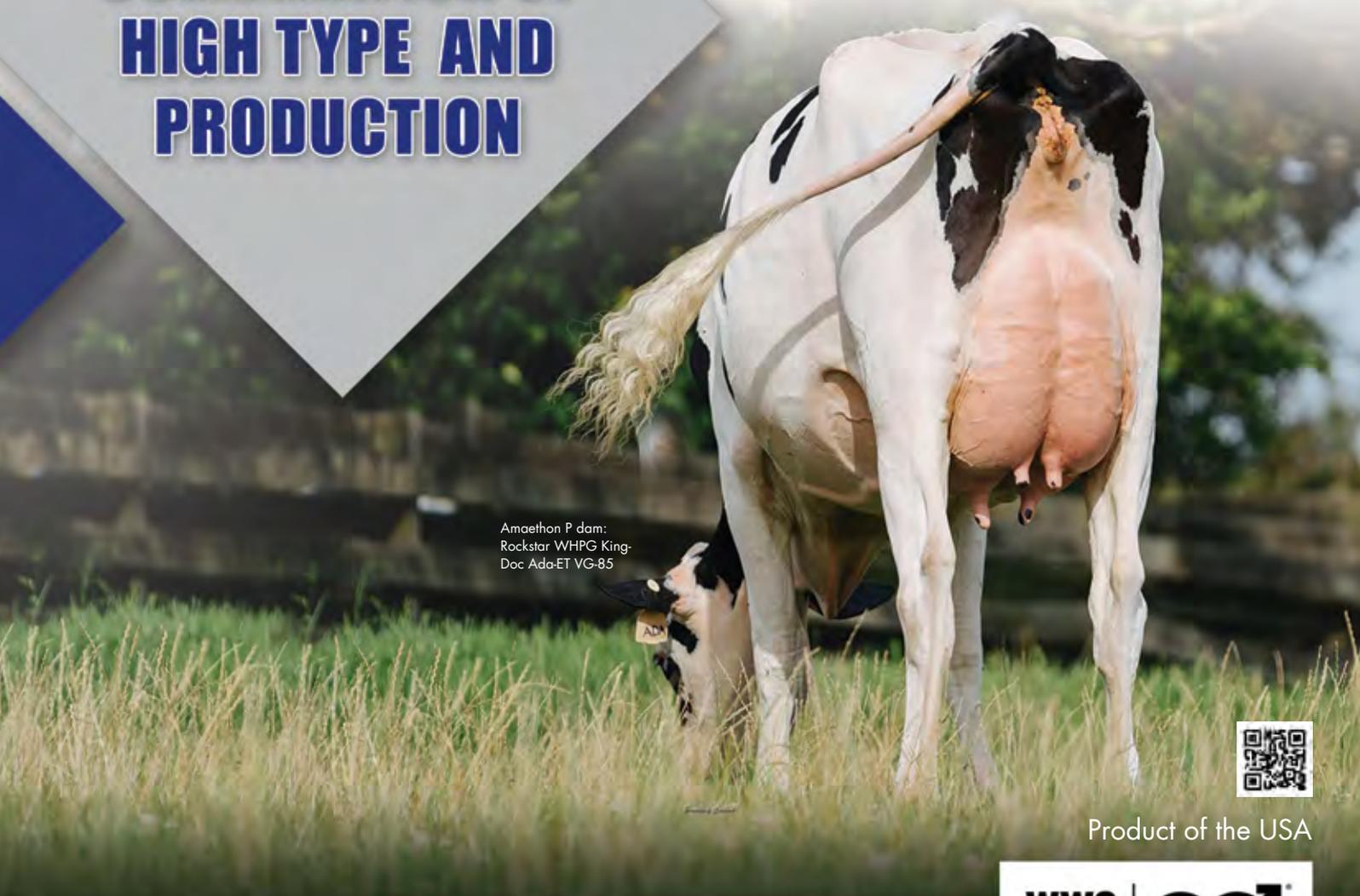
AMAETHON P

7HO15581 LIGHTNING RIDGE AMAETHON P-ET
MIRAND X DOC X ARCHRIVAL



- POLLED AUSTRALIAN BRED
- +1068 MILK
- +3.65 PTAT, +2.86 UDC, +1.16 FLC
- ADDS TEAT LENGTH AT +0.51 AND SLOPED RUMP AT +0.49
- +4.49 REAR UDDER HEIGHT, +4.87 REAR UDDER WIDTH

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President's AGM Report

Garry Carpenter
President, Holstein Australia



Little did I think 12 months ago that we would be where we are now, with the Association, like much of Australia, still operating under COVID-19 restrictions. That said, for the majority of members, operations on farm have continued in the normal way with fortunately little negative impact on the dairy industry. For Holstein Australia staff, the majority of whom are based in Melbourne – the city with the distinction of operating under the world's longest COVID lockdown – the situation has been very different.

I take my hat off to the entire Holstein Australia team who have continued to provide essential member services. Most of our office-based staff have been working from home, many juggling home schooling along with work. On behalf of every member, thank you; we know it has been far from easy.

The relative health of the dairy sector combined with the commitment and effort of the Holstein Australia team led to an increase in numbers for all core services: 7% for registrations, 29% for classification and a 31% increase in genomic testing. An impressive result.

Registration – real value

The value of registered Holsteins continues to be underlined by export heifer prices in excess of \$2,000 coupled with increased demand for these animals. Over the past 12 months, domestic sale prices of Holsteins have also increased, with the premium paid for registered animals at member sales and longstanding Australian cow families increasing. The numbers don't lie. Registration is a real investment in your herd asset.

The outlook for our sector overall is positive. We entered the current financial year off the back of a relatively good season, the milk price remains solid and all the indicators I've seen are predicting continued growth in dairy demand, factors

that should enable members to plan ahead with some confidence.

Remembering

The last year saw the passing of WA member and former Federal President Ray Blackburn. A passionate breeder and ambassador for Holsteins over his 36-year Association membership, Ray received the Master Breeder Award in 2001 and Honorary Federal Life Membership in 2016. Our thoughts are with Lois and his family.

A familiar voice to many members also passed away during the year. For almost as long as I can remember, Julie Lowe was ever ready to help out with Holstein administration matters. Many members got in touch to express their condolences and share reminiscences, underlining to me the strength and supportive nature of the Holstein community.

New leadership begins

I'd like to congratulate Rohan Butler on his transition into the CEO role at the beginning of the 2020/21 financial year. It has not been without its challenges, COVID and otherwise, but through it all he has



Rohan Butler took over as CEO this year.

steered the ship to deliver a strong result for the Association and its members. He, along with the management team and key staff members, have also been focused on delivering against HA's strategic business plan, a process which to date has seen our communications function strengthened, improved engagement with sub-branches and new members, attention turned to refining our youth programs to better meet the needs of our younger members and industry and the launch of our new online sale platform for members.

The way HA is working to the new business plan also underlines the Association's increasing adaptability, changing and improving the way it works on behalf of members, delivering new services and developing initiatives that meet the ever-changing needs of industry and members.

I also acknowledge my fellow directors. It has been a while since we have seen each other in person, but with technology being what it is, we have continued to work very effectively together.

Phil Hall as Audit and Finance committee representative has overseen a strong year financially for the Association. The Breed Development and Conformation Committee has made solid progress on a number of initiatives under the stewardship of Gino Pacitti. I would like to join Gino in acknowledging the contribution of former BDCC Chair, HA Vice-President Jenny Grey, to both the Committee and the breed. Throughout the year Jenny has advocated on a number of issues on behalf of members. Our newest Board member, Jacqui Soares, is now overseeing youth activities in conjunction with the newly formed Youth Action Committee and HA office.

I wish all our members a successful year ahead. The Association and the industry are in a good place to grow and develop into the future.

HJ

Audit and Finance AGM Report

Phil Hall

Representative, Audit and Finance Committee



Last year's report described it as 'a year of two halves'. I believe the most apt description for the most recent financial year would be 'same/same but different'!

'Same' as in the Association operated under similar conditions to 2019/20 for COVID restrictions. However, the year was very different in the sense of the underlying success of the business.

For the third year in succession, the audited accounts show a total surplus of \$961,892 with an operating surplus of \$547,481, up 16%.

The result reflects a continuation of revenue growth in our services and export activity coupled with ongoing pandemic financial support from government. Our investment portfolio benefited from the global economic recovery during the second half of 2020/21 with an unrealised gain of \$414,411, up 139%. This consists of both capital growth and cash contributions. The positive knock-on effect on our balance sheet sees member equity at \$4.2 million, up nearly \$1.0 million or 23% from the previous year.

2020/21 Profit & Loss

Revenue for the year increased 8% or \$326,624 to \$3.8 million with gains in first tier services of registrations, classification and genetic testing. Registration revenue was up 3% to \$449,995 and was on par with budget. Classification recovered well, with a 40% improvement in revenue of \$964,866 or 24% and 19% above budget as classifiers took advantage of easing travel restrictions. Genetic testing contributed \$428,666 up 12% and 15% above budget. Subscriptions and Package fees maintained income levels and were in line with budget. Export revenue continued at a higher level of activity with an 11% increase in revenue to \$1.1 million. As reported in 2019/20, our second tier or non-operational income was dominated by ongoing Government assistance to

help offset COVID's impact on business. Total funding for this financial year was \$178,500 (up 15%). This increase was based on longer periods of support rather than a change in eligible funding.

Total expenses increased 7% to \$3.3 million. With classifiers back on the road, classification expenses were up 30% to \$681,154 and up 42% against budget however, this reflects the unpredictability of forecasting fieldwork during on again/off again lockdowns. Other main expense categories, such as member services, were up 29% from last year but only 4% against budget on the back of removal of payroll tax exemptions during COVID, training and accounting for a full year of executive salary re-categorising following transition. Genomic testing and export charges were higher by 21% and 20% respectively, in line with higher activity volumes, and were above budget consequently.

2020/21 Balance Sheet

At 30 June 2021, total equity sits at \$4.21 million, 23% up on last financial year. Total assets increased 22% to \$5.2 million. Current assets increased 3% while non-current assets increased 29% or \$1.1 million. The main contributors were the investment portfolio gains and renewal of the classifier car fleet with leases to make use of historically low interest rates. Total liabilities increased 18% to \$986,160 with current liabilities increasing \$144,925 and non-current liabilities \$37,437. Provisions and lease liabilities accounted for most of those increases.

Member funds continue to grow and for the third year in succession. Member equity is now at \$4.2 million, up \$961,892 or 23% from the previous year.

The Association's financial performance in 2020/21 is one for the record books, brought about by a combination of improved service demand, investment growth and government funding.

Budget 2021/22

Last year's result allows the board to make significant financial investments in several projects that will secure the operational needs of the business moving forward.

As is our practice we are conservative in our approach to revenue, although we believe we will see sustained growth in services, particularly classification and genomic testing. Income from other services excluding exports is expected to continue at current levels. Predicting export income can be volatile so we have forecast revenue at 70% of 2020/21. In recent times, China has targeted some Australian agricultural industries. We are of the view that the live heifer trade will continue due to limited options for China's dairies to access heifers elsewhere, however it is prudent to budget on a scenario of the trade at lower levels.

Overall, the budget forecasts a steady increase in operational expenses with the expectation of an uptake in services particularly classification running costs and overheads. Of note is the investment in developmental and strategic projects in IT directly related to operational and classification processes. Once finalised and implemented over the next 12 months or so we are confident the quality and reliability of the improvements will drive efficiencies across the business.

The 2021/22 budget has been set based on the premise that we appropriately use member funds to improve how we operate our business. Over recent years, the promise has been made that cash reserves should be used when the need arises. The board believes that time is now. Moreover, while the budget foreshadows a loss of \$295,000, the board and management believe there has not been a better time to invest in the future. This year's finances are off to a good start with our trading position ahead of budget and ahead of where we were this time last year. 

DELTA-LAMBDA

Delta x Uno x Snowman



Hottest bull in the breed, Proven Type, Production
\$110 sexed

CALISTO

Doc x Jedi x Uno



Fertility, Production, Type, A2A2
\$22 Conv - \$55 Sexed

CHEERFUL-P Red

Mirand-PP x Unstopabull x Dempsey



Polled, Red, Type, Milk
\$38 Conv

BOLTI-P

Andreas x Bandares x Duke



Top 1% BPI, Polled, A2A2
\$20 Conv - \$50 Sexed

UNSTOPABULL

Avalanche x Applejack x Niagra



Red, Type, Fertility, Proven
\$28 Conv - \$70 Sexed

ADVANTAGE

Aristocrat x Delta x Uno



TPI, NM\$, Fertility, Type
\$30 Conv

*IDW orders must be a minimum of 25 straws of conventional and 10 straws for sexed.

IDW offer is valid from the 9th December 2021 to 31st January 2022 or while stocks last. Semen must be delivered prior to March 31st, 2022.

DYLAN

Granite x Delta x Doorman
All round sire, Type, Production, Calving Ease, Fertility

\$28 Conv
\$60 Sexed



LATENITE-P Red

Mirand-PP x Bailey x Doorman
Milk, Type, Strength, Teat length, A2A2

\$32 Conv
\$70 Sexed

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BDCC AGM Report

Gino Pacitti
BDCC Chair



Following the Board meeting after the 2019/20 AGM I was appointed Chair of the Breed Development and Conformation Committee (BDCC) and took the reins at the November meeting.

I thank outgoing Chair, Jenny Grey, who presided over the Committee for six years. Jenny's commitment over that time cannot be overstated. Her organisational and time management skills were evident in balancing agendas and inherent time restraints, especially during Zoom meetings. Jenny always made sure each member's views and opinions were heard. COVID restrictions have prevented face-to-face meetings and herd visits, normally such an important part of the BDCC. Hopefully, this will change as we move into 2022.

Committee

Following the call for nominations for last year, Phil Daniel commenced a 3-year term. Phil hails from Nathalia, Victoria, and operates Cleveland Holsteins with his family. He is a passionate breeder who is also active in the Northern Victoria Sub-branch where he has held numerous positions including President.

This year Marcus Young decided not to seek another term so we will have a new face on the Committee at our next meeting. Marcus joined the BDCC in 2010 and renominated for successive terms in 2014 and 2018, achieving 11 consecutive years on the committee. From Ridgley near Burnie in Tasmania, Marcus is an astute judge of Holsteins and has a good understanding of the classification system and was a significant contributor to the last major review of the system. A quiet demeanour with an underlying wicked sense of humour Marcus has a balanced view on most things Holstein and this often came to the fore when committee discussions became log jammed.

Another change is the appointment of Beth Scott as the Committee's resident scientist. From a dairy background, Beth

is a Project Officer at Dairy Australia and studying for her PhD at AgriBio. I'm sure some of you will know of Beth's recent research into dairy cattle inbreeding. Beth replaces Dr Mary Abdelsayed. I would like to pass on our thanks to Mary, who was resident scientist for a number of years.

Competitions

During the pandemic many local and national shows have been cancelled or postponed with a knock-on effect on the All Australian Photographic competition. As a consequence the Committee decided to roll over the 2020/21 competition into 2021/22 extending the competition over two years. The current judges retain their positions, and are looking forward to judging the competition in early July 2022.

For Cow of the Year judging the Committee was joined by member judge Craig Fisher, Byrne Lea Holsteins, Drumborg, Victoria, and by industry judge Bill Morgan, from ABS.

The 2020/21 Semex-Holstein Australia On Farm Competition was cancelled. However with BDCC endorsement two online competitions took place: the Virtual Holstein Spectacular and the Member Photo competition designed to show an element of a day in the life of members around the country. Both initiatives were well received by the membership and judges with entries well into the hundreds. Based on member feedback we intend to run both competitions again in 2022. A big thank you to the regional judges and in particular to Bradley Cullen and Beth Scott for the photo competition and to the national Virtual Holstein Spectacular over judge, Brian Leslie.

Breed development

In 2020/21 the Committee was involved in a number of breed development and industry-related matters including:

- HA's approach to Genetics Australia investigating developing a bull

breeding program with Australian genetics.

- Wider industry access to Automated Milking Systems (AMS) data, particularly robotic dairies, so that data enters Australia's data processing network.
- Preliminary discussions with Jersey Australia and Genetics Australia on opportunities for exporting Australian dairy genetics, particularly to Europe.
- Animal Awards program: agreed to review the production award benchmarks to ensure improved feeding efficiencies of specific feeding systems and environments do not add bias to points required to obtain awards including Master Breeder.

Classification

The good results in 2020/21 are testimony to our hard-working team.

I would like to make particular mention of Phil Hentschke who had the good or maybe not so good fortune of being based in South Australia. With SA's limited travel restrictions Phil could get to most states to keep the class tour rolling.

During the year a change was made to the classification directives regarding the requirement for a second physical inspection for an animal to achieve a maximum score. With the tyranny of distance and keeping to the sometimes tight tour schedule, plus classifiers often working alone, it became increasingly difficult to revisit herds for a second inspection to confirm maximum scores.

The committee determined that to ensure attaining maximum scores was not delayed that video footage be allowed to be used when obtaining a second opinion on maximum scores. To help with the anticipated lift in class numbers a new classifier has been appointed and despite COVID-19 delaying the start, his training has begun. Bronte Symonds will be based in south-east South Australia and working closely with Phil Hentschke.



Scott Somerville joins the BDCC

The latest member to be elected to the Breed Development and Conformation Committee (BDCC), Scott Somerville (Somerelle Holsteins, Timmering, Victoria), is no stranger when it comes to breeding.

His family (Clydebank) have been breeding Holsteins in northern Victoria for almost 50 years and bred the highest Australian-bred Star Brood Cow (SBC), Clydebank Gay Lass E-X4E STP 40* SBC, the grand dam of Somerelle Leader Lasco.

In 1991 Scott began his own stud with a third of his family herd and developed from there with more registered cattle.

“Our main objective is to breed the type of cattle that commercial farmers want and that’s what we’re all about,” Scott said.

The 200-cow herd is run on a pasture-based system on 220 hectares, with the cows averaging about 7,000 litres with 280 kg of fat and 230 kg protein. More than 100 Excellent cows have been bred from the Somerelle stud since it began.

As an active member of the Association, Scott served two years as President of the Northern Victoria Sub-branch between 2014 to 2016.

Among his proudest achievements is Somerelle’s Master Breeder award in 2014 and winning the 2015 Australian Cow of



Scott Somerville.

the Year with Somerelle Leader Lassco EX-91-3E, who is the grand daughter of Clydebank Gay Lass. Her genetics are still the main foundation of his herd.

“Breeding is what gets me out of bed in the morning; it’s always exciting calving in new heifers and evaluating the results of your breeding decisions made three years prior,” Scott said.

He enjoys the breeding community. “I love the people you meet and the relationships

and bonds you build with breeders all around the world.”

He has always used AI and continues to do a handful of ETs on his elite cow families to quickly disperse their genetics through the herd.

He said ET results were mixed but some successful flushes made it all worthwhile.

“When you get four or five females from one flush that all end up great cows, that’s the rewarding part that keeps you doing it,” he said.

Scott’s passion for breeding good Holstein cows is one of driving factors that led him to the BDCC position. “My aim has always been quite simply to breed commercially suited, functionally correct, productive and long-lasting cows.”

He is a strong advocate for maintaining the relevance of registered cattle. “We must continue to promote the benefits of registered Holsteins and forge our own direction without bowing to outside influences.”

Admittedly, he is not one to shy away from voicing his opinion and is keen to tackle the largest issues facing the BDCC.

“I’m not afraid to rock the boat and stand up for the breed. I feel it is important that we don’t forget that it is the real, passionate, genuine breeders who are devoted to breeding great cows that will fight the hardest to keep our breed society relevant,” he said.

HJ



Somerelle Leader Lassco EX-91 3-E STP LIFE 1, Cow of the Year 2015. Her genetics are still the main foundation of the Somerelle herd.

Board and committee appointments

The appointment of new and returning board and committee members were announced at the 2021 Holstein Australia Annual General Meeting.

The AGM was held online again this year, with members and industry partners attending Australia wide and from overseas.

Sitting Board Member, Jenny Grey, The Pines Holsteins, Kiama NSW, (pictured at right) retired by rotation having served for three years and was eligible for re-election. Following re-nomination, she was elected to the Board for a further three year term.

BDCC member, Marcus Young, retired by rotation having served for three years and was eligible for re-election, but did not re-nominate.

A nomination was received from Scott Somerville, Timmering, Victoria, who was duly elected to the BDCC for a three-year term.



Life membership honours David Johnston

David Johnston has been awarded a Holstein Australia Federal Honorary Life Membership for his outstanding contribution to the Holstein association and community.

Former Holstein Australia President Patrick Glass presented David with the award at his Segenhoe Park Sale on 26 October at the Mortlake Selling Centre.

"It's a privilege to present this award to such a passionate and strong advocate who has fought tooth and nail for the Holstein breed," Patrick said.

"His tireless effort to support the youth and foster the future of the breed is only one of his many contributions to our community."

Holstein Australia President Garry Carpenter said it takes a special person to achieve this award.

"David has a rare ability to bring people together and share knowledge and develop camaraderie within our industry," Garry said.

David has been actively involved with the association since he first joined 1976 and has held the position of President of both the Manning and Western District Sub-branches.

He took on the role of Victorian State President from 2006 to 2008 and served an extensive term as the Treasurer of Western District Sub-branch.

He has served numerous Federal roles including Victorian State Delegate, and Breed Development Committee and



Former Holstein Australia president Patrick Glass with David Johnston and David Weel.

National Advisory Council memberships. During his time on the Holstein Australia Board (2007 to 2019) David held the position of Federal Treasurer for six years, before starting the role as Federal President in a three year term (from 2015 to 2017). In this time he led members through major changes in restructuring the Association's governance.

In 2016, David became Holstein Australia's representative on the All Dairy Breeds Show Ring Committee and has striven for an improved standard in both ethical showmanship and animal welfare.

Former Western Districts Sub-branch President David Weel said David was a man of the highest integrity who always went beyond the requirements of any task he undertook.

David was nominated by his peers earlier this year and is the 81st to receive the award since the association was established in 1914.

Holstein Australia Federal Honorary Life Membership is the highest accolade that can be awarded on an individual and recognises those who have made an extraordinary contribution at every level of the Association, over an extended period.

All Australian competition update

This year's Semex-Holstein Australia All Australian Competition Competition will include the years 2020, 2021 and 2022 recognising the reduced show opportunities due to COVID restrictions in 2020 and 2021. The application form is available on the HA website: www.holstein.com.au. Closing date is Thursday 30 June 2022.

Genomic parentage verification

Microsats test

With the imminent phase out of micro-satellite technology (microsats), Holstein Australia is switching to a genomics-only service for parentage verification. This has the added advantage of being able to provide breeding values in addition to parentage.

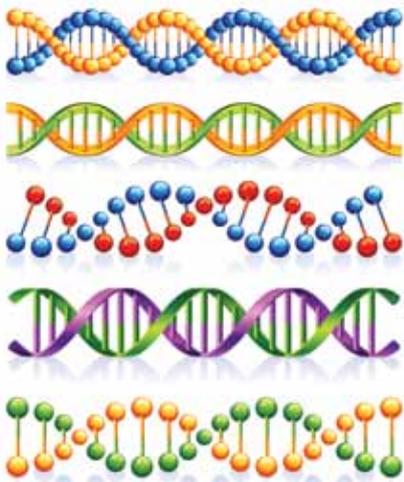
Genomic parentage

To conduct parentage using genomics any dams and sires involved must be genomically tested and the results made available to Holstein Australia. Where dams and sires cannot be sampled but microsats are available, it is usually possible for the samples to be upgraded to full genomics.

When an animal is genomically tested, parentage verification is automatically included. There is also a parentage only option available for those who do not require breeding values. Costs inclusive of GST are \$55 for full genomics and \$40.70 for parentage verification only.

International breeding values

Where the dam of the animal to be tested is overseas, the parentage-only option



Holstein Australia is switching to a genomics-only service for parentage verification.

is not available. All results will include Australian and the international Total Performance Index breeding values and parentage (ABV + TPI). Costs are \$77 for females and \$396 for males.

How do I genomically test my animals?

All you need to do is provide Holstein Australia with an ear notch (or tail hair) sample to receive genomic breeding values for your animals or to confirm parentage.

Genomic breeding values will give you key information to customise your breeding program to fast track genetic gain towards your breeding goals.

Visit the Holstein Australia website and download the genomic testing application form. Make sure to include the Herd book and National IDs of the animals to be tested.

If you are switching from microsat technology to either full or parentage only genomics and are unsure of the steps, contact Holstein Australia Genomic Services Officer, Miranda Clark, on 0407 456 489 or mclark@holstein.com.au.

Farewell Phil, welcome Bronte

Holstein Australia has announced the departure of Classifier Phil Hentschke, known as 'Dr Phil' by some members.

Phil said the decision to end his classifying career was not made lightly.

"I have loved my role as classifier because it's given me the opportunity to use all of my expertise that I have gained in my previous work roles," Phil said. "I have looked forward to each tour and working with the breeders has been extremely rewarding. I have appreciated the opportunity to visit so many beautiful areas of our impressive countryside and have loved seeing the cows, especially the good ones."

Phil held a strong passion and interest in the positive relationship between dairy conformation and productivity.

Over many years, Phil acquired an abundance of knowledge that complemented his classifying skills, which in turn has gained him the respect of members young and old alike.

His other roles included vet, farmer, breeder (Homelands Holsteins) and lecturer at the Roseworthy Agricultural College in SA. In his own time, he mentored and judged at many youth camps and shows across the country,

making him a valued and active member of the industry at a grassroots level.

Holstein Australia CEO Rohan Butler thanked Phil for his efforts, especially in the past 18 months in his unofficial role of 'classifier that isn't locked down'.

"We would have been extremely lost without him," Rohan said.

Phil plans to use his retirement to re-establish ties in South Australia with friends and family after many years on the road.

"I've enjoyed the fellowship of the breeders and I have many great memories to treasure forever. I wish everyone all the best," Phil said.

Before retiring, Phil spent a couple of months training new classifier Bronte Symonds. Bronte was part of the family RP&JA Symonds and Sons when they were awarded the Master Breeder in 2004.

Bronte brings to the role a range of valuable skills including in AI, mating programs, cattle scoring and trait correction.

South Australian members may recognise Bronte from the show ring and other Association activities.

CEO Rohan Butler welcomed Bronte to the team. "We're thrilled to be able to attract such a strong candidate, not only with a background in dairy services but someone who also has good cow knowledge, a passion for dairy cows and a farming background all rolled into one," Rohan said.

Bronte is likely to be busy, with growth in classification services expected over the next 12-18 months. He is currently in the Mount Gambier region but will cover interstate as border restrictions ease.

To book a classifier, contact Leanne Summerville on 0458 931 061 or email lsummerville@holstein.com.au



Bronte Symonds.

Who we are and what we do

Earlier this year Holstein Australia conducted a comprehensive survey to provide a snapshot of who our members are, what they do and invited respondents to have their say on how Holstein Australia can best represent the Holstein breed and deliver services that really contribute to dairy businesses.

Holstein Australia CEO, Rohan Butler, said the survey had provided valuable information which will contribute to the future direction of the Association.

“More than 220 members responded. As the first member survey we’ve conducted for a while, it was extensive in nature and provides us with a baseline on how members think Holstein Australia is doing and what they want to see into the future,” Rohan said.

“It’s an exercise we’ll be repeating on a regular basis with briefer more targeted surveys looking at specific member interests and areas of the business.”

Who we are

Family farms dominate HA’s membership with 69% of respondents identifying their business type in this way. Perhaps more surprising was the age profile of members

Rank	Holstein Australia Focus areas (extremely or very important)
1	Herd improvement
2	Breed promotion to dairy industry
3	Education, training & leadership
4=	Animal health & welfare
4=	Promoting dairy benefits to consumers
6	R&D – genetic development
7	Breed promotion to dairy consumers
8	NLIS & biosecurity
9=	R&D – animal health & welfare
9=	R&D – agronomic

with 45% aged 18 to 45 years and 20% 18 to 35 years.

Large herd (400+) and small herd (0-100) participants were captured at 19% each with 100-200 cow and 200-300 cow herds recorded at 27% and 22% respectively.

Encouragingly 30% of participants expect their business to grow over the next three to five years with 51% maintaining current levels of business. Fifteen per cent of respondents expect to leave the industry over the next five years.

The focus for Holstein Australia

Participants were asked to rank the importance of Holstein Australia providing

support and a platform to better represent member views to industry in specific areas.

“The responses to this section of the survey are enabling HA to focus in on areas where we need to be more active,” Rohan said. “A positive is that the responses broadly speaking reflect the priorities identified in our strategic business plan.”

Information and services

The core services used by participants are registration (94% of respondents), classification (83%), genomics (34%) and transfers (60%). For members on the Package these figures increased to 100% for registration, 94% for classification, 50% for genomic testing and 66% for transfers.

More than half the respondents felt that a single cost bundled package would increase their service utilisation, with this figure rising to just over 60% for those members with 300+ cows. HA’s Genetic Stocktake report and Verified Holsteins Online were the most requested additions to the Package in the survey.

“Pleasingly over two-thirds of respondents ticked the box to strongly agree or agree that HA services and information are essential to the operation of their business,” says Rohan. “The Package is obviously working for members who have chosen that option and is perhaps something we need to look at afresh given the findings – it does save time, cost and admin for many members.”

Access to services

The two biggest hurdles to members using HA services were time and other priorities and methods or ease of access, areas that Holstein Australia is focusing on to improve.

“This finding confirmed what we know anecdotally,” Rohan said. “With COVID restrictions lifting our Services Extension Officer is now able to get interstate and has a pretty full schedule. The importance of this role was highlighted by many respondents.

“We’re also doing significant work at



Classification was considered an essential service by members.

the moment on how to streamline and improve access to services as part of our IT review, with the survey findings being key drivers in this process."

Holstein community

Many themes emerged on what the Holstein community means including connection, friendship, learning, like-minded people, mentors, breeding aspirations, the future, family and camaraderie. Education along with better support for youth and closer contact between grass roots members and HA were also highlighted.

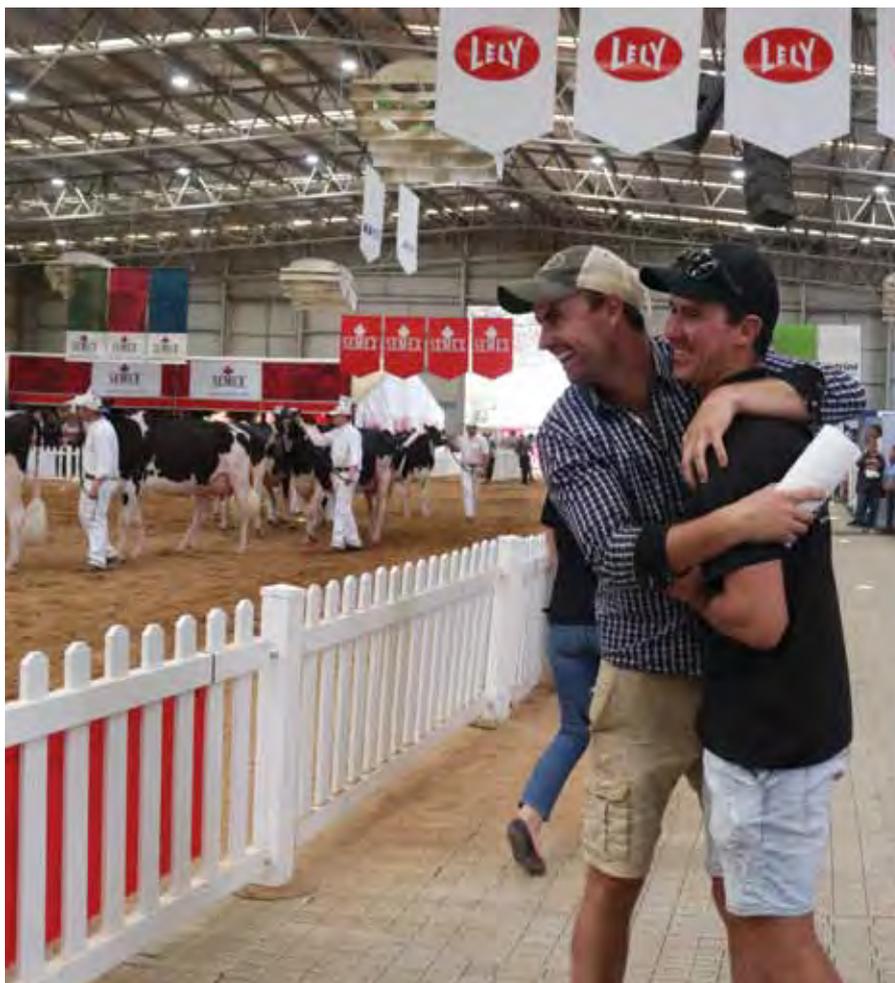
"The value of our community is often referenced by members as a real benefit of membership and is an area of focus for us," Rohan said. "In what is hopefully a post-Covid world, respondents highlighted increased Sub-branch activities and events, field days and HA supported regional events as the type of things they would like to see more of."

Youth activities

"There was an interesting mix of responses to the survey questions around activities to support younger members and attract new or younger industry entrants," Rohan said.

"Younger members, so those 18 to 35, want to see HA prioritise local youth camps and shows, increased support and information for younger farmers, career development opportunities along with a return of our exchange programs and mentoring.

"This is really valuable information for our Youth Action Committee. Apart from local youth camps and shows, the mix of youth support and programs that our younger demographic is looking, effectively 20% of



The connection and friendship of the Holstein community ranked highly in our survey. Photograph: Leanne Smethurst

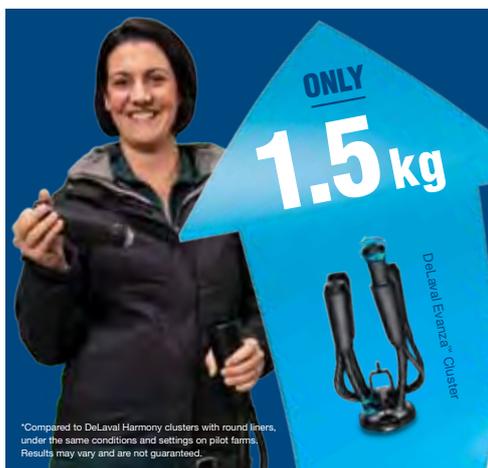
our membership, is certainly changing. "I think this is one of the really important survey findings, and I along with many members am looking forward to seeing our youth programs cater more for this need."

Summary

The information obtained from the survey was invaluable and provided a real insight

into what members are thinking. This will help the board and management shape short and long term priorities.

Surveys can be a litmus test into the vibrancy of an organisation, especially not for profit member based associations. Such a healthy and insightful response demonstrated that members are engaged and care about the Associations future.



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Murray Bridge shows off

For many Holstein Australia members, the opportunity to attend shows is more special than ever, with so many cancelled due to COVID. And so it was for the 102nd Murray Bridge Show, held on 25 September after the disappointment of the cancellation of the 2021 Royal Adelaide Show.

Judge Caitlin Hentschke of Omega Gen Holsteins from Glencoe said that although the numbers weren't excessive, the junior event was highly competitive.

"Breeder's put on a highly competitive junior show with quality class winners that would do well at the major shows," Caitlin said.

The Junior Champion was Rockwella Farm Pemberton Buttercup of Rockwella Holsteins, owned by the Hurrell family of Yankalilla. Buttercup was also awarded Supreme Junior Champion Dairy Heifer later in the show.

"She was a clear standout, exhibiting great dairy quality, openness, depth of rib and tremendous feet and legs," Caitlin said.

The Reserve Junior Champion title went to Edge Diamondback Chanel, exhibited by the Treloar family of Edge Holsteins from Victor Harbor. They also placed second with another well-framed, classy heifer in the Winter Yearling class.

Senior Champion went to Jervois 5G Concorde 2nd, exhibited by Clem Mason. She also went on to be crowned Supreme Champion.

Caitlin said that although there were only two entries in the in-milk class, she was a remarkable individual who no doubt could have withstood much competition.

"With her tremendous open-frame, uphill run, dairy quality and a near flawless mammary system, she was an excellent example of the breed," she said.

Intermediate Champion was awarded to Jervois Brady Midge, also exhibited by Clem Mason.

There was strong representation from local schools who participated in the show with heifers donated by local breeders.

Murray Bridge High School exhibited Billabong Tadoo Pebbles, a well-balanced and lengthy heifer who won the Spring Yearling class and was Honourable Mention in the Junior Champion class.

State Young Judges and Handlers competition

The State Young Judges and Handlers Competition was also held at the Murray Bridge Show this year, due to the cancellation of the Royal Adelaide Show.

More than 40 young competitors battled it out to represent South Australia in the National Finals at the 2022 Sydney Royal Show.

The young handlers were put through their paces by Judge David Peglar of Sleepy Hollow Holsteins, Langhorne Creek.

Tegan Afford of Milky Way Holsteins from Woods Point took out top honours in a nail biting contest with Bridget Liebelt of Torlea Holsteins at Paris Creek who placed in Reserve. Both handlers are very experienced in the show ring having competed at a National level previously.

The Young Judges Competition was tightly contested with Brittany



Junior Champion – Rockwella Farm Pemberton Buttercup led by Sherrie Hurrell with sponsor Bob Afford.

Liebich of Blue Ridge Holsteins in Mount McIntyre, fine-tuning her judging skills after competing in the Ayrshire Show and winning the title. Following in Reserve was Courtney Afford of Hollow Brook Holsteins at Woods Point.

Judge David Peglar was very impressed by the vocabulary and knowledge of the Youth and encouraged the community to continue providing opportunities for a pathway to judging shows on a larger scale.

Show organiser Holstein Australia Fleurieu & Central SA Sub-branch secretary, Courtney Afford was very encouraged at the level of youth involvement.

"The addition of school programs has made a positive impact on the show circuit and the dairy industry in general," Courtney said.

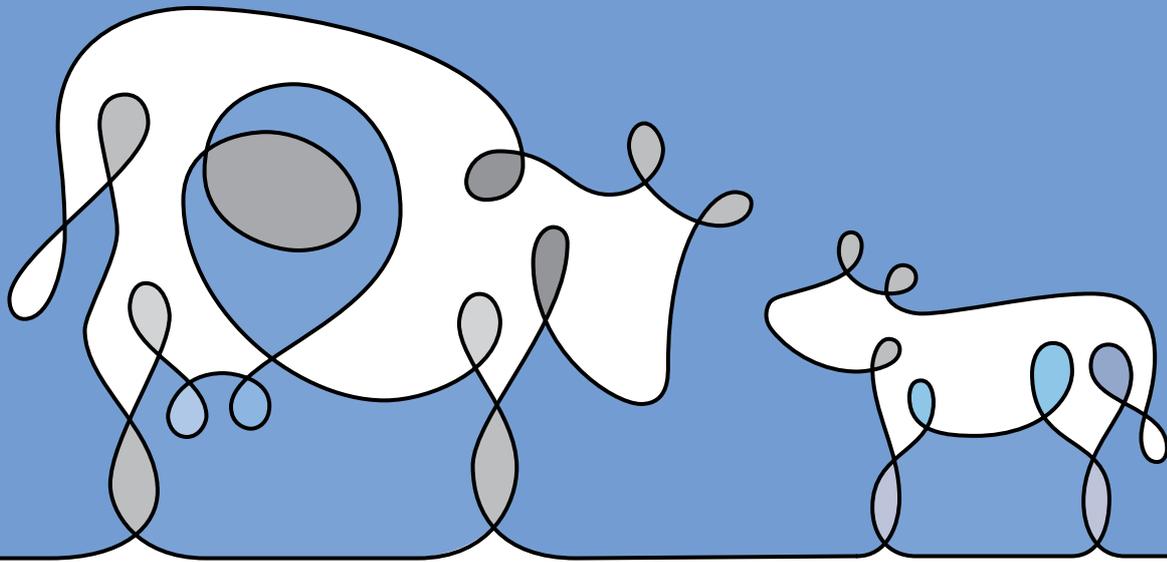
"It's a credit to all the local youth opportunities provided to the competitors throughout their years of development to get them where they are today.

"We would like to offer our congratulations and many thanks to Gloria Afford (Billabong Holsteins) and the extended Murray Bridge Show Dairy Committee for their tireless work in getting the show up and running during trying times."

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Marc Comtois
Comestar Holsteins, Quebec, Canada.



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Mark Dee, 430 cows
Clydevale Holsteins. Northern Vic





Handlers under 5: Organised chaos!!!

All Breeds Spectacular at Sale

Dairy enthusiasts welcomed the opportunity to get back in the show ring at the East Gippsland All Breeds Spectacular, held at Sale Showgrounds on 30 October.

Fifty spectators watched Jane Sieben (Brindabella Holsteins, North West Victoria) judge 40 head entered in the show.

Andrea Henry from the organising team said it was a great atmosphere with everyone enjoying the show experience after numerous cancellations over the past 18 months of COVID restrictions. Members from three different sub-branches attended.

Thanks to sponsors Jefe Australia, Leading Edge Genetics, Semex, Quality Breeding Services, Gippsland Hoof Care, Ridley, National Australia Bank, Graham Seeds, Lipman Brothers feed, Debenham Australia and Fonterra.

BELOW: Intermediate Champion lineup.

Photographs: Daniela Dodd



Cow six years in Milk: 1st Wilara Jodallion Jul-exhibited by Wilara Holsteins and led by Damian Henry.



Young dairy fans star in All Breeds Expo

The 2021 STG Australia All Breeds Dairy Youth Expo had more than 150 entries from all breeds and all major dairying areas of Australia.

This year's judge, Ashley Fleming, from the UK, had his work cut out to sort through the 10 classes he was presented, with several classes having more than 20 entries.

All major dairy breeds had entries in the online event.

Results were released live on YouTube on Saturday 23 October. For those who missed the presentation, it can be watched on YouTube: <https://youtu.be/lurorkYjG6A>.



Tamzin Bell – Holstein Champion and also Reserve Overall Champion.



Britney Gavenlock – Holstein Judges Choice Award – Sponsored by Holstein Australia.

BELOW: Abbie Hanks – Red Holstein Champion.



Schedule shake up for IDW

There is much anticipation around IDW this coming January, with event organisers going full steam ahead after a year of absence and making some changes to the schedule.

Industry representatives, exhibitors and sponsors are gearing up for the biggest show yet, with many breeders itching to get back into the show ring and reconnect with the broader dairy community.

A new generation has taken over the IDW reins, with this year's team including Declan Patten, Bradley Cullen and Stacey Leppert.

IDW Director Declan Patten said IDW 2022 would be about 'all things dairy' rather than solely focused on cows.

Since the handover of ownership, new IDW Directors have made a few changes to the next showcase schedule.

Both the Holstein and Jersey shows are set to run over two days to enhance cow comfort.

The National Holstein Cow and Heifer shows will be split between Wednesday and Thursday. The milking cow shows will be in the morning to keep animals out of the heat and make logistics easier for both competitors and exhibitors.

The Holstein Australia Youth Challenge will start on Sunday, followed by the VASA State Junior Judging Final.



Declan Patten, Stacey Leppert and Bradley Cullen.

The IDW Youth Showmanship Competition (in honour of Sheri Martin) will be judged by 23-year-old Zoe Hayes (Llandlovery Holsteins) who has won the showmanship competition five times.

Organisers said young people can look forward to a "special youth surprise activity" on Monday evening.

IDW event planners have decided to hold only one sale event this year, combining all breeds into one sale. The decision was taken to guarantee the quality of animals in the sale, offering the elite of each breed.

STG Australia Virtual Holstein Spectacular announced

Back by popular demand, Holstein Australia's Virtual Holstein Spectacular kicks off with a new sponsor, STG Australia.

"Last year's Virtual Holstein Spectacular was originally conceived as a one-off event to replace the cancelled Semex-Holstein Australia On-farm Competition, however feedback from members and sub-branches that took part was that they'd like to see it as a more permanent fixture and a new sponsor STG Australia has embraced the concept," CEO Rohan Butler said.

The STG Australia Virtual Holstein Spectacular will run from March through to April with sub-branch, regional and national judging over early May. The National Finals Presentation will be streamed on the Holstein Australia Facebook page, with prizes of \$1,250 per class at National level.

Changes for 2022

The single biggest request from HA members for the 2022 competition was 'can we enter more animals?'. The answer is that members can enter two animals per class across the five classes.

Changes are also being made behind the scenes to the STG Australia Virtual Holstein Spectacular website to make the entry process easier. The competition timeline has been shortened, with winner announcements and awards taking place more quickly.

"The first Spectacular went from an idea to implementation in a matter of weeks, with a lot of learning as we went along," Rohan said. "The feedback has enabled us to make changes which, coupled with the support of STG Australia, will see the competition grow this year and into the future."

How to enter

Jump on the Holstein Australia Competitions website page for all the details.

Like last year all that is required is an owner-filmed video of each cow entered. If you are not sure if your video is up to scratch, there is a sample video on the website to refer to.

There are five classes, from 2-year-olds through to 6-year-olds and over, with a limit of two entries per class per entrant. Members can select the classes they are entering, animals they want to enter and

their sub-branch from a drop down menu, attach their video, hit send, and that's it.

Each sub-branch has the opportunity to hold its own competition, with the top two animals per class going through to the regional competition, and the top two per class from there going through to the national final. There are trophies for winners and placegetters at regional and national levels, with cash prizes at national level.

Start choosing your animals!

Entries for the STG Australia Virtual Holstein Spectacular open mid-March and close during the Easter school holidays.

Entry is only open to registered animals and is free. Animals registered during the competition period can also be entered.

"With the support of our Holstein community, I'm really looking forward to seeing the videos of all our winners and placegetters on the HA Facebook page, and with more relaxed COVID restrictions, hopefully more sub-branches will have the opportunity to hold Virtual Holstein Spectacular gatherings and events as Western and South Australia were able to do last year," Rohan said.

2021 Holstein Australia Cow of the Year: Elmar Goldwyn Jessica 11

BY JON HOLLAND

The Jessica family of Elmar has again demonstrated why it is among the most potent maternal bloodlines in Australian Holsteins with Elmar Goldwyn Jessica 11-ET EX-93-4E 9* 2xEP crowned Holstein Australia's 2021 Cow of the Year.

Bred by two-time Master Breeders Steve and Deanne Hore, Jessica 11 is the youngest of four Excellent Braedale Goldwyn daughters out of the remarkable brood cow Elmar Boss Jessica 3rd-ET VG89 31*. The next dam being the famous IDW Champion, three-time All Australian, and Reserve 'All World' Holstein, Elmar Leader Jessica EX-3E 16*.

Jessica 11 herself has been an IDW Champion, an All Australian, an OFC Champion and a successful bull dam. Now her descendants are following the tradition, with her daughter, Elmar Solomon Jessica 5-ET VG87 crowned IDW Intermediate Champion in 2020, and her granddaughter, Elmar Solomon Jessica 2-ET VG87 in Reserve Intermediate in 2019. With an established reputation for high production and show winning type, the Jessicas are now setting records at auction – with Jessica 11 and her descendants taking centre stage.

A real Triumph

Elmar Holsteins was founded in 1926 by Steve's grandparents Martin and Elsie Hore. Steve and Deanne took over the management from Steve's parents Geoff and Rosa in the 1990s, and are now setting up the business for the next generation, with their youngest son Brady working on the farm full time, while older brother Marty and sister Kelsie are also actively involved.

Based at Leitchville in North West Victoria, the 450-cow Elmar herd is housed in a recently constructed pair of 150 m by 45.5 m compost barns.

Showing Holsteins has been a long tradition at Elmar, with their Jessica family playing a prominent role in building the



Holstein Australia Cow of the Year 2021 – Elmar Goldwyn Jessica 11-ET EX-93-4E 9* 2xEP, bred by Master Breeders Steve and Deanne Hore, Elmar Holsteins, Leitchville, Victoria.

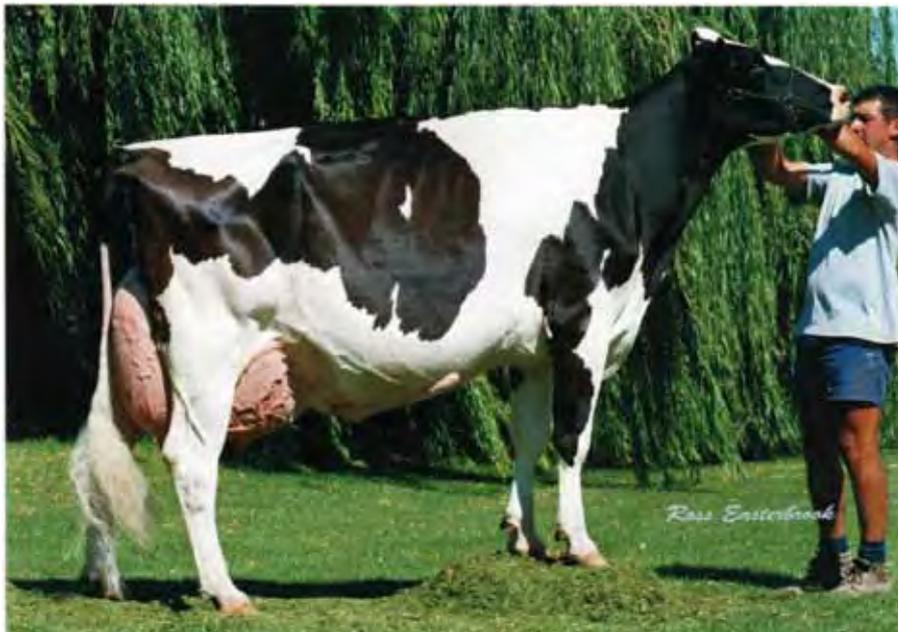
profile of their business through their success at local shows, Royals and IDW. The Hores have been working with their Jessica bloodline for nearly 40 years, founded on the calf Barkly Starbuck Jennie-ET VG87 STP 4* LIFE 1, purchased

at the Northern Lights Sale in 1986. The line can be traced back to the early 1900s to the cow Kelleville Aagie Mooie-IMP NZ Vol. 14 herdbook #1296, imported from New Zealand by AJ Copping of Tasmania. Arguably one of the most influential



Master Breeders – Elmar Holsteins with IDW Champion Elmar Ice Jessica EX-93-2E 1xEP 1xF. Back: Steve, Deanne and Kelsie. Front: Brady and Marty Hore.

Australian Holstein Cow Family



IDW Champion Holstein and Reserve 'All World' Holstein 2003 – Elmar Leader Jessica EX-3E 16*.

cows in the Australian Holstein herdbook, Aagie Mooie's daughters included Ingolston Black Mooie born in 1929, and the matriarch behind the Jessica branch, Ingolston Mooie Triumph born in 1926.

Consistent high performance combined with extensive flush work has allowed the Jessicas to proliferate at Elmar, with the family now comprising nearly 40% of the Elmar herd.

Crowd favourite

When Jessica 11 entered the ring at IDW in 2018, she was already a crowd favourite. Her many supporters had followed her career from Intermediate Champion at Kerang's 2013 Holstein Feature, IDW Honourable Mention Intermediate Champion in 2014, to All Australian and

Reserve Senior Champion at IDW in 2015. After several attempts at the top prize, 2018 was her year, with Japanese judge Kiichi Matsushima awarding her Grand Champion Holstein, making her the third member of the Jessica family to win the prestigious title.

Of her Excellent maternal sisters, Steve believes Jessica 11 had the greatest all-round type and temperament for the show scene. "She loves the shows. She loves being tied up and was always relaxed and feeding at the shows, which helps get that extra percent out of them," Steve said. "I think Jessica 11 is probably the most similar to Leader Jessica in the way she has followed her showring success, and in the way we think she's going to breed."

Steve rates the IDW of 2015 as one of his

greatest achievements with the Jessica family taking Champion with Elmar Ice Jessica EX-93-2E 1xEP 1xF, Honourable Mention Senior Champion with Elmar Goldwyn Jessica 4-ET EX-93-3E 3* 1xEP 2xM 1xF 2xP LIFE 1, and Jessica 11 featuring as Reserve Champion and Supreme Senior Udder.

"To have Champion, Reserve Champion and Honourable Mention all at the one show, all with members of the same family – it's huge," Steve said. Despite being beaten for Champion by her stall mate, Steve still hoped Jessica 11's turn would come. "Getting her back in calf, and calving her ready and set up for the win a few years later was pretty special."

Elmar Extravaganza

Driven by their dominance in the show circuit, the Hores have received constant demand for their genetics. However, Steve has resisted the temptation to sell, and maintained somewhat exclusive access to his Jessica bloodline, with only a few select females ever offered outside of Elmar. That was until 22 April 2021, when they hosted their Elmar Extravaganza Sale. With Jessica 11 gracing the front cover of the catalogue, Elmar set a new Australian record for an on-farm single vendor sale, averaging \$10,356 across 59 female lots.

The opportunity to buy a 'Jessica' attracted breeders from across Australia and overseas, with 32 members of the Jessica family selling for an average of \$12,500. Descendants of Jessica 11 were in hot demand, with her eight direct daughters averaging a whopping \$18,833, including the top price of \$46,500 for her Waltnutlawn Solomon daughter, Elmar



IDW Senior Championship 2015: Senior Champion – Elmar Ice Jessica EX-93-2E 1xEP 1xF, Reserve Senior Champion – Elmar Goldwyn Jessica 11-ET EX-93-4E 9* 2xEP, Hnr Mention Senior Champion – Elmar Goldwyn Jessica 4-ET EX-93-3E 3* 1xEP 2xM 1xF 2xP LIFE 1.

Australian Holstein Cow Family



Elmar Solomon Jessica 7-ET VG89, sold for \$46,500 to Master Breeders Calderlea Holsteins, Les, Louise, Tim and Amanda Calder.



Elmar Solomon Jessica 5-ET VG87, Intermediate Champion IDW 2020.

Solomon Jessica 7-ET VG89. The 4-year-old sold to Calderlea Holsteins in Gippsland, managed by Master Breeders Les, Louise, Tim and Amanda Calder.

Steve said Solomon Jessica 7 looked really well on sale day and was pretty appealing having classified maximum for her age with an EX-91 mammary, and being a direct daughter of Jessica 11 carrying a sexed pregnancy to DG NH Arrow. "There was a lot of interest in her on the day," Steve said. "She was probably the most complete animal we offered at the sale."

Jessica 7 was one of five Solomon daughters of Jessica 11 from a flush which also resulted in the IDW 2019 Intermediate Champion, Elmar Solomon Jessica 5-ET VG87, and the popular young sire at Genetics Australia, Elmar Salon (J11Salon) BPI+283.

"We have had a lot of really good Solomons here," Steve said. "He's a bull that has worked really well for us."

Another successful flush was to the US milk and udder specialist, Delta Lambda. Of the eight Lambda daughters produced from Jessica 11, four were offered at the sale. The Jones family of Cypress Grove Holsteins in South Gippsland paid \$21,000 for Elmar Lambda Jessica 4404-ET, while Brian and Jo Dickson of Emu Banks Holsteins in Terang purchased the sisters Elmar Lambda Jessica 4483-ET for \$22,500 and Elmar Lambda Jessica 4488-ET for \$14,000. The fourth sister, Elmar Lambda Jessica 4404-ET, travelled to Carters Ridge in Queensland, bought by Rob Lindsay of Waraba Holsteins and Illawarras for \$17,000.

Elmar put a great deal of effort into preparing their cows in the lead up to any flush programs, but Steve admits that doesn't always guarantee a great flush result. "That's one thing about Jessica 11," he said. "She usually responds pretty well, and that's given us the chance to get a good number of her progeny to sell, yet still hang on to some of our own and hopefully still get a few more."

Looking for something new

The appeal of owning a Jessica has spread beyond local boarders, with breeders from across the globe looking to establish their own branch of this remarkable bloodline. Among them are Steven and Jacqueline Fraser, of Guelph, Canada. The Master Breeder herd, Fraeland Holsteins, is recognised throughout Canada as a source of elite Holsteins, with the sale of genetics playing a major role within the business.

Bidding online, the Frasers purchased a package of six sexed embryos by Stanton Chief out of Jessica 11's daughter, Elmar Aftershock Jessica VG85.

Steven said he always admired Jessica 11's grand dam Leader Jessica, and really took notice when the three Jessicas stood in the final Championship line at IDW in 2015.

"We're always looking for something new and this family has already had a long history of success in Australia," he said.

The Frasers said IDW is a highly regarded throughout the world, and that many North Americans recognise the Jessica family through their IDW success.

"To be able to have animals that trace to IDW champions with reliable bulls like Chief, Goldwyn and Comestar Leader in the pedigree makes it a very intriguing investment," Steven said.

This is not the first time the Frasers have invested in Australian genetics, saying they are good enough to compete anywhere in the world. In 2004, the Frasers became partners in another IDW Champion, Fairvale Jed Bonnie 94-ET EX-1E 8* 2xEP 1xM 1xF 1xP LIFE 1, with Goldwyn

Jessica family tree

Barkly Starbuck Jennie-ET VG87 STP 4* LIFE 1
BPI+24
29/09/1986
(Hanoverhill Starbuck EX)



Elmarste Astro Jessica-ET VG85 STP 5* BPI+19
21/07/1988
(Bridon Astro Jet EX)



Elmarste Broker Jessica VG85 BPI+64
10-08-1993
(A Conant-Acres-JY Broker)



Elmar Leader Jessica EX-3E 16* BPI+182
14/07/1997
(Comestar Leader EX)



Elmar Boss Jessica 3rd-ET VG89 31* BPI+166
11-09-2009
(Bosside Rueben EX)



Elmar Goldwyn Jessica 11-ET EX-93-4E 9* 2xEP
BPI+327
14/08/2010
(Braedale Goldwyn GP)



Elmar Solomon Jessica 5-ET VG87 BPI+208
25/07/2017
(Walnutlawn Solomon)

Australian Holstein Cow Family

embryos imported to Canada resulting in the 100,000 litre lifetime production, multiple show winner and brood cow, Fraeland Goldwyn Bonnie EX-95-3E 8*.

"The success we've had with the Bonnies gave me more confidence to invest in a foreign family again," Steven said. "It will be fun to have Bonnies and Jessicas in the barn."

The Frasers have big plans to developing their own branch of the Jessica family to market and show in Canada.

"Over the years we have marketed embryos of our own to Australia, so it is fun when in turn you can purchase genetics back," Steven said. "I have been fortunate to attend IDW many times, and as much as it is a 'cattle' business, it is also a 'people' business, and I always enjoyed my time down under and dealing with the Australian dairymen."

The whole box and dice

"What Elmar have achieved with their Jessica family has really given Australian cow families a profile worldwide," BDCC member Geoff Horrocks said, praising the contribution the Elmar stud has made in promoting the Australian Holstein on the local and international stage. "I have spoken with many overseas breeders and industry people who have travelled over here for Dairy Week or to judge our On Farm Challenge, and they often tell me 'You Australian's don't know what you've got', when they see how good our cows are."

Geoff believes that strong cow families are the most important thing when it comes

to breeding cows, and the Jessica family is one of many powerful maternal bloodlines unique to Australia.

"All the finalists this year represented strong Australian cow families, all developed by people who are passionate about the future of the breed," he said. "These are the cow families with the traits that allow them to consistently rise above the rest – the traits breeders should be looking for."

The ability of the Jessica family to rise above the rest was also noted by invited industry judges, Bill Morgan of ABS Australia, and Western Districts breeder Craig Fisher, Byrne Lee Holsteins.

"Jessica 11 really is the 'pin-up' girl for the Australian Holstein," Craig said, noting Jessica's superior type profile and eye-catching style.

He praised Jessica not just for her showing success, but that of her progeny as well. "She's an exceptionally good cow, and she's won our national show. But there's more to her than that. It's one thing to be all flash and win at a show – but it's another thing to breed it. Not all champions do that, and she now has daughters and granddaughters winning as well."

Craig acknowledged that this level of success "doesn't just happen", paying respect to the Hore family and their dedication to the shows and promoting the Holstein breed. "It takes more than just having 'the right' cow," he said. "You need to know how to feed them and breed them to the right bulls, you need to

promote them, flush them and get them back in calf – and kudos to Elmar – that's what they do well."

Bill was looking for what he called "the big picture cow" – a cow that classified well, produced well, bred well, and that demonstrated longevity. "The Cow of the Year, for me, is the pinnacle competition, and needs to be a cow that would raise the profile of the breed," Bill said. "A cow that will represent the Holstein breed at the highest level. A cow that could influence a herd, influence other herds and impact the wider industry."

"Jessica 11 has done that. When you look at her production results and her show results and now her progeny results – she's the 'whole box-and-dice'. She's a cow everyone recognises, and (since the sale) is having an impact on herds outside of just Elmar."

Bill emphasised the importance of breeding from strong cow families and using classification, shows and competitions such as the Cow of the Year to build a pedigree.

"The milk companies pay you the same regardless of who the cow is – milk's milk," he said. "But if you are going to register your herd, and build value in your herd, then it's worth the effort and expense to promote your herd and build a profile. Breeding is a passion, and competitions like this is a great way to highlight these great cows, and for a breeder, highlight what they have been able to do – highlight what they've achieved and share it with others that have the same passion." **HJ**



Elmar Boss Jessica 3rd-ET VG89 31*.



IDW Intermediate Champion 2020, Elmar Solomon Jessica 5-ET VG87 led by Brady Hore.

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- ✓ Mammary +104
- ✓ Survival +111
- ✓ Daughter Fert +114
- ✓ A22

Wilara Transformer
AUTOBOT
ITLetsgo x Lambda

- ✓ BPI +473
- ✓ Overall Type +104
- ✓ Mammary +107
- ✓ Daughter Fert +110
- ✓ A22

Illawambra River Optics
OPTICS
River x Bandares

- ✓ BPI +483
- ✓ Overall Type +103
- ✓ Survival +110
- ✓ Daughter Fert +117
- ✓ A22

Kirk Andrews Cinderman
CINDERMAN
Fedora x Supershot

- ✓ BPI +508
- ✓ Overall Type +108
- ✓ Mammary +106
- ✓ Survival +113
- ✓ Daughter Fert +110

2021 Queensland Cow of the Year – Ardylbar Atwood Gracie-ET VG87

BY JON HOLLAND

It was back-to-back wins for Ardylbar Holsteins, with seven-year-old Ardylbar Atwood Gracie-ET VG87 taking the 2021 Queensland Cow of the Year title. Her full sister, Ardylbar Atwood Gladys-ET VG86 won the title in 2020.

Adrian and Sheryl Barron, with their sons Waylon and Tyler, milk 180 cows at Cambooya, about 20 km south of Toowoomba on the Darling Downs.

Gracie is one of six daughters of Plana Magic Grace EX-93-1E 2* by Maple-Downs-I G W Atwood.

The Barrons bought Gracie's dam in 2009 from Master Breeder Bette Hall as a mature-aged dry cow. Travelling nearly 2,000 km to Penola in South Australia to view a line of cows from the Plana herd, the Barrons had already made their selections when Bette offered them Magic Grace. Grace was dry after persistent bouts of mastitis the previous lactation, but Sheryl had faith in Bette's judgement and decided to take her anyway. "We knew Bette would never send us something that wasn't up to standard," she said.

Magic Grace calved successfully in her new Queensland home, scoring Excellent in 2014 with an EX-94 point mammary. "She looked beautiful when she came in," Sheryl said proudly. "The mastitis was clear and we never had a problem again."

In 2011, the Barrons took Grace to Brisbane's EKKA Show where she was named Champion Cow as a nine-year-old. Now 19, she is retired at Ardylbar. "Grace is happily living out her days," Sheryl said. "We always look after our good cows that have looked after us over the years."

Magic Grace was flushed to Atwood in 2013, producing four heifers, including Gracie and the 2021 Gatton Dairy Showcase Champion, Ardylbar Atwood Gracious-ET VG87. The Barrons repeated the flush in 2014, resulting in the Beaudesert Champion and 2020 Queensland Cow of the Year, Ardylbar Atwood Gladys-ET VG86.



Ardylbar Atwood Gracie-ET VG87 bred by Adrian and Sheryl Barron and family, Ardylbar Holsteins, Cambooya QLD.

"They all have a great temperament like their mother," Sheryl said about the Atwood sisters Gladys and Graceful who were halter broken as mature cows. Gracie had been shown successfully as a dry heifer, being a little taller and boasting more show style as a yearling. Sheryl said Gracie calved at the right time for the shows this season, collecting numerous titles including Best Udder and Champion Cow at the Toowoomba Show. "Gracie is so big and tall, and looks really good when she's got her head up on parade."

The Barrons were thrilled to have won the Queensland Cow of the Year title for the second year. "It was quite a shock when we first got the call," Sheryl admitted. "There are so many great cows in Queensland and everyone's been working hard to get good photos taken of their cows at the shows."

When selecting his Queensland Cow of the Year, judge Chris Kelly of Alta Genetics, said Gracie was a fairly easy choice for him. "You've got to love a cow with a bit of grunt," he said when describing Gracie's impressive dairy strength.

Chris said it was Gracie's overall width of frame that gave her the advantage over

the other entries. "She's just wider through her chest, and wider through her rump," he said. "It's that width through her pins and at the top of her rear udder that extends through her to fore udder, which then blends strongly onto her deep rear rib."

Chris emphasised the importance of dairy strength providing the power needed for the longevity of a high performance cow like Gracie.

"Cows with the power and strength are cows that are built to last," he said.

Chris is an enthusiastic supporter of the Queensland Cow of the Year competition, encouraging members to participate when they can, stressing the importance of breeders having good photos taken of their cows.

"It can be hard to get good photos taken, but they're important for selling and marketing," he said. "You just never know when you might have a sale, and they're great for promoting the breed and what we [as breeders] can do."

"It's a great competition and I would like to thank the members for continuing to run it and to the exhibitors who made the effort to getting the photos taken."

HJ



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Home-bred family chart topper

Having the number one ranked BPI Holstein genomic sire in Australia hasn't come as an overnight success for John and Vicki Lillico.

TOMMYDEE's ranking reflects 45 years and 10 generations of successful breeding for Hindlee Holsteins from Smithton, Tasmania.

John and his wife Vicki, and their son Rob and his wife Nisa, milk more than 700 Holsteins, and family connections play a big part in the past and the future.

John started the Hindlee stud about 45 years ago and one of the foundation cows has gone on to produce the Royal family, and successful bulls like Tommy Dee.

"We've got a number of families these days, but I'm particularly proud of the Royal family because it's completely home-bred," John said. "We didn't bring in a cow to start it; it was just a random cow that we had 45 years ago that we've developed."

"That bull started 45 years ago," John said. "The foundation dam was the first VG cow we had and 10 generations later TOMMYDEE arrived," John said.



Vicki and John Lillico aimed to breed for profitability, not just type.

A lot of that improvement is attributed to progeny from embryo transfers. "We've focused on the Royal cow family," John

said. "We recognised it was one of our best families so we tried hard to breed females from that line. The only way to do that every generation is to do embryo transfer work and that's what we did and that's why that bull is so high.

"It's not through luck, it's through a lot of determined work to try to get a decent female every generation."

Hindlee has always been Holsteins and John remains pleased with his choice and how the breed has developed.

"Holsteins were the most popular breed when I started so I thought they would deliver the most profitability. We've stuck with Holsteins and they have proven to be successful."

One of the keys to the success has been breeding for profitability. "I've never been interested in breeding for type only; I wanted to breed for profitability," John said.

"Because we've had a focus on profitability, and are willing to sacrifice type to bring in profitability traits like fertility, calving ease, mastitis resistance, and high-component





milk, you've now got a bull that can breed profitable animals."

Born in July 2020, TOMMYDEE is being marketed by Genetics Australia and has just started producing semen.

"His semen only just became available so no progeny are born yet, but he has the traits to produce profitable cows," John said.

"They won't be show cows but they will hopefully be fertile, quiet, easy-calving, mastitis-resistant and have high-component milk.

"I like a pretty cow as well, but if they're not fertile or get mastitis all the time or they have health problems, I soon fall out of love with them. At the end of the day, it's about making money.

At 558 BPIg in DataGene's August ABV release, TOMMYDEE is about 30 BPI points clear of his nearest rival. Sired by GA genomic sire ENDGAME (447 BPIg), his overall ABV offers top ABVs for HWIg (579) 223 ASI, 104 Mammary, 114 for Daughter Fertility and 111 Mastitis Resistance with 104 Calving Ease, and he is A22.

Hindlee has sold other bulls from other

families to Genetics Australia based on their genomic data.

John says his herd has progressed in "leaps and bounds" since the introduction of genomic testing.

"Every breeding company is trying to source high genomic BPI bulls and they could come from any corner of the globe," he said. "Because genomics is improving all the time, it's a lot easier to improve specific traits in your herd."

Genomic proofs

When selecting, John doesn't get sucked into any hype. "I just go with the science – I make my decisions exclusively on the genomic proofs," he said. "I don't ask anyone's opinion; I just look at the numbers."

The herd is producing about 9,000 litres per cow on average and fertility is improving.

"With fertility, we're always striving for better," John said.

"The most recent generation of heifers is clearly more fertile than previous generations. With some older cows their Fertility ABV isn't particularly high because

back then we weren't able to select our bulls with the degree of accuracy the numbers give us now.

"I'm very confident fertility, mastitis resistance, milk components and calving ease are improving."

Over the past decade, Hindlee has become what John describes as "biological farmers".

"We recognise that soil microbes have a place in producing healthy pasture and we refuse to put on chemical fertilisers that compromise soil microbes. For example, we don't use urea, superphosphate, potassium chloride or any chemical fertilisers that can harm the soil. We do use nitrogen, phosphorous and potassium but in forms that won't compromise soil biology.

"Twelve years down the track with that approach and today the pastures are full of clover, earthworms and life and we don't have the same fertiliser spend.

"I'm not interested in going back to what we used to do with high inputs. Chemical fertilisers do a lot of harm to your ability to grow sustainable pastures and have healthy cows."

HJ

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Craig and Felicia Bills with their three children, Cooper, Dusty and Charlette.

In the business of breeding

For one Gippsland couple, the decision to milk cows came out of necessity – it was the same with their farm purchase. But breeding elite Holsteins, that’s always been a passion. It has also underpinned their entire farming career.

When Craig Bills says his family’s dairy farm business is modelled around the cows, he’s not kidding.

From purchasing Jacob Park Holsteins when he and wife Felicia first started sharefarming, to the excitement and enjoyment derived for their whole family – including children Cooper 11, Charlotte 9 and Dusty 7 – in competing in the On-Farm challenge.

The Bills family loves working with registered Holsteins – and it has paid-off.

By developing cow families and selling excess heifers, cows and herd bulls, registered animals unlocked another income stream for Craig and Felicia.

As sharefarmers, livestock sales not only bolstered their income from milk cheques, it was also how they grew enough equity to buy a dairy farm.

“Breeding offered us an opportunity to grow in a sharefarm environment,” Felicia said.

“The thinking was, that we’d always grow

as big as we can, milk as many cows as we can but also make sure that is profitable.”

“We have always stuck by this,” Craig added. “We knew we couldn’t milk a huge number of cows unless we had really good quality cows. And we were able to do this with relatively low staffing levels. As sharefarmers when you are paying 100 per cent of something for a 50 per cent return – like farm wages – you tend to do as much as you can yourself. If we didn’t have awesome cows, we wouldn’t have been able to do that.”

Early in their sharefarming career, Craig and Felicia milked up to 600 cows in their business, while also running Craig’s parents 550-cow sharefarm.

They managed two herds of cows – and two farms – for six years.

Growing their herd and developing cow families with quality genetics meant the cows in Craig and Felicia’s herd were lasting longer.

Combine this with their use of sexed

semen, which was delivering them additional heifers, and the couple had the opportunity to sell livestock.

On top of the herd bulls and export heifers they were selling, they also sold groups of cows every year for 10 years.

“I feel there’s longevity in correct functional cows and it gave us the opportunity to trade cattle, whether it was surplus heifers or cows,” Craig said. “Naturally, I feel like our turnover of cows wasn’t as high because we had good functional cows and that put pressure on the herd.”

Sharefarming at Drouin South, Craig and Felicia have ridden the highs and lows for the dairy industry.

Felicia said the role of livestock trading to build equity varied depending on the farmgate milk price.

“It (trading) was virtually like a second income stream and when the milk price was low, we were extremely lucky to on-sell cows which sometimes became our main income,” she said.

“That’s where we really saw the value that registered cattle could add.”

This “value” was derived from the additional animal information that’s required for registration.

Craig said having these details “gives

It's not just breeding

"They have been good enough dairy farm managers to really lean on their genetics and get the most out of them."

That's according to Craig and Felicia's long-time farm consultant and now nutritionist working for Browns Stockfeed, Matt Hall.

Craig and Felicia believe they "wouldn't be here" without Matt, while Matt enjoys working with breeders who "get a lot of milk out of cows".

"The reason they've had success with registered cattle is actually because they are extremely good dairy farm managers," he said. "In the job of dairy farming because it's a repetitive job, people find little projects to do on dairy farms and interests. Some interests are at the detriment of the business, some benefit the business. We recognised very early in Craig and Felicia's career that their interest in breeding very good cattle could be leveraged by having stock to sell that were very attractive stock to other buyers."

Matt said Craig and Felicia's management won't change now they are farm owners.

One example he provided was their milk quality diligence.

He said their bulk milk cell count sat at 50,000-60,000 cells/mL even when they had 1,000 cows in the herd. Another included the amount of silage their cows can consume. Matt said their ability to feed each cow 12 kg/day of silage – when needed – reflects the quality of the fodder. This quality comes from Craig's instance to cut pastures for silage at grazing height.

people the confidence to buy" while it also broadens the market for their animals.

Hearts Ridge cows, heifers and bulls were mostly sold through word-of-mouth or livestock agents.

An animal could be earmarked for sale if it was a member of a cow family of which Craig and Felicia had ample numbers.

Selecting these animals became easier as their stock numbers grew. At peak – and just before they moved to their own dairy farm at Labertouche in the middle of 2021 – the Bills sold 300 cows.

When animals were sold, it provided an opportunity to value-add their existing herd with new cow families and broaden the depth of their breeding.

While Craig and Felicia started sharefarming with a variety of cows, they knew they wanted to pursue the functionality, health, and longevity that they believed came from breeding cows with optimum type.

They'd worked with commercial cows at Craig's parents, Garrie and Maryann's farm, and while they understood how these cows operated in their system, they wanted to take their business to the next level.

"(For my parents) cows were one of the facets of their business, but for us, probably our cows have been the main facet of our whole business," Craig said.

"We have modelled our business around our cows."

Breeding good cows was Craig's "motivation" but he initially found it hard

to consistently breed "one good one after another".

"Through my relationship with a couple of other stud breeders, I started seeing their breeding and their successes and I looked at that and I was like, 'I can have a lot more success breeding cows if I buy good cow families,'" he said.

"Obviously we still have to use the right AI bulls on them...but this increased our chances of breeding really good functional and profitable cows, value-adding to that family or pedigree."

The Bills' first registered cows from Jacob Park Holsteins included cow families from Orchard Vale Holsteins such as the Tiffanys and Polly Teenas as well as the Jennifers from Kenron Holsteins.

In this initial group of cows was Westold Igniter Blanket EX-91-7E – a family favourite – because she was hassle-free, got in calf each year and delivered big production.

Over the years, Craig and Felicia have added up to 60 cow families from about 36 Holstein studs.

Another favourite cow, Wilrob Stormatic Rowdy EX-93-6E, purchased in 2011 as a first-calf heifer from Dave Roberts at Wilrob Holsteins, was fourth in the mature cow class at the Victorian final of the 2015 On-Farm Challenge.

On top of her breed success, she was the Bills' highest-pointed cow at Excellent 93 and "lead the herd to the dairy everyday".

Hearts Ridge Lauthority Bonnie was fourth in the state On-Farm Challenge final in 2019.



Over the years, Craig and Felicia have added up to 60 cow families from about 36 Holstein studs.



Pasture management has helped Craig and Felicia make the most of their genetics, according to Matt.

“When you have well-bred dairy cows eating a lot of grass, you get a lot of milk,” he said.

“The next job is to get the cow in calf, so you get a heifer calf out of that cow and Craig and Felicia did a fantastic job feeding cows, managing pasture, getting cows in calf and getting milk out of cows.”

Matt said the Bills’ “proper elite herd of dairy cows” gave them options.

“They now have three tiers to their business,” he said.

“They have a milk business, which they used to share with their previous farm owners, a livestock business which they didn’t have to share, and the livestock business is a big part of how they generated equity to get to the point to purchase a farm. Now they have a land capitalisation business.”

Working as a team, with a team

Craig and Felicia credit each other for their support and contribution to their farm business.

But they both agree it would never have been possible without their dedicated staff and support group. The latter includes an agronomist, accountant, solicitor, consultant, and nutritionist.

Retaining their farm staff in the move from their sharefarming business at Drouin South, to their purchased farm at Labertouche also speaks volumes to the work environment at Hearts Ridge Holsteins.

Their one full time employee now lives in another house on the property while four casual workers haven’t skipped a beat in moving to the new farm.

When it comes to breeding cows, the couple took inspiration from others in the industry.

“I think we have been able to draw on people’s experience,” Felicia said. “When we first got in (to dairy farming) we got as much information as we could off other breeders, such as how they got to where they are we’ve always looked at what other people do, but not in a competitive way.”

Holstein Australia and its classifiers have also been a source of education for Craig and Felicia.

Love of cows shared by family

There’s a negotiation process Cooper, Charlotte and Dusty Bills begin well before Holstein Australia classifiers visit their family farm.

No matter how hard they try and what tactics they employ, their parents Craig and Felicia say their children’s motivation is obvious.

They don’t want to go to school on classification day, Felicia explained. They don’t want to miss out.

Felicia says this love of cows came from Craig, but it has been fostered by the local Holstein Australia sub-branch On-Farm

Challenge competition and celebration.

“We are not actively showing so the On-Farm Challenge is a good way to enjoy other people’s cattle,” she said. “We enjoy seeing other people’s good cattle at the presentation dinner and our kids really enjoy it, they are proud of our cows.”

Cooper and Dusty have a few cow families in their parent’s herd, while Charlotte has her own prefix, Red Magic.

At the On-Farm Challenge in 2019, Charlotte’s cow Budgeree Acme Jodes ET Red was crowned the highest pointed cow owned by a person under 25 years.

Farming wasn’t the original plan

Felicia was a “town girl” while Craig was studying to be a sports and outdoor education teacher, when they started running Craig’s parents farm in 2003.

“The plan was to run the farm until Dad got better and so my three younger siblings could finish school and then we were to go back to what we were doing,” Craig said.

“We are still waiting for that day.”

The couple finished running Craig’s parents sharefarm in 2015, but in 2009 they started their own sharefarm operation before moving to a larger farm a few years later to expand their numbers.

Felicia came from a corporate work background, but once Cooper – their eldest child – was born, she farmed with Craig fulltime.

“We had our strengths in other areas, and we came together and were able to combine them,” she said. “Craig definitely had the farming knowledge, having grown-up on a farm, but it was nice to be together and working as a team – even though it can be stressful when you get the crazy times in the industry.”

Describing themselves as “very happy sharefarmers” Craig and Felicia were content owning their herd and trading cattle. Farm ownership wasn’t on their agenda, until only a few months ago.

Due to changes in the arrangements where they had sharefarmed for more than 10 years, Craig and Felicia had to make other plans – quickly.

They didn’t want their stock to “flood” the market in winter as part of a dispersal, and

at this point they had up to 1600 head.

In what they described as “lucky,” Craig and Felicia – with their support team of professionals – brokered a deal to purchase a farm.

‘Balance’ into the future

The Bills family now milk 450 registered Holsteins across 275 ha at Labertouche.

Sexed semen will continue to be used to breed 90% of their split-calving herd and Craig and Felicia have no plans to stop trading cattle.

Their bull market – up to 60 animals a year – may decrease because of this sexed semen use, but the strategies underpinning their livestock and milk businesses won’t alter.

Silage will be cut on their new farm, while a little hay will be made on out-blocks.

Pasture consumption will continue to drive milk production, supplemented by 2.4 tonnes/cow/year of grain.

The scale-back in farm size and cattle numbers will provide a better “balance” between family and business for Craig and Felicia.

“Humbled” to now own a farm and “grateful” for their friends, family and support network, the couple don’t necessarily believe farm ownership is a dairy industry career pinnacle. It’s perhaps the most enduring proof that cows really are their business.

“To be honest, the most excitement I’ve had in the industry was buying that first lot of cows,” Craig said.

“Putting that first bit of milk in the vat, on our first sharefarm. We were like ‘wow.’” **HJ**

New youth section live on website

A new youth section has gone live on the Holstein Australia website just in time for International Dairy Week.

HA Youth Action Committee member Justin Johnston said there were many youth activities programs on offer throughout the Australian dairy industry, if you know where to look. "What we've tried to do is make it easy for people to see what opportunities there are out there by bringing all this information together in one place," he said.

The intention is that once the Youth Action Committee delivers its findings that this area of the website is expanded to become a central resource and information hub for young Holstein Australia members in search of programs, courses and opportunities to develop skills and further progress their dairy careers.

Youth Action Committee

Having now concluded its second meeting Holstein Australia's Youth Action Committee will also be making recommendations to the HA Board on the future direction of our youth programs, with a full update to follow to members.

Exchanges and international programs

With all exchanges and international programs put on hold over the last 18 months due to the COVID pandemic, it is looking hopeful that at least some events will be back up and running this year.

No event was run in both 2020 and 2021, but plans are progressing for the European Young Breeders School to take place in September 2022. Australia's first EYBS team, supported by Holstein Australia, Jersey Australia and RASV performed well at the 2019 event, with the organisers holding a place for another Australian team this year.

Discussions are also ongoing for the Holstein Australia and UK exchange program to resume, with news expected on this by Easter 2022.

Holstein Australia Youth Challenge

The Holstein Australia Youth Challenge Trials have also returned to International Dairy Week with teams representing Holstein Australia sub-branches and Australian dairy breeds. With uncertainty over international travel late last year regular entrants from New Zealand, the Jersey NZ Youth Team, were not able to

make the trip this time but will be back in 2023.

"This year's Youth Challenge will be something really special with so many shows and dairy youth programs put on hold over the last 18 months," Justin said.

The Youth Challenge, a highlight of the dairy youth calendar, takes place on Sunday 16 January.



Australia's 2019 European Young Breeders Team: Ricky Nelson, Brady Hore, Sam Hall, Zoe Hayes and Julia Paulger.



Holstein UK's Catherine Bunting meets with HA's most recent UK exchange recipient, Oakley Henry

Concorde Queen of the competition

At the South Australian OFC presentation dinner, judge Grant Liebelt announced his Queen of the Competition as the mature cow entry of Clem and Lea Mason, Jervois 5G Concorde 2nd EX-91-1E. "This was the cow that was 'in form', and has everything in the right place," Grant said. "She is a beautiful front-ended cow, and a beautifully uddered cow – she's a stylish cow, and a cow that's got everything going for her."

In a close placing, Grant gave Concorde the advantage for the extra width at the top of her rear udder, praising the strength of attachments on the aged cow. "When you look at her udder – it's high, it's wide, and the ligament is amazing. Then you look at her again and she's a beautiful cow on the move."

This was Grant's first time judging the OFC, and admits it was a real eye-opener. "We drove a lot of miles, and had a lot of laughs," he said. "There's been a lot of top cows, and no one should be disappointed because it's been a really close competition."

This was not Concorde's first victory, having been named Intermediate Champion at Murray Bridge Feature Show in 2018, as well as Reserve Intermediate Champion at Adelaide Royal. And just weeks prior to the OFC, Concorde was crowned Champion Cow at the Murray Bridge Feature under judge Caitlin Hentschke.

For her breeder Clem Mason, winning was a real thrill. After missing opportunities to compete at shows because of COVID restrictions, he said the OFC was a great way for a cow like Concorde to show her attributes. Clem hopes Concorde will maintain her form for a potential run at IDW in January, but admits it's too early to be certain as she has been milking since July.

"It's great to have a cow be recognised by the judge as the best overall Champion, when she's being compared around the State against the best cows," he said proudly, telling how Concorde is never at



South Australia Champion OFC – Jervois 5G Concorde 2nd EX-91-1E, exhibited by Clem and Lea Mason and family, Jervois Holsteins.

the back of the herd, and always third or fourth cow on the platform at milking.

"She's a cow with a great wide rear udder, and great feet and legs – just a great and easy cow to have. We just have to keep her going now, keep getting her in calf, and hopefully enjoy working with her and her progeny for a long time."

Concorde already has a VG milking 2-year-old daughter at Jervois, Jervois Chels Concorde 3rd VG85. She boasts the Concorde family on both lines of the pedigree, with her sire being the natural herd bull Jervois Chelios D Concorde.

Showing hasn't been a focus for

the Masons over recent years, with diversification taking priority, adding sheep, cropping and contracting services to their business. However, Clem has always maintained his passion for the breed and for the people in the industry.

"When I spoke at the presentation, I looked around the room and saw so many faces, not all still dairying, but all still with a passion for cows. This passion for the cow is so special – it keeps people together. We are in control of our breed and it's up to us to make it better. But in the end of the day – we're just very lucky to be dairyfarmers."

Sub-branch / Region: South Australia

Judge: Grant Liebelt Grantley Holsteins, Meadows, SA

Champion: Jervois 5G Concorde 2nd EX-91-1E, exhibited by Clem and Lea Mason and family, Jervois Holsteins

Class	First	Second
2 year old	Windy Vale Doc Ding	Golderama McGirt 2725
3 year old	Bluechip Solomon Marian	Billabong Byway Karley
4 year old	Windy Vale Awesome Ashlyn 2nd	Benlargo Elijah Ding
5 year old	Teka Meridian Sandie	Windy Vale Doorman Hezbollah
Mature 6+	Jervois 5G Concorde 2nd	Glenunga Goldchip Sandmaid
Matriarch cow	Warrabell Blade Lucky	Blackwood Park Impression Vicky 7277

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Health & Longevity	22	Productive Life, Liveability, SCS, DPR	13
Conformation	21	UDC, FLC, BSC	26
Selection Indices	5	NM\$, CM\$, FM\$, JPI, TPI	BPI, HWI, ASI
Milk Markers	Kappa Casein Beta Casein A2 Beta Casein AB Beta Lactoglobulin	Kappa Casein Beta Casein A2 Beta Casein AB Beta Lactoglobulin	Kappa Casein Beta Casein A2 Beta Casein AB Beta Lactoglobulin
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Octane Nan hard to go pass

When 4-year-old Bevandale Octane Nan VG86 was named the On Farm Challenge Champion for Far North Queensland, Master Breeder Henry Bevan admitted it was the first time he'd done anything with the cow.

"Nan was a nice heifer as a 2-year-old," Henry said. "She's always been a nice balanced young cow, but she developed really well between calves."

Henry described first noticing his Champion's impressive development when she was in the springer paddock, freshening on her second calf.

"At first I thought – yeah, you're going to be okay. I noticed she'd really matured in the frame, and then she started to fill that rear udder. The height and width was incredible," he said.

The Holstein classifier recently moved Nan to VG86 as a 3-year-old with VG89 for mammary – and it was her mammary that also impressed the OFC judge, Jerry English of Barronvale Illawarras.

"She gave a really good first impression when she walked into the yard," Jerry said. "She really caught my eye. She had so much fill on her. So much bloom to her udder, and it was so high and wide with a really good seam and texture."

Jerry was excited to judge a competition that he really enjoys, and said he got to see plenty of quality cows right throughout the classes.

For his Champion, Jerry praised Nan for her overall balance and dairy strength, giving her the advantage over the other entries for her correctness overall.

"She was such a complete cow," he said. "She had such great dairyness and spring to her rib. It was hard to go passed her."

Nan is sired by Stantons High Octane out of Bevandale Dollmaker Nan VG87, back to the brood cow Bevandale Thunderstorm Nan VG89 1*. A descendant of one of Bevandale's 'homegrown' cow families, Henry describes his Nans as being consistent performers.

"They've been really good herd cows



Far North Queensland Champion – Bevandale Octane Nan VG86, exhibited by the Bevan family, Bevandale Holsteins.

for a long time – but occasionally they come up with something special," he said. Unfortunately, Nan's calving pattern does not align with the local Queensland show scheduling, however Henry hopes to have her calved again ready for the OFC next year.

"The On Farm comp is really good here," Henry said. "Particularly this year it's been nice to have some good competitions back and running for our cows."

Sub-branch / Region: North Queensland

Judge: Jerry English, Barronvale Illawarras, Malanda, Queensland

Champion: Bevandale Octane Nan, Bevandale Family Farming

Class	First	Second
2 year old	Millaa View Make It Winter	Bevandale Callen Rosalie
3 year old	Bevandale Octane Nan	Bevandale Imac Lorraine
4 year old	Millaa View Diamond Pansy	Promenade Brady Jackie
5 year old	Bevandale Kingboy Lorraine	Ourway Daryl Jackie 455
Mature 6+	Promenade Dorcy Toni 2	Ourway Gillespy Bronwyn

'Favourite cow' now a champion

Last year, Congupna dairyfarmer Duncan Smith discovered one of his all-time favourite cows, Murribrook Goldwyn Verbena-ET EX-92-2E 6* 1xEP 1xF LIFE 2, was to be put to auction at Murray Sowter's Master Breeder Murribrook Holsteins Dispersal. Knowing he would never get another chance, Duncan topped the sale at \$23,000 to add the 2016 NSW State Holstein Show Champion to his Hightop Holsteins herd.

Duncan had an immediate return on his investment when Verbena provided him with a heifer calf, Hightop Kindoc Vienna, and has now added the OFC Champion title for Northern Victoria 2021 to her list of accolades.

"I really love this cow," Duncan said proudly. "She's milking like a train and just an awesome cow to work with." For an eleven-year-old Duncan says Verbena still looks amazing. "She's one of those cows that doesn't need improving really."

Alongside her Woodcrest King Doc daughter, the Smiths also have a daughter from Verbeena by the popular type sire Regancrest Boom. Duncan said he will give his Champion a break now from flushing, and has recently mated Verbena to sexed DG NH Arrow. "I don't want to burn her out by just flushing her repeatedly," he said. "I just want to have her around for as long as I can – she's just a gem."

Judge for the Northern Victorian sub-branch was Master Breeder Jon Holland (Holloddon Holsteins). Unfortunately, at the time of competition, the district was suffering from travel restrictions due to the COVID-19 pandemic, so the decision was made to host the competition online rather than on farm.

"It's such a fantastic competition, and an important event for many breeders. It's a real credit to the members and the committee that they moved ahead with an alternative strategy to ensure the competition still went ahead," Jon said.

Jon was particularly impressed by the depth and quality of the junior 2-year-old class. "What an exciting group of young



Northern Victoria Champion OFC – Murribrook Goldwyn Verbena-ET EX-92-2E 6* 1xEP 1xF LIFE 2, exhibited by D & H Smith, Hightop Holsteins.

cows. It certainly shows the breed has a bright future in this sub branch."

But despite strong competition from the younger classes, Jon said he could not go passed the veteran cow for his overall Champion. "What a fantastic aged cow. There is so much width and power to this cow, yet she's still so refined," he said, acknowledging Verbena's strength of topline and perfectly balanced dairy frame.

Jon gave Verbeena the advantage in her class for her length of frame, length of rump and superior mammary system. "She displayed great bloom to her udder and cut to her seam, and exceptional attachments" he said. "And for an aged cow, she has an incredibly soft and snug yet capacious vessel."

Sub-branch / Region: Northern Victoria

Judge: Jon Holland, Holloddon Holsteins, Newbridge, Victoria

Champion: Murribrook Goldwyn Verbena, D & N Smith, Hightop Holsteins

Class	First	Second
Junior 2 year old	Brurob Rambo Beulah	Jibantra Park Chief Mollymay
Senior 2 year old	Somerelle Pep Klassie	Rockstar PG Undenied Cassie
3 year old	Vala Maserati Agree	Haven View Awesome R Portrait-ET
4 year old	Brurob Endure Crystal	Andes Dante Select
5 year old	Andes Goldfarm Crissy	Andes Creative Aileen
Mature 6+	Rockwood Park Berry Glo	Eclipse Windhammer Lotto 2
Veteran 8+	Murribrook Goldwyn Verbena	Brurob Steady Lucelle

Goldwyn Meg's return to top form

It was a return to form for the New England and North West NSW Champion, Fraser Goldwyn Meg EX-91-3E.

It's been five years since Meg last graced the OFC competition. Back in 2016, she was named Champion 5-year-old in the NSW OFC State Final for her then owner Leeanne Fraser, with judge Jade Sieben describing Meg as a "standout in a strong class", stating "she would have been my highest pointed cow if I'd been asked to acknowledge one."

In 2021, the 10-year-old was back on show, with new owners, Steve and Leanne Coombes, thrilled with their result, and thankful they took the gamble when they purchased the aged cow.

Steve said he was looking for some extra cows 18 months ago, when he came across a group of quality young cows offered by Master Breeder Leeanne Fraser.

"Meg was in the group, but she was stale and fat and not in calf, so we didn't want her originally," Steve said. "But in the end we took the whole group, and she came here and got in calf straight away so we were pretty happy."

Meg quickly became a leader in the Kalulla Park herd and is milking well with the classifier recently moving her to EX-91-3E with an EX-91 mammary and EX-95 dairy strength. And it was this remarkable capacity that was noticed by OFC judge, Cameron Yarnold (Arrallik Holsteins) when he was looking to name his Champion.

"She was a cow that you really just had to stand back and admire," Cameron said. "Her tremendous capacity, her depth of fore rib and depth of rear rib – it really hits you as the kind of cow farmers want to milk every day."

Cameron was full of praise for the strength of the competition this year, and the depth of quality in each class – in particular the 4-year-old entry of Trevor and Richard Coombes, Tomargo Recluse Solomon Gypsy EX-90-1E. "She's the sort of cow that if she keeps on developing is going to be a real cow of the future," he said.



New England & North West NSW OFC Champion – Fraser Goldwyn Meg EX-91-3E, S & L Coombe, Kalulla Park Holsteins.

In the end though, he gave Meg the advantage for her overall maturity, and quality of mammary. "At seven lactations, the Champion's udder was still so well attached with beautiful texture and quality to it."

Steve says Meg remains a favourite of her breeder Leeanne Fraser, and keeps her regularly updated with her progress.

Being a direct daughter of the 2004 NSW State Feature Champion, Fraser Astre Meg EX-3E 3* 1xEP 1xM 1xP, Steve admits she's an older pedigree, but is excited by her potential, and hopes to get Meg back in calf soon to establish the next generation.

Sub-branch / Region: New England and North West NSW

Judge: Cameron Yarnold, Arrallik Holsteins Wingham NSW

Overall Pointed Cow: Fraser Goldwyn Meg, Steve & Leanne Coombes, Kalulla Park Holsteins

Class	First	Second
2 year old	Brombin Park Impression Shadow	Julenwes Chief Nelly
3 year old	Kenmar Solomon Cordie	Grade Impression 1986
4 year old	Tomargo Recluse Solomon Gypsy	Eclipse Allthway Princess
5 year old	Kenmar Beemer Splash	Tomargo Recluse Bankroll apricot
Mature	Fraser Goldwyn Meg	Caldara Planet Porscha

Another Victory for Gorbro

Judging the OFC in North West Victoria, judge Pat Nicholson, Jugiong Jerseys, commended the sub branch members for their efforts, acknowledging the tremendous depth in each class across the 200 plus entries. After three full days of judging, Patrick found his Champion, Murrbrook Reginald Victory-ET EX-91-1E 1xEP, among the 50 mature class entries.

“The depth in this class had to be seen to be believed,” he said. “My winning cow was hard to fault. She was extremely well balanced, open ribbed, strong topped, and great feet and legs, capped off with a very well attached udder.”

He admired Victory for her youthfulness and blending through her front end, saying she was the type of cow that had very little he would like to change. “She’s just so hard to fault. She carries a tremendous udder that’s so firm in that fore udder attachment and so high and wide in her rear udder with a strong ligament and lovely clean thighs.”

For owner Glen Gordon, Victory has been a successful addition to their Master Breeder Gorbro Holstein herd. Bred by Master Breeder Murray Sowter, the Gordons purchased Victory from fellow Master Breeder John Gardiner, prior to her success as Supreme Champion at the 2021 NHD Victorian Winter Fair.

Glen was thrilled at the OFC result. “We really like the OFC and were pretty stoked to see her win. It’s great to see cows looking good at home in their ‘working clothes’ as well as being dolled up at the shows.”

He said Victory had settled into her new home in North West Victoria, and still milking well despite calving 12 months ago. “We weren’t sure at first if we would enter her seeing as she was pretty stale. But she uddered up really well and thought she still looked good enough.”

The Gordons were so pleased with Victory, that at the Avonlea Dispersal Sale in October, they bid on Victory’s daughter Avonlea Solomon Victory GP84.



North West Victoria Champion OFC – Murrbrook Reginald Victory EX-91-1E 1xEP, exhibited by R & J Gordon & family, Gorbro Holsteins.

Unfortunately for Glen, they were losing bidders, with Solomon Victory topping the sale at \$30,000 to the Hill Valley and Calderlea partnership. Luckily the Gordons already have three confirmed ET pregnancies from Reginald Victory by Delta Lambda, and she herself has tested in calf to sexed Peak Jagger, due in April in the hope of another successful Winter Fair campaign.

Sub-branch / Region: North West Victoria

Judge: Pat Nicholson, Jugiong Jerseys, Girgarre, Victoria

Champion: Murrbrook Reginald Victory, R & J Gordon & Family, Gorbro Holsteins

Class	First	Second
Junior 2 year old	Gorbro Unstopable Admire	Elmar Lambda Jessica 4401
Senior 2 year old	Gorbro Shimmers Tadoo	Redmaw Superhero Lautamay 2429
3 year old	Tandara Solomon Heather 18	Tandara Solomon Taylor 6
4 year old	Grade Cow 6038	Grade Cow R23
5 year old	Gunwilla Park Fever Maree	Grade Cow Q35
Mature 6+	Murrbrook Reginald Victory	Mitch Aftershock Irene
Veteran (STP)	Mitch Hero Berri	Mitch Dictator Evelyn

Loretto a champion from all angles

Judging the On Farm Challenge for West Gippsland, Nicola Templeton (View Fort Holsteins) described her Champion cow, Taraglen Fever Loretto-ET EX-91-2E as an awesome example of dairy quality.

“She has that combination of strength and width throughout her frame with amazing dairy bone,” Nicola said. “This cow has a strong topline and strong loin with slope from hip to pin, plenty of width in her thurls, and stood and walked very easily around her mammary system. She displays great wedge and drop to her rib giving her great capacity, and was very balanced throughout her frame when viewed from all angles.”

As a 7-year-old cow milking on her sixth lactation, Nicola appreciated the snugness and width of Loretto’s mammary system. “She is well attached through her fore udder and has an extremely strong medial ligament, and her rear udder is extremely high and wide,” Nicola said, praising the balance of her Champion’s udder and great teat placement.

Fever Loretto was exhibited by the Armstrong family of Darnum. The Armstrongs milk 370 cows under the Thornhill Creek prefix, managed by brothers Dale and Colin and their wives Fiona and Deborah. Colin doesn’t like cows with extremes, with their breeding program focused on producing balanced, medium sized cows that milk and get in calf, and hopefully “have a bit of class”. He admits that while they don’t normally do many shows, they are prepared to when a cow comes along that could potentially do well. “Sometimes it’s good just to enjoy the ride and have some fun with it,” he said.

The Loretto’s came to Thornhill Creek in a partnership with Master Breeders Col and Val Gardner, founded on the brood cow Inverwood Donante Loretto 938-ET EX-90-2E 6* 1xM. Sired by Crackholm Fever, Fever Loretto is one of three Excellent daughters of Donante Loretto, and a fourth generation Excellent. Another family member, Thornhill Creek Rambo Loretto 4757 VG86 also featured in the



West Gippsland Champion OFC – Taraglen Fever Loretto-ET EX-91-2E, exhibited by D & C Armstrong, Thornhill Creek Holsteins.

OFC, winning her 4-year-old class “It’s a family that’s definitely breeding,” Colin said. “They milk, they get in calf, and they regularly come up with an Excellent – they’re really doing the job.”

Fresh on her sixth lactation, Fever Loretto has exceeded 55 litres a day on her last two herd tests with a PI 109. Colin says

despite her “doing it comfortably”, they’ll probably wait until her production slows off before entering her into a flush program. “We don’t flush many, but she’s building something pretty valuable at this point so she’s probably a cow we should give a go.”

Sub-branch / Region: West Gippsland, Victoria

Judge: Nicola Templeton, View Fort Holsteins, Tarwin, Victoria

Champion: Taraglen Fever Loretto, D & C Armstrong, Thornhill Creek

Class	First	Second
2 year old	Hearts Ridge Kingdoc Cassie	Munden Farms Emilio Impressive
3 year old	Hearts Ridge Kingdoc Dierde	Starcrest Chief McKenzie
4 year old	Thornhill Creek Rambo Loretto 4757	Murribrook Diamond Vetta
5 year old	Bluechip MP Mogul Cretonne	Starcrest Monterey Marymay
Mature 6+	Taraglen Fever Loretto	Hearts Ridge Dempsey Farwina
Matron cow	Arrowstar Aftershock Kelly	Sensei Sanchez Posch 2

SOUTH GIPPSLAND

Diamond Chloe doing everything right

It was wet and wintery conditions in South Gippsland for the OFC judging, but that didn't stop a strong contingency of enthusiastic breeders preparing their cows for competition.

Despite most of the region receiving more than 100 mm of rain in early November, judge Brent Mitchell (Mitch Holsteins) was impressed by the overall quality and presentation of the entries.

"It was pretty trying conditions, and it's a credit to the exhibitors to be able to present their cows as well as they did," Brent said.

"I got to see a lot of great cows and the classes were strong – but there was one that found her way to the top."

Brent selected the winning 4-year-old Murrubrook Diamond Chloe-ET VG89 as his overall Champion, giving her the advantage for her superior width and balance of frame.

"My Champion cow really blew me away," Brent said. "As soon as she walked into the yard I thought 'I've got a good one here'. She had the balance of dairyness and strength that I was looking for. She had awesome balance across the board – everything just blended with her."

He was impressed by the strength of Chloe's rump and correct leg set, and the quality of her udder attachments. "Her udder was outstanding, with great width, plenty of height and a really strong ligament."

Classified VG89 maximum for her age, Chloe was exhibited by Master Breeders, Les, Louise, Tim and Amanda Calder of Calderlea Holsteins. Backed by six generations Excellent and VG, including the Canadian Agribition Grand Champion, Rainyridge Lee Candice-ET EX-93-1E, Chloe is a daughter of the 2013 IDW Intermediate Champion and Royal Sydney Show Champion, Murrubrook Goldwyn Candace-IMP-ET 4* LIFE 1. Bred by Master Breeder Murray Sowter, the Calders bought Chloe for \$18,000 at the Murrubrook Dispersal in 2020.



South Gippsland Champion OFC – Murrubrook Diamond Chloe-ET VG89, exhibited by the Calder family, Calderlea Holsteins.

The Calders were unable to travel to NSW on sale day, but Louise said they had the confidence in the strength of cow family to make the purchase online.

"Chloe comes from a wonderful cow family," Louise said. "We were very happy with her when we got her home – she's just settled in well and done everything right."

Chloe was short bred to Stanton Chief on

sale day. Fortunately for the Calders, the mating held, producing a heifer for her new owners, Calderlea Chief Chloe, born in June. "She's a beautiful calf," Louise said.

Louise admits it was difficult getting the cows to look nice this year after a very long winter and wet spring, but is excited by Chloe's development, and is hoping to get her Champion back in calf and keep her going for next year.

Sub-branch / Region: South Gippsland

Judge: Brent Mitchell, Mitch Holsteins, Bamawn, Victoria

Overall Pointed Cow: Murrubrook Diamond Chloe, Calder Family, Calderlea Holsteins

Class	First	Second
2 year old	Attaview Lambda Amy	Staley Farms Doc Apple
3 year old	Calderlea Lauthority Tara	Krishlaye Mercury Missy
4 year old	Murrubrook Diamond Chloe	Avonlea Stanley Cup Evie
5 year old	Cairnhill Paradi Windy	Dilee Guthrie OO
Mature Cow	Carisma Demolish Victory	Hill Valley Endure Silk

SOUTH COAST AND TABLELANDS NSW

Atwood Simola rarely skips a beat

After winning the 3-year-old NSW OFC State Final Champion in 2019, Broughton Atwood D Simola VG88 returned as a 5-year-old to win overall Champion for the South Coast and Tablelands sub-branch OFC.

Bred by Nick and Emma Strong, Mirvona Dairies, Simola was late in lactation at judging, having produced more than 15,000 litres and 970 kg milk solids in 320 days. Nick says Simola is the type of cow he loves to work with, and one that rarely skips a beat. “She’ll start her lactation at 55 litres, and still be 40 plus litres at the end,” he said.

Simola belongs to a very successful cow family for the Strongs that has featured NSW State Show Champions and IDW class winners, founded on the brood cow Parrabel Broker Simola-ET VG87 2*.

Judge Patrick Buckley (Killarney Grove Holsteins) described his Champion as an outstanding individual. “She displays so much style and balance,” he said. “A cow that has so much width from nose to tail and incredible spring and openness of rib, and is soft and silky textured right throughout. Her udder is welded on – so snug in her fore udder, high and wide in her rear udder with beautiful texture and great teat placement. An amazing cow.”



Broughton Atwood D Simola VG88, exhibited by Nick & Emma Strong – Mirvona Dairies, Broughton Holsteins.

Sub-branch / Region: South Coast and Tablelands, NSW

Judge: Patrick Buckley, Killarney Grove Holsteins, Theresa Park, NSW

Champion: Broughton Atwood D Simola, Nick & Emma Strong Mirvona Dairies, Broughton Holsteins

Class	First	Second
2 year old	Boscawen Solomon Queen 8345	Boscawen Mafia Queen 8093
3 year old	Waljasper CDJ Lola	Wintercrest Brady Angela
4 year old	Coolea Byway Lila	Waljasper Jacoby Lola
5 year old	Broughton Atwood D Simola	Reeb Ela Beemer Divine
Mature 6+	Waljasper Doorman Suzette	Cumberoona Atwood Aleece

SOUTH WEST RIVERINA

Lola an unplanned Champion

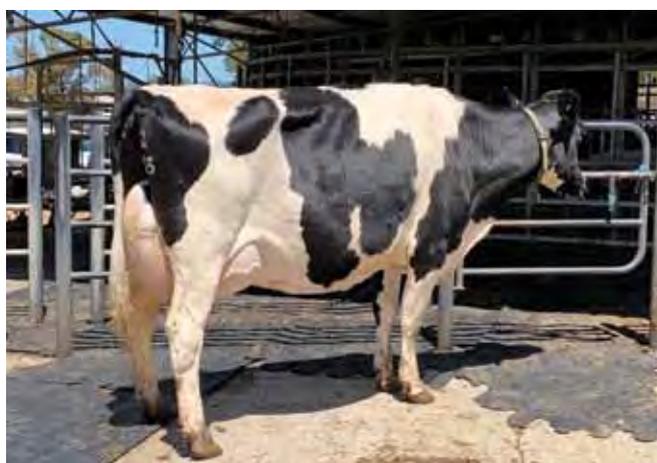
According to Nick Flanagan, not a lot of planning went into the decision to purchase the 9-year-old Murribrook Windhammer Lola EX-90-2E 2xF at the Avonlea Celebration Sale in October. He says he wouldn’t normally be interested in an aged cow, but she’d caught his eye when she won the Veteran class at the NHD Winter Fair in July.

“Lola was incredibly youthful for her age, and has a very deep pedigree,” he said. “She’s a bit of a punt really – but I think she’ll make a terrific flush cow.”

Lola is one of three Excellent daughters of Murribrook FC Lola-ET VG89 5* back to the 2008 NSW State Fair Champion, Murribrook Skychief Lola EX-92-1E 8* 1xM 1xF 1xP.

Gippsland’s Kevin Jones (Cypress Grove Holsteins) said Lola was the “stand-out among a lot of very good cows” when naming her OFC Champion. “She has a beautiful udder that’s soft and textured, and so strong for seven lactations. And she has great body length and body depth, and a strong loin across a very strong rump,” he said, admiring Lola’s balanced frame and structural correctness. “In a lot of categories, she had the highest points than any other.”

Kevin believes a cow needs the structural correctness to be able to walk and carry themselves, to compete and to last – and his Champion has that. “If I could milk 700 cows like her, then I’d have a pretty trouble free herd and be making a lot of money.”



South West Riverina Champion OFC – Murribrook Windhammer Lola EX-90-2E 2xF, exhibited by Nick Flanagan, Strathfield Holsteins.

Sub-branch / Region: South West Riverina

Judge: Kevin Jones, Cypress Grove Holsteins, Foster, Victoria

Champion: Murribrook Windhammer Lola, Nick Flanagan, Strathfield Holsteins

Class	First	Second
2 year old	Strathfield Doc G Tindora 8038	Woodlawn History Mercedes 7982
3 year old	Woodlawn Samite Opo 6768	Avonlea Goldsun Figsie
4 year old	Strathfield Doorman Randell 6337	Willette DFit Alison
5 year old	Willette Byway Alison 2nd	Woodlawn Guthrie Present 5765
Mature 6+	Murribrook Windhammer Lola	Willette Goldsun F. Alison

MANNING NSW

Candy puts it all together

After a difficult year recovering from the floods that ravaged much of the Manning district in March, local breeder and OFC judge Murray Polson (Mario Park Holsteins) was excited to see his fellow breeders bounce back. He was impressed by the quality of the exhibits across the 89 entries from the eight farms he visited.

In what he described as a tremendous class of 6-year-olds, Murray said his eventual Champion, Arrallik Atwood Candy 2-ET EX-90-1E came to the top of the line quite comfortably. "She certainly puts it all together. There's a lot of mass to the cow, a lot of angle throughout, and a beautiful sweep to her rib. From the front, she's wide and open of her chest, and with a great head and neck."

Exhibited by Cameron and Ashley Yarnold, Atwood Candy is the result of a package of Maple-Downs-I G W Atwood embryos Cameron bought from Jim Strong out of the Sydney Royal class winner, Strongbark Jasper Candy-ET EX-90-1E 3*, then back to the two-time All Australian and 1997 Sydney Royal Champion Strongbark Broker Candy-ET EX-3E 8* 1xEP 1xP.

Atwood Candy herself was Reserve Junior Champion at Sydney in 2017, and a regular show and OFC class winner for the Yarnolds. Cameron says he has always admired the Candy cow family, and was grateful when given the opportunity to buy into it. "They are right up there among Australia's best," he said.



Manning NSW Champion OFC – Arrallik Atwood Candy 2-ET EX-90-1E, exhibited by Cameron and Ashley Yarnold, Arrallik Holsteins.

Sub-branch / Region: Manning NSW

Judge: Murray Polson, Mario Park, Oxley Island, NSW

Champion: Arrallik Atwood Candy 2, Cameron & Ashley Yarnold, Arrallik Holsteins

Class	First	Second
Jr 2 year old	Killarara Park Candy Grace	Killarara Park Solomon Cressy
Sr 2 year old	Forbesdale Jazz Sugar	Bevandale Undenied Sally
Jr 3 year old	Budgeree Doc Portait	Killarara Park Candy Toni 2
Sr 3 year old	Holloddon Jacot Charcole 2637	Budgeree Chief Frosty
4 year old	Avonlea Solomon Pam	Killarara Park Solomon Ann
5 year old	Maryland Lucrative Rose	Arrallik Allen Meg
6 year old	Arrallik Atwood Candy 2	Barrington View Signature
+7 year old	Eastview Goldchip Surprise	Budgeree McCutchen Ava

EAST GIPPSLAND

Sarah a Champion under any system

Judge Niel Van Rensberg believes that to win an On Farm Challenge competition, the cow has to be correct, have a quality udder, and be a cow that can work regardless of the management system. "The Champion was the type of cow that would work in a grazing system or a TMR system – it really wouldn't matter what type of fodder you put in front of her, she'd convert it into milk."

Selecting 5-year-old Hope Avon Octane Sarah as his overall Champion, Niel said she was a cow that oozed quality, and was ultra-balanced and long bodied with a phenomenal mammary system. "My first comment I wrote on my notes was 'get this cow in your final pool', followed by four exclamation points."

Octane Sarah is a daughter of Glomar Fever Sarah 4641 VG85, a cow purchased by Nathan and Meghan Grumley, at the Leading Edge Genetics Sale in 2015 for their son Connor. "We bought her to start Connor off with a strong foundation cow that hopefully he will be interested in working with when he's old enough," Nathan said. Octane Sarah is registered under Connor's prefix, Hope Avon Holsteins, and has already produced a heifer for him by Walnutlawn Solomon that Nathan is pretty excited about.

Niel said he was thrilled to see the enthusiasm of the young breeder when Connor accepted the award for his cow at the OFC presentation dinner.



East Gippsland Champion OFC – Hope Avon Octane Sarah, exhibited by Connor Grumley, Hope Avon Holsteins.

Sub-branch / Region: East Gippsland

Judge: Niel Van Rensberg, World Wide Sires

Champion: Hope Avon Octane Sarah, Connor Grumley, Hope Avon Holsteins

Class	First	Second
2 year old	Shadyoak Wiggins Pam	Wilara Hotspot Tiara
3 year old	Glomar Silverline Lucky	Summerlea Expander Alison
4 year old	Glomar Hotline Sarah	Eastern Star Doorman Jul 7163
5 year old	Hope Avon Octane Sarah	Glomar Kingboy Lucky
Mature 6+	ShadyOak Aikman Samba 2	Glomar Mascalsee Annelly
Matron cow	Glomar Fever Lady	Wilara Roumare Rochetta

NORTH EAST VICTORIA

Gina a stand-out

Judge Brooke Somerville (Clydebank Holsteins) says North East Victoria's On Farm Challenge Champion, Hawova Favre Gina, was a stand-out cow as soon as she walked into the yard.

"She was one of those super dairy, super milky, super uddered cows," Brooke said. "She was a black, really silky dairy cow, but still had the chest width and capacity that you want, and a great spring to her rib. And her udder had great texture and a super strong seam."

Brooke said Gina was a cow that was hard to fault, winning the 6-year-old class and highest pointed cow overall. "She had great balance and angularity to her. She was the sort of cow I'd want to take home."

Exhibited by Jeff and Sarah Carver of Bangalay Holsteins, Gina is one of 180 cows the Carvers milk on their family property in the hills of Victoria's Tallangatta Valley. Sired by Lars-Acres Felices Favre out of Hawova Cedarwal Gina, Favre Gina was bred by Master Breeders the Shaw family of Hawova Holsteins from Finley NSW.

Gina was among a group of 35 Holsteins purchased at the Hawova Dispersal in 2019. Jeff said the Shaws had a reputation for good cows, and at the time of the sale he was looking to build up numbers and quality.

"Gina's been a really good milker – a nice and quiet all-rounder," he said. "We haven't had a heifer calf from her yet, but hopefully that will change."



North East Victorian Champion OFC – Hawova Favre Gina, exhibited by J & S Carver, Bangalay Holsteins,

Sub-branch / Region: North East

Judge: Brooke Somerville, Clydebank Holsteins, Timmering, Victoria
Champion: Hawova Favre Gina, Jeff & Sarah Carver, Bangalay Holsteins

Class	First	Second
2 year old	Amburla Altitude Rose	Cherry Tree Rodeo 3854
3 year old	Cherry Tree AltaWinset 3717	Country Road Salvatore Astina 4868
4 year old	Kerrick Park Solomon Alison 3451	Alpine Valley Buddlaja 2065
5 year old	Mallagannee Osmus Neve 910	Country Road McHatch Anastasia 4519
Mature 6+	Hawova Farve Gina	Country Road Duranga Astina
Veteran 8+	Bangalay Sentry 619	Mallagannee Planet Pirouette 769

WESTERN DISTRICTS

Pollyanna fits perfectly as Champion

With more than 250 entries, and most classes exceeding 50 head, selecting a Champion for the Western Districts OFC was never going to be easy. Despite the depth of quality in each class, judge Ben Pedretti was confident he found his winner when he saw the 5-year-old, Eagle Ridge Corvette A Pollyanna VG88.

"She really grabbed me as soon as I laid eyes on her," Ben said. "I couldn't go past her overall balance, and I admired her clean flat bone, as well as her width and openness throughout."

"I don't think you can really fault her mammary system. It just fits the cow perfectly."

Bred by Master Breeders the Eagle family of Finley NSW, Pollyanna is owned in partnership with Roger Russell and Jason McVilly of Windy View Holsteins, after being purchased at the Eagle Ridge Dispersal in 2019. Roger found Pollyanna's pedigree appealing, being a granddaughter of Eagle Ridge Blitz Pauline EX-90-2E 5* 1xM 1xF 1xP LIFE 3, and backed by six generations of +10,000 litre cows tracing back to the great brood cow Orchard Vale Enhancer Polly EX-1E 13* 1xF.

Jason has already begun preparing Pollyanna for her first show campaign – and on the biggest stage, International Dairy Week. So far, he says, Pollyanna has responded to the halter well, and showing some real promise for January.



Western Districts Champion OFC – Eagle Ridge Corvette A Pollyanna VG88, exhibited by Roger Russell and Jason McVilly, Windy Vale Holsteins.

Sub-branch / Region: Western Districts

Judge: Ben Pedretti, Tallygaroopna, Victoria
Champion: Eagle Ridge Corvette A Pollyanna, Russell & McVilly

Class	First	Second
2 year old	Elm Banks Tattoo Maddie	Avonlea Tadoo Carla-ET
3 year old	Avonlea Solomon Ella	Coomboona Maverick Liza
4 year old	Elm Banks Bradnick Lassie	Murribrook Goldwyn Roxette-ET
5 year old	Eagle Ridge Corvette A Pollyanna	Elm Banks Doorman Lulu
Mature 6+	Mc Milk Dempsey Evelyn	Elm Banks Shottle Wattle

Can genetics help calves thrive?

Holstein Australia members have contributed vital calf health data to a study working towards creating the nation's first calf vitality breeding value.

The research project will determine if there's a genetic variation between calves that thrive and those that don't.

Fifty dairy farms from most Australian states were recruited to genomically test calves and record their health and vitality from birth to weaning.

At the end of spring, these farms added 10,000 datasets of genotypes and phenotypes (performance records) to existing historical industry records.

For Terang dairy farmer Jo Dickson, submitting calf records for the national project was as simple as transferring existing data into a spread sheet.

Her family's Emu Banks stud already recorded all calf information to assist retention decisions.

Jo has also kept as many samples of stillborn calves as possible to also contribute the project.

She said a calf vitality ABV could reduce on-farm costs and save time.

"It is a lot easier to go and feed calves if you know they are going to be all right," she said. "When you have sick calves, you are feeding them four times a day, that extra labour is a cost and it's time consuming."

"Then there is the money too, the amount of money spent on vet bills, antibiotics and scour treatments."

Researchers want more passionate calf rearers, like the Dickson family, to join the project to bolster the study.

DataGene Project Lead-Genomics and LaTrobe University/DairyBio PhD candidate Michelle Axford is conducting the research and hopes to gather sufficient evidence so that dairy farmers could one day select bulls and replacement heifers that breed vigorous calves.

"Calves take a lot of time, heart and money and are a third of the stock carried on-farm, but we don't have tools to genetically improve calf health traits in our businesses," Michelle said.



Can genetics be the difference between calves that survive and those that thrive? Michelle Axford, DataGene Group Leader – Genomics and LaTrobe University PhD candidate, is researching this question, aiming to create Australia's first calf vitality Australian Breeding Value.

"I'm interested in calf survival, but my theory is that it's not just about living or dying; calf rearers are annoyed by calves with poor vitality that survive – but cost a lot of time and heartache."

DataGene has 50 Australian Breeding Values (ABVs) but only two, currently, relate to calves.

These are Calving Ease and Gestation Length; contributing to an easier calving for a cow or heifer or shorter gestation length.

Early findings from Michelle's research – analysing historical calving records – has provided insight into the current state of calf health and vitality.

	Still births		Difficult births	
	Female calf	Male calf	Female calf	Male calf
Holstein dam	5%	8	8%	13%
Jersey dam	7%	10	3%	4%

She found differences between dairy breeds and while Michelle said this was “interesting” the most useful information – and central to the research – was the variation between animals within breeds. Some of her findings included: 5% of female and 8% of male calves birthed by a Holstein cow were born dead. For Jerseys, this was 7% of females and 10% of males. When all the data, across a range of herds and breeds was combined, 8% of female and 13% of male births were classified by farmers as “difficult” if the dam was Holstein. For a Jersey dam, only 3% of female births and 4% of male births carried this classification. “We know that calving difficulty for a cow or calf is one of the most painful things they can experience,” Michelle said. “This data suggests there’s an opportunity

to improve cow welfare using Calving Ease ABVs and sexed semen.” Focusing on genetics to help calves thrive is gaining traction around the world, but Michelle said researching calves was “complicated” because of gaps in the records. “In Australia, we’ve got some fantastic farmers who do a great job of recording calving information, but we haven’t asked people to specifically record additional information like calf illness or deaths,” she said.

Dairy farmers have been asked to genomically test calves and then rate their vitality from one to five – the bottom indicating a dead calf and the top a “ripper”.

“Then we have nothing for bull calves, other than if they lived or died, and in addition – dead calves don’t get an ID. If something doesn’t get an ID in the system, we lose track. Then there’s the sale of male or female calves before they receive an ID; they are other cases where we can lose information.” As part of this current DairyBio project, dairy farmers have been asked to genomically test calves and then rate their vitality from one to five – the bottom indicating a dead calf and the top a “ripper”. Michelle is grateful for industry support for the project. “Holstein Australia is assisting with the processing of genomic samples in the same way it does for Ginfo. Their practical support of the project means that farmers, breed organisations, DataGene and DairyBio are all putting their shoulders behind this work,” she said. Michelle is looking for more herds to join the project, especially those calving this summer and autumn. **HJ**
Contact: Michelle Axford: michelle.axford@agriculture.vic.gov.au, Mobile 0427 573 330.

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Clarodale Holsteins

Herrmann family, Clarodale Holsteins, Adelaide Hills, SA

Rodney Herrmann of Clarodale Holsteins in South Australia has been awarded the Master Breeder after 49 years of dedication to the dairy industry.

"I always thought anyone who got a Master Breeder must be really superb. I'm really pleased because it's recognition and reward for all our hard work and years of breeding good functional cows," Rodney says.

He grew up on a dairy farm in the Adelaide Hills that his father started in his 20s in the late 1940s. The farm and house, built in 1890, belonged to his great grandfather.

The middle child of five, Rodney didn't want a tertiary education like his siblings and knew he was destined to work on the farm as soon as he finished high school.

"I always had it in my mind and my dad was willing to give me a go and allowed me the freedom to try out my ideas" he says.

A large factor in Rodney's breeding success has been the guidance and knowledge of others in the field.

"I was always prepared to get out and mingle with others in the industry, to pick up ideas, look at dairies and different farms and give things a try," he says.

Holstein Australia classifier Phil Hentschke has provided him with exceptional guidance.

"Dr Phil people call him. He's probably one of the best experts I've come across in the industry. He's able to explain things effortlessly," Rodney says.

Consistent registration and classification played a fundamental role in his accomplishments and in the past 10 years the classification scores have increased.

"You take a little more notice of your animals. I can see a direct improvement and classifying and registering cattle has given me something to strive for," he says.

Cow evaluator David James has also provided advice over the years and encouraged Rodney to breed functional cows with strength and a will to milk.

The property is a dry land farm with no irrigation and barely enough stock water. He keeps things pretty simple by keeping 7-8 kilograms of grain in the dairy most of the year round.

Farm facts

Farm size: 237 ha
Herd size: about 140
Split calving:
Females bred:
EX: 3
VG: 118
SBC: 36
STP: 27
Production awards: 84
Lifetime production awards: 14
Points required: 739
Points earned: 754



Rodney and Kathy Herrmann.

"With silage and hay and good pasture growing seasonally, we can still achieve reasonable results," he says.

Rodney looks for cows with longevity, strength and capacity.

"They need to have strength to able to tough it out in the conditions here and have a good temperament, be easy to milk and you want good high wide-view udders that are well supported and out of the mud," he says.

He has crossed paths with many influential people who have made a significant impact on him as a farmer.

"Mark Eckermann from the Pella Jersey stud at Eudunda and Cyril Cockshell, a well-known Holstein breeder and judge, helped me and my dad get onto the right track," he says.

Holstein Australia services

- ✓ Registration
- ✓ Classification

The pair assisted with the Birdwood Dairy Heifer Competition, which began in 1966 and encouraged dairy farmers to aspire to improve breeding and helped progress dairy education. The competition has been running for 54 continuous years and was the first such competition in Australia.

Rodney says many others have helped him along the way and should be recognised for their achievements in the grassroots of the industry.

"Those who stand out as educators are Michael Rathjen from Glenjoy Holsteins and David Kerber from Goldwyn Holsteins. They were extremely influential in helping shape dairy farmers," Rodney says.

Rodney says he has been very fortunate to share-farm with his employee Ben Wilhelm, who has worked on the property since 2011.

Ben is collaborating with Clarodale Farms and has given the Herrmanns a life-line to continue farming and breeding.

Last, but not least, Rodney has been supported by his wife Kathy, who has maintained interest in the daily chores and has been especially helpful with calf rearing.

"I didn't ever think we would qualify or be in the Master Breeder league, but as our memories get shorter and as we get older, sometimes we forget we did breed some good cows over the years and I feel very honoured," Rodney says. **HJ**

Years in industry: 49 years

Farming generation: 5 generations

Important cow families: Clarodale Loyalty
 Janice, Queenie, Buttercup

Favourite bulls: Murribrook Starlite Loyalty,
 Juror, Goldbullion, Shottle

Current bull team: King Doc, Mr Spring Nitro,
 Mirand, Bentley, Lustre P, Buffalo, Lottaclass

Important traits: longevity, functional, good feet and legs, a bit of strength, easy to milk, production and type

First EX cow: Clarodale Juror Janita



Engsta Holsteins

Bruem family, Engsta Holsteins, Forbes, Central & Western NSW

Craig Bruem says being recognised with a Master Breeder award is a huge honour.

Craig's parents and grandparents started dairying back in 1955 and, like many kids who grew up on a dairy, Craig was keen on anything involving cows. In 1991, after completing school, he immediately became absorbed in breeding on the farm along with his sister and two brothers.

"I was obsessed with cows from the moment I could talk," he says.

What started off as a deep passion became a thriving business for the Bruems.

"We always had a breeding goal to keep the cows balanced. We weren't fixated on production or type but believed they went hand-in-hand," Craig says.

They tried to keep breeding as simple as possible and used a small group of bulls each year to concentrate on a few traits that needed fixing within the herd.

"For a long time we worked on rump structure and spent a lot of time on udders, feet and legs."

The Bruem farm used a pasture-based system, feeding grain, silage and pasture.

In 1996, the business transitioned from

Farm facts

Farm size: 2000 hectares

Herd size: 500 cows (year round)

Split calving

Bulls classified VG: 11

Females bred:

EX: 15

VG: 375

SBC: 77

STP: 7

Production awards: 17

Lifetime production awards: 1

Points required: 1,216

Points earned: 1,282

Craig's parents to the children, who formed a board of directors to operate the farm.

They discussed the option of moving towards a partial mixed ration (PMR) system.

"Our family decided that if we went down that path, we would end up with cows in sheds and that was something we collectively didn't want to do at the time," Craig says.

He says that during their time as dairy farmers, many sacrifices had to be made in order to be successful.

"We were prepared to make sacrifices to reach our goals. There were lots of lean

Holstein Australia services

- ✓ Registration
- ✓ Classification

times where we did question ourselves but overall, dairy farming was very good to our family and the Master Breeder award is recognition of that," Craig says.

One of his fondest moments was during his showing days.

"We had a cow called Engsta Future Penelope who was Honourable Mention at the Sydney Royal in 2003 and in 2005, and she really put the Engsta herd back on the map by winning overall champion in the On-Farm Challenge."

During their years in the industry, Craig and his family were very keen on showing, though it was a struggle to find the time and resources.

"That's why the On-Farm Challenge is so great! It enabled you to put your cows on display and be judged against others, without all the time constraints and money you have to put into showing."

The family identifies four elements in their farming success: follow your passion, work hard, have clear business goals and surround yourself with people who have skills that you don't.

In 2017, Craig and his family made the hard decision to exit dairying.

"We had taken our production system as far as we could and we knew we would have to change to a more sustainable system, which meant heavy investment and collectively, the family didn't want to do that."

Soon after, the family sold their herd in a walk-in-walk-out sale. HJ



The Bruem family.

Years in industry: 30 years

Farming generation: 3 generations

Important cow families: Marie, Marina, Treasure, Florence and Countess

Favourite bulls used: Hanover Hill Starbuck, Ked Juror, Mr Sam, Kendal, Shottle, Talent, Sanchez

Important traits: Rump structure and udders, feet and legs



Kelenmar Holsteins

Ross family, Kelenmar Holsteins, Bald Hills Victoria

The Ross family of Kelenmar Holsteins in Western Victoria have achieved the goal they had their sights on right from the commencement of the stud.

"We've always looked up to the Master Breeders and wondered if we would ever get to that stage. To finally achieve it is a wonderful feeling," Kerri says.

In 1989, Kerri's parents Peter and Wendy Ross started dairying in their own right with part of their commercial family herd at Bald Hills, north of Ballarat.

Wendy and Peter always had a strong desire to establish a stud and in 1999, with encouragement from many industry friends, they formed Kelenmar Holsteins.

The pair, along with their children Mark, Kerri, Glenn and Dylan, have all played an active role in the success of the stud.

Peter and Wendy decided to leave the industry in 2020 and Kelenmar Holsteins is now operated by Kerri and her brother Glenn, who continue to develop all that has been achieved to date. While Kerri focuses on the breeding, Glenn focuses on growing high-quality fodder for the increasing herd in the dryland operation.

In recent years, the family has grown their milking herd from 140 cows. Last year they milked 180 and this year, they will milk about 220.

"Four years ago we invested in new tracks and fencing which gave us access to new areas of the property, including a larger milking area and improved pastures," Kerri says.

In the beginning, the number one priority was to correct poor type within their herd and Wendy and Kerri found this both challenging and enjoyable.

"We started with very old-style cows that had terrible feet and legs, deep udders and high pins. We knew it was going to be hard to turn it around but as each generation came along, we saw huge improvements and it's been very rewarding to see the progress," Kerri says.

Kelenmar used the original herd and commercial cows they had bought to try and progress cow families through the appendix system as much as possible.

"Only two animals in the herd were

Farm facts

Farm size: 260 hectares

Herd size: about 220

Split calving

Females bred:

EX: 8

VG: 248

SBC: 31

STP: 10

Production awards: 254

Lifetime production awards: 17

Points required: 1,093

Points earned: 1,256



Kerri & Brendan Gallagher's children Max (left) and Olivia (right) enjoy helping on the farm

appendix 2s. The rest were appendix 3, 4 and grade animals. Many were off-colour and came from a shorthorn background, which led to an extra lengthy process," she says.

In 1999, the family bought stud stock from some foundation cows in Victoria to help them develop the stud quicker.

"Those that bred incredibly well were the Stars and Elgadoos from Ingoldale Holsteins, the Emilys from Glomar Holsteins and, later on, the Luckys from Marion Dale Holsteins. This led to some of our home bred families: the Sootys, Kay-Jays, Bessies and the list goes on," Kerri says.

The family were encouraged by their dairy friends to start showing and in 2000, Peter Dickson from Semex clipped Kelenmar's first pair of heifers for Kerri to lead at the Ballarat Show. Kerri, Glenn and Dylan all became immersed in showing and achieved great success over many years.

Holstein Australia services

- ✓ Registration
- ✓ Classification

"Showing was important to us because it was a benchmark for our animals. It was helpful to see how they stood up against some of the best in Australia, and it provided us with a network of like-minded people, which was hard to come by in our area," Kerrie says.

Kelenmar Holsteins has used embryo transfers over time to capitalise on many bloodlines that were bought in.

"I enjoy the selective mating side of breeding and I pick all the bulls individually for each cow to suit the traits we need to improve. I find the bulls that will be the best fit including fertility and fat and protein," Kerrie says.

Kelenmar has also classified twice a year since the stud began and herd testing has played a vital role in the operation.

"It's very important to the business when it comes to the marketability of our animals and building strong pedigrees for the future. It keeps us in touch with what the cows are producing and helps us selectively mate," Kerri says.

"Achieving the Master Breeder on the year Mum and Dad left the industry was the perfect way to conclude their years of hard work and the team effort put in by the whole family.

"We'd like to thank Holstein Australia for the wonderful support and encouragement their team has shown us. Finally accomplishing the Master Breeder is extremely exciting for the whole family." **HJ**

Years in industry: 50 years

Farming generation: 5 generations

Important cow families: Star, Elgadoo,

Emily, Lucky, Sootys, Kay-Jays, Bessies

Favourite bulls used: Gold Bullion,

Aftershock, Windbrook

Current bull team: King Doc, Sidekick,

Persues, Luster, Samite

Important traits: correct rumps, sound feet and legs, good udders, strong fertility, fat and protein

First EX cow: Kelenmar 672 (Kay-Jay family)



Kevindale Holsteins

Cochrane family, Kevindale Holsteins, Sunshine Coast, Queensland

Fifth generation dairy farmer Kelvin Cochrane farms the same land his parents and grandparents farmed before him at Kandanga, Wide Bay, on Queensland's Sunshine Coast Hinterland.

It has been a lifelong goal to win the Master Breeder award and Kelvin remembers the first time it entered his mind.

"I distinctly recall in the early 2000s, I was at a youth camp Daniel Holmes was running and he was telling the group about it. I remember it as clear as day. I thought there was no way our herd could ever achieve a Master Breeder status," Kelvin says.

"The more we classified cows, the more I thought it could be possible."

In July 2013, Kelvin and his wife leased his parent's smaller property and started their own farm with 170 cows.

In 2018, his parents downsized and Kelvin and his wife bought the property he was raised on, taking on a herd of 300 cows.

He says the foundation herd his parents John and Margaret built in their 60 years of farming was extremely valuable.

"You really need to start with a foundation of solid cow families. The ones we had were the cornerstone of our breeding program," Kelvin says.

Another major contributing factor is the longevity of his cows.

"The fact that our cows have lasted so long and are productive in the herd until they

Farm facts

Farm size: 140 hectares

Herd size: 400

Split calving

Females bred:

EX: 16

VG: 188

SBC: 26

Lifetime production awards: 0

Points required: 571

Points earned: 591

are 7 to 10 years of age, is another aspect that really helped us reach our goal," he says.

The Cochrane family do not have a huge production herd and they believe this helps them achieve VG classification when their cows become mature.

"It helps when it comes to classification, because even if they weren't particularly great cows when they were young, they are still kicking round at 10 years old," Kelvin says.

Their objective is to produce long-lasting, productive cows and Kelvin freely admits that at times it has been a struggle.

"When deregulation hit in 2000, the industry suffered traumatically and like a lot of other dairy farmers, we sent a lot of animals for export. There was a big hole left by the registered heifers we sold that would never get classified or have lactations recorded," Kelvin says.

Holstein Australia services

- ✓ Registration
- ✓ Classification

At that time, Kelvin's parents stepped back and Kelvin took over the breeding responsibilities.

In February 2007, the Cochrane family faced a devastating hardship that forced them to sell their property and exit the dairy industry. The state government bought their property in a huge buyout scheme to turn the area into a colossal dam to feed Brisbane.

At the time, Kevindale Holsteins had about 1,170 cows. "It was more than heartbreaking," John says.

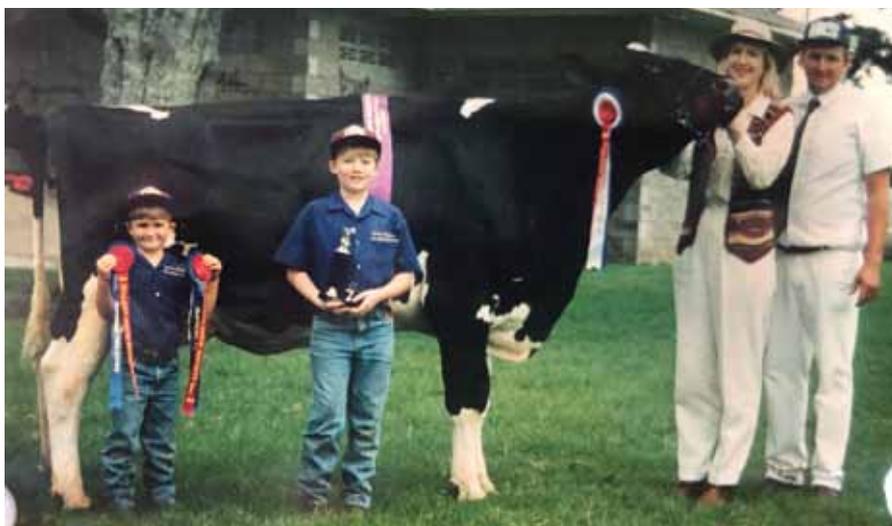
Three years later in 2010, the dam proposal was cancelled and John and Margaret managed to buy back the family land.

Kevin's parents John and Margaret, own and run a milk processing plant. John is also an auctioneer specialising in dairy clearance sales and Kelvin continues dairying with a herd of 400 cows.

"I never dreamt of getting this sort of award and for Kelvin to put his time to it, along with his beautiful and supportive wife Ronnie, is a massive achievement," John says.

"We've had amazing breeders in our area and when I think about all the studs that have become Master Breeders and the fact that we've reached this point; it's kind of unbelievable," Kelvin adds.

HJ



John, Marg, Kelvin and James Cochrane with Kevindale Enhancer Marjory EX at the 1995 Maleny Show.

Years in industry: 40 years (Kelvin) 60 years (John)

Farming generation: 4th & 5th generation

Important cow families: Marjory, Babe / Fiona

Favourite bull used: Toystory My Generation, Boss Iron

Current bull team: Pepper, Salt, Mogul, Pharo, Corvette, Artist, Prophecy, Wrangler

Important traits: production, good back, legs and feet, mastitis, well attached udders with texture and P placement

First EX cow: Kevindale Enhancer Marjory



Warramont Holsteins

Fiebig family, Warramont Holsteins, Mt Gambier, SA

South Australian farmers David and Trudy Fiebig from Mount Gambier have been dairying for 40 years.

David says they hadn't actively sought a Master Breeder award, but are delighted to win the award. He believes it's an important award because not everyone gets involved in showing or other competitions.

"It's an award where you don't have to pick up a set of clippers or a camera but it rewards us for breeding all-round good cattle," David says.

Both David and Trudy are second generation dairy farmers who began share-farming in the early 1980s. They started with 160 cows on David's parents' Ron and Mary's property in Meningie, 300 km from Mount Gambier.

After 12 years of share-farming, David and Trudy were milking up to 250 cows, which was more than double the average herd size at that time.

By 1993, they started Warramont and two years later bought a herd of 90 cows along with 40 ha north-west of Mount Gambier. They brought with them another 10 cows, as well as a few from his parents' stud that David had flushed for embryos.

Embryo technology started to take off the mid-80s and David says his father Ron had suggested to "put all the embryos from the best cows in the cross bred cows and build a herd that way".

He highlights ET as an important breeding

Farm facts

Farm size: 210 hectares

Herd size: 300

Split calving

Females bred: 1,055

EX: 10

VG: 329

SBC: 57

STP: 61

Production awards: 273

Lifetime production awards: 48

Points required: 1,055

Points earned: 2,016

tool due to its accuracy of identifying good cows.

"You can stick your best 10% of cows in your worst 10%, so that those bottom end cows don't have heifers and your very best cows do," he says.

David says classifying and herd testing have been important in Warramont Holstein's success and crucial to their stud.

"Sometimes you can look at your herd with rose-coloured glasses and you don't want to do that. You want to identify all of the little things that need to be picked up."

The first cow registered under the Warramont prefix was Warramont Aerostar Darlene who came from a New Zealand stud and milked 114,000 litres. She went on to breed three-generations achieving more than 100,000 litres per animal, with the highest milking 135,000 litres.

Another cow family in the herd is the Frosti family, who derived from the American

Holstein Australia services

- ✓ Registration
- ✓ Classification

Plushanski Chief Faith family imported by David's father in the 1990s. They produced a daughter who delivered Warramont's first excellent cow Warramont Winluke Frosti.

In 2006, David's son Brett took her showing and won both champion titles in the Melbourne and Adelaide shows and five weeks later at the Mount Gambier Fair.

"She's produced a four-generation excellent Warramont line, which is an achievement I'm very proud of," David says.

The Pen-Col Dream family is another important family. David says he would have had at least 100 descendants from the cow who produced four generations down, including Australia's 2019 top genomic bull Warramont Superhero Dave.

"That was achievement in itself," he says.

"We wouldn't have stayed in dairying as long as we have if it wasn't for breeding. It's made dairying interesting and enjoyable."

Warramont Holsteins plan to sell 130 of their autumn calving herd and downsize to half their acreage to free up some time.

David says his parents were extremely supportive and his son Brett has done a fantastic job, which gives him high hopes for generations to come.

Brett has made a substantial contribution to the farm over the past two decades and share-farmed with David and Trudy from 2010 to 2016.

"You reflect on generations passing and think of how much they've done for you and the opportunities they've given to you," David says. "Trudy and I are very proud of the work we've done and of our family, where we come from, where we are at and what is yet to come." **HJ**



David and wife Trudy with grandson Mikey and granddaughter Ella

Years in industry: 40

Farming generation: 2 generations

Favourite cow families: Winluke Frosty, Pen-Col, Darlene

Current bull team: Dreambig, Mr Super Contender, A2 P2, Proceed, River

Important traits: udders, feet and legs, capacity and good temperament

First EX cow: Warramont Winluke Frosti

Classification Tour Results

01/08/2021 to 17/11/2021

Central & Western NSW

D D CHESWORTH

EX-92-1E	Tomargo Weaver Gina	4 Lact.
EX-91-2E	Tomargo Goldsbrax Gina	4 Lact.
EX-91-2E	Tomargo Goldsun Gina	5 Lact.
EX-91-2E	Tomargo Shave Echo	7 Lact.
EX-90-1E	Tomargo Bankroll Tammy	3 Lact.
EX-90-1E	Tomargo Brax Gina 3-ET	6 Lact.
VG85	Tomargo Armys Gina	1L 2.7Y
VG85	Tomargo Callen Becky	1L 2.2Y
VG85	Tomargo King Doc Fay	1L 2.2Y
VG85	Tomargo Lambda Echo	1L 2.0Y

S D & E G CHESWORTH

EX-92-3E	Tomargo Recluse Glauc Satin	5 Lact.
EX-91-1E	Tomargo Recluse Gold Starbaby	4 Lact.
EX-91-1E	Tomargo Recluse Lexicon Waratah	5 Lact.
EX-91-1E	Tomargo Recluse Sailing Donella	5 Lact.
EX-91-3E	Tomargo Recluse Fraser Starbaby	6 Lact.
EX-91-3E	Tomargo Recluse Goldsun Kewpie	6 Lact.
EX-91-2E	Tomargo Recluse Bradnick Jackio	4 Lact.
EX-90-1E	Caloula Ridge Baltimore Connie	6 Lact.
EX-90-1E	Tomargo Recluse Alco Jean	6 Lact.
EX-90-1E	Tomargo Recluse Ant Starbaby	8 Lact.
EX-90-1E	Tomargo Recluse Brad Maiden	4 Lact.
EX-90-1E	Tomargo Recluse Bradnick Audacity	3 Lact.
EX-90-1E	Tomargo Recluse Bradnick Fantasy	4 Lact.
EX-90-1E	Tomargo Recluse Bradnick Tina	4 Lact.
EX-90-1E	Tomargo Recluse Braxt Quality	3 Lact.
EX-90-1E	Tomargo Recluse Circuit Katie	4 Lact.
EX-90-1E	Tomargo Recluse Demps Snowwhite	3 Lact.
EX-90-1E	Tomargo Recluse Fever Ally	4 Lact.
EX-90-1E	Tomargo Recluse Jim Quality	3 Lact.
EX-90-1E	Tomargo Recluse Reg Kimberley	5 Lact.
EX-90-1E	Tomargo Recluse Solomon Gretel	3 Lact.
EX-90-1E	Tomargo Recluse Solomon Whynot	3 Lact.
EX-90-3E	Tomargo Recluse Bradnick Dee	5 Lact.
EX-90-3E	Tomargo Recluse Golds Starbaby	6 Lact.
EX-90-3E	Tomargo Recluse Qantas Alison	6 Lact.
EX-90-2E	Tomargo Recluse Aftershock Tricia	5 Lact.
EX-90-2E	Tomargo Recluse Ashock Starbaby	7 Lact.
EX-90-2E	Tomargo Recluse Fever Lola-ET	6 Lact.
EX-90-2E	Tomargo Recluse Gillespy Maiden	5 Lact.
EX-90-2E	Tomargo Recluse Windbrook Tina	5 Lact.
VG86	Tomargo Recluse Bnick Angelsheena	1L 2.4Y
VG86	Tomargo Recluse By Thunderbolt	1L 2.10Y
VG86	Tomargo Recluse Chiefs Dee	1L 2.6Y
VG86	Tomargo Recluse Dewey Lass	1L 2.5Y
VG86	Tomargo Recluse Flamingo Jan	1L 3.2Y
VG86	Tomargo Recluse King Doc Audacity	1L 2.2Y
VG86	Tomargo Recluse Macquarie Katrina	1L 2.10Y
VG86	Tomargo Recluse Secret Wildflower	1L 2.3Y
VG85	Tomargo Recluse Alonzo Jean	1L 2.10Y
VG85	Tomargo Recluse Army Essie	1L 2.7Y
VG85	Tomargo Recluse Chiefs Wildfire	1L 2.7Y
VG85	Tomargo Recluse Doorman Paula	1L 2.6Y
VG85	Tomargo Recluse Impress Apricot	1L 2.4Y

VG85	Tomargo Recluse Kenosha Freckle	1L 2.11Y
VG85	Tomargo Recluse King Doc Anthem	1L 2.8Y
VG85	Tomargo Recluse King Doc Starbaby	1L 2.2Y
VG85	Tomargo Recluse King Doc Tilly	1L 2.7Y
VG85	Tomargo Recluse King Toc Tina	1L 2.7Y
VG85	Tomargo Recluse Kingdoc Lola	1L 2.8Y
VG85	Tomargo Recluse Kingpin Alison	1L 2.6Y
VG85	Tomargo Recluse Lambda Sonya	1L 2.1Y
VG85	Tomargo Recluse Lambda Tanya	1L 2.1Y
VG85	Tomargo Recluse Lambda Vegemite	1L 2.0Y
VG85	Tomargo Recluse Mafia Ally	1L 2.3Y
VG85	Tomargo Recluse Secretariat Bessie	1L 2.2Y
VG85	Tomargo Recluse Sidekick Starbaby	1L 2.3Y
VG85	Tomargo Recluse Undenied Tricia	1L 3.2Y

CUMBEROONA HOLDINGS PTY LTD

EX-90-1E	Cumberoona Catalan Toni	11 Lact.
VG86	Cumberoona Callen Apricot	1L 2.7Y
VG86	Cumberoona Lambda Alicia	1L 2.11Y

SILVERMERE HOLSTEINS

EX-90-1E	Silvermere Lauthority Duchess	4 Lact.
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Far South Coast, NSW

CHRISTOPHER ALLEN

VG85	Rockstar Pg Beemer Harlie-IMP-ET	1L 2.9Y
VG85	Rockstar Pg Undenied Cassidy-ET	1L 2.7Y

Hunter Valley, NSW

A RICHARDSON-HOUGH & M R ROOD

EX-92-2E	Stonyvale Reginald Patricia	5 Lact.
EX-91-1E	Murrbrook Goldsun Toni	4 Lact.
EX-90-1E	Whitegold Aftershock Satin	5 Lact.
EX-90-1E	Whitegold Brokaw Pluto-ET	4 Lact.
EX-90-2E	Whitegold Sc Satin-ET	5 Lact.

Manning, NSW

O P DALEY & B K BRATFIELD

EX-90-1E	Promenade Dorcy Toni 2-ET	5 Lact.
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G W & K M FORBES

EX-91-1E	Barrington View Dodge Sherry 4516	6 Lact.
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P A & R J LATHAM

EX-91-1E	Cedarcrest Star Pie	8 Lact.
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New England & North West NSW

K L & M A ATKINS

EX-90-1E	Kenmar A S Satin	3 Lact.
VG85	Kenmar Favorite Dawn	1L 2.3Y
VG85	Kenmar Mafia Mia	1L 2.1Y

W J & J L BROWN

EX-91-1E	Juleanwes Dashawn Gabby	4 Lact.
EX-90-1E	Juleanwes Braxton Luella	5 Lact.
EX-90-1E	Juleanwes Damion Polly-ET	7 Lact.
VG86	Juleanwes Slater Kitty	1L 3.1Y
VG86	Juleanwes Undenied Grace	1L 2.11Y
VG85	Juleanwes 1st Grade Sonia	1L 2.11Y

VG85	Juleanwes Chief Nelly	1L 2.7Y
VG85	Juleanwes Clay Dita	1L 3.1Y
VG85	Juleanwes Undenied Domino	1L 2.10Y
VG85	Juleanwes Unix Chilli	1L 2.8Y

COOMBES PARTNERSHIP

EX-90-1E	Philandale Eric Tabby	3 Lact.
EX-90-1E	Tomargo Recluse Solomon Gypsy	3 Lact.

ANDREW GREEN

EX-91-1E	Kandes Windbrook Polkadot 2-ET	6 Lact.
EX-90-1E	Kirk Andrews Nardoo Maggie 1700	3 Lact.

S J & L J COOMBES

EX-91-3E	Fraser Goldwyn Meg	7 Lact.
EX-91-2E	Coldara Planet Porscha	5 Lact.
EX-90-1E	Coldara Halak Millicent	4 Lact.
EX-90-1E	Eagle Ridge Atwoods B Pollyanna	5 Lact.
EX-90-1E	Pardee Sketch Perfect 106	3 Lact.
VG85	Kalulla Park Solomon Tiffany	1L 3.1Y

South Coast & Tablelands, NSW

A R CRAWFORD

EX-91-1E	Gorbro Total Gain Kassie	3 Lact.
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South West Riverina

L E & K L CULTON

EX-91-2E	Ellamatta Md Ezra-MFF-CNF-DPF-XIF-BLF	6 Lact.
EX-90-2E	Calivil Park Alexander Kathleen	6 Lact.
EX-90-2E	Galaview Flame Bonnie	7 Lact.
EX-90-2E	Galaview Goldsun Fairy	6 Lact.
VG85	Ellamatta 1stgrade Gidget	1L 3.8Y
VG85	Ellamatta 1stgrade Lenora	1L 3.1Y

Atherton & North Queensland

BEVANDALE HOLSTEINS

EX-92-3E	Bevandale Super Penny	11 Lact.
EX-90-1E	Bevandale Kingboy Lorraine	3 Lact.
VG85	Bevandale Foolish Mollyjean	1L 3.1Y

C J & S J DALEY

EX-90-1E	Ourway Denzel Jackie 408	5 Lact.
EX-90-6E	Ourway Roy Annette 43	12 Lact.
EX-90-2E	Ourway Iota Phyllis 306	6 Lact.

Darling Downs, Queensland

E B & P J & N K CRANK

EX-92-5E	Minash Allsport Nita 2nd	9 Lact.
EX-90-1E	Minash Baxter Greta	7 Lact.
VG85	Minash Go Yorick Nita 2nd	1L 2.6Y
VG85	Minash Jacobrox Nita 2nd	1L 3.10Y

W H & C J STEWART

EX-91-1E	Gilabils Tiernan Doc	4 Lact.
EX-91-2E	Gilabils Medalion Nora	5 Lact.
EX-90-1E	Gilabils Taylormade Bender	4 Lact.



Moreton, Queensland

G S & R W TEESE

EX-90-2E	Glencrest Norman Superdry 952-MFF-CNF-DPF-XIF-BLF	5 Lact.
VG85	Glencrest Geography Supercrisp 296	1L 2.3Y

Wide Bay, Queensland

N E & D P LOBLEY

EX-90-1E	Neloby Duplex Maileader	4 Lact.
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PAULGER PARTNERSHIP

EX-90-1E	Anne Well 1stclass Fairy	3 Lact.
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Fleurieu & Central SA

COURTNEY AFFORD

EX-90-2E	Sleepy Hollow Windbrook Deanne	4 Lact.
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J C ALTMANN & SON

EX-92-1E	Blackwood Park Impression Vicky 7277	5 Lact.
EX-90-1E	Blackwood Park Bolivia Tara 7037	6 Lact.
EX-90-1E	Blackwood Park Pure Token 7596	4 Lact.
EX-90-1E	Blackwood Park Upright Shelley 7796	3 Lact.
EX-90-2E	Blackwood Park Buxton Ella 7420	5 Lact.
VG86	Blackwood Park Doorman Lois 7952	1L 3.3Y
VG85	Blackwood Park Expander Kara 8060	1L 2.5Y
VG85	Blackwood Park Kristoff Bess 8019	1L 2.8Y

BILLABONG HOLSTEINS PTY LTD

EX-91-2E	Billabong Designer Chocolate-CNF-DPF-BLF	6 Lact.
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DR M D D BOEREMA

EX-90-1E	Wirrabank Colby Pietje	6 Lact.
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BRAEFORD PROP.

EX-93-1E	Braeford Hammer Emma	4 Lact.
EX-91-3E	Braeford Deano Karlee	7 Lact.

EDGE HOLSTEINS

EX-91-3E	Edge Destry Lara	6 Lact.
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BRETT M FIEBIG

EX-92-3E	Warrabell Fleckie Lady	7 Lact.
EX-92-2E	Warrabell Lumi Lucky	5 Lact.
EX-91-3E	Grantley Ted Fairy	9 Lact.
EX-90-1E	Mooway Smokin Laverne 2	4 Lact.
EX-90-4E	Warramont Sanchez Fiora-ET	6 Lact.

GLENUNGA PROPRIETORS

EX-93-3E	Glenunga Jack Doty	6 Lact.
EX-91-4E	Glenunga Jester Buttermoon	8 Lact.
EX-91-2E	Glenunga Ashock Butterjade	6 Lact.
EX-90-1E	Glenunga Dorcy Gabrielle-ET	4 Lact.
EX-90-2E	Glenunga Copper Casey	4 Lact.
EX-90-2E	Glenunga Dorcy Dot	4 Lact.
EX-90-2E	Glenunga Medallion Buttergun	5 Lact.
VG85	Glenunga Thunder Cassie	1L 2.9Y

R P HERRMANN & CO

EX-90-1E	Clarodale Impression Stina	5 Lact.
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SHERRIE & JAMES HURRELL

EX-93-4E	Rockwella Farm Medallion Belle	7 Lact.
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PT & K M KERBER

EX-91-1E	Andante Attorney Ros-PO	5 Lact.
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C G & F D MASON

EX-91-1E	Jervois 5g Concorde 2nd	3 Lact.
EX-91-2E	Jervois Yorick Sue	4 Lact.
EX-90-1E	Jervois Shock Clare	6 Lact.
VG85	Jervois Chill Lassie	1L 2.2Y
VG85	Jervois Evolve Subil	1L 3.0Y

MISTY BRAE HOLSTEINS PTY LTD

EX-90-1E	Misty Brae Breeze Penny	5 Lact.
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VG85	Misty Brae Bentley Speck	1L 2.7Y
VG85	Misty Brae Vp Carol	1L 2.6Y

ANDREW PACITTI

EX-90-1E	Glenorleigh Fever Ludgate	6 Lact.
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PARINGA VIEW PARK PTY LTD

EX-90-4E	Edge Goldsun Cassie 2	6 Lact.
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D S PEGLAR

EX-92-2E	Sleepy Hollow Guthrie Magic	5 Lact.
EX-90-1E	Sleepy Hollow Numerouno Anthea	5 Lact.

PRIME SA

EX-91-1E	Jervois Reginald Gillian	6 Lact.
EX-90-1E	Primeacres Shottle Paulete	8 Lact.

ROCKWELLA FARM HOLSTEINS

EX-90-2E	Mooway Zelgadis Mermaid	5 Lact.
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C J & K A ROYANS

EX-92-4E	Windy Vale Shottle Tina 2nd-CNF-DPF-BLF	7 Lact.
EX-91-1E	Windy Vale Goldfish Ding	5 Lact.
EX-91-3E	Windy Vale Goldchip Dream	5 Lact.
EX-91-3E	Windy Vale Iota Roxy-TWIN	8 Lact.
EX-90-4E	Windy Vale Windbrook Candice-ET	7 Lact.
VG86	Windy Vale Denver Sonia	1L 2.7Y
VG85	Windy Vale Doc Anthem-IMP-ET-CNF-DPF-XIF-BLF	1L 2.5Y
VG85	Windy Vale Kingpin Kate	1L 2.8Y

SOUTHERN EDGE GENETICS

VG86	Southern Edge Doorman Fizz	1L 2.8Y
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R & R WALMSLEY

VG85	Lightning Ridge Cmd Doc Bamba-ET	1L 2.1Y
VG85	Robsvue Doc Marree	1L 2.11Y

D R & E D ZWECK

VG85	Donava Perseus Velma	1L 2.6Y
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South Eastern South Australia

BENLARGO HOLSTEINS

EX-93-2E	Byrne Lea Bradnick Jacobonia	6 Lact.
EX-92-2E	Benlargo Toyota Carmel	7 Lact.
EX-90-1E	Benlargo Dreams Dawnette-IMP-ET-MFF-CNF-DPF-XIF-BLF	5 Lact.
EX-90-1E	Benlargo Windhammer Pach	5 Lact.
EX-90-2E	Glenorleigh Fever Plumpton-ET	5 Lact.
VG85	Benlargo Awesome Fanta	1L 2.6Y
VG85	Benlargo Impression Donna	1L 2.1Y

FANTASIA PASTORAL CO P/L

EX-90-1E	Fantasia Fever Diane 2nd	4 Lact.
EX-90-1E	Warramont Mascalsee Franchise-ET	4 Lact.

D J & T A FIEBIG

EX-91-3E	Warramont Medallion Fromage-ET	7 Lact.
EX-90-1E	Warramont Impression Ella	4 Lact.

T E & K A HENNINGSEN

EX-90-1E	Teka Mail Flora	4 Lact.
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WESTDAMA HOLSTEINS

EX-91-1E	Westdama Ambfavour Posch	9 Lact.
EX-91-2E	Westdama Ernesto Sveta-ET	6 Lact.
EX-90-1E	Westdama Finalcut Echo	10 Lact.
EX-90-1E	Westdama Horoyalist Dutchgirl	9 Lact.
EX-90-2E	Westdama Ernesto Sweetpod	4 Lact.
EX-90-2E	Westdama Hopretend Sunlight	8 Lact.
EX-90-2E	Westdama Merlin Daytona	11 Lact.

East Gippsland, Victoria

W E & M J & T W HENRY

EX-91-2E	Wilara Planet Afina	8 Lact.
VG85	Wilara Perseus Jodella-CNF-DPF-XIF-BLF	1L 2.6Y

North-Eastern Victoria

ADLEJAMA HOLSTEINS

EX-91-2E	Adlejama Polanski Indi 2996	5 Lact.
VG85	Adlejama Masnah Janea 3402	1L 2.5Y

ROSS A COOK

EX-91-1E	Country Road Roun Mitta	6 Lact.
EX-90-1E	Country Road Buddhas Janel	5 Lact.
EX-90-2E	Country Road Roumare Carol 9	6 Lact.

BRENDAN & SARAH GLASS

EX-90-1E	Amelia Park Palermo Carma	6 Lact.
EX-90-3E	Paringa Damion Lana	7 Lact.

ID & A M HOLLOWAY

EX-90-1E	Gundowring Orana 5111	8 Lact.
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North-Western Victoria

BELRUE FARMS

EX-91-1E	Amelia Park Megasire Roxanne	3 Lact.
EX-90-1E	Elm Banks Sid Lyn-ET	3 Lact.
VG85	Belrue Unix Lyndee	1L 2.5Y

CLYDEBANK HOLSTEINS

EX-92-2E	Clydebank Shottle Lokia	6 Lact.
EX-91-3E	Clydebank Damion Whisper	5 Lact.
EX-91-2E	Clydebank Apollo Linlass	6 Lact.
EX-91-2E	Clydebank Denzel Odellia	6 Lact.
EX-91-2E	Clydebank Gillespy Leonie	4 Lact.
EX-90-1E	Clydebank Dempsey Caroline	3 Lact.
EX-90-1E	Willette Dreams Alison 10-ET-MFF-CNF-DPF-XIF-BLF	4 Lact.
EX-90-2E	Clydebank Damion Connie-ET	4 Lact.
VG85	Clydebank Corvette Lassla	1L 3.2Y
VG85	Clydebank Ledame Lass	1L 3.0Y
VG85	Clydebank Supershot Lassade	1L 3.2Y

CLYDEBANK HOLSTEINS & B E & J N SOMERVILLE

EX-91-1E	Andes Damion Maida	4 Lact.
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CLYDEVALE HOLSTEINS P/L ATF DEE FAMILY TRUST

EX-91-1E	Clydevale Sampson Shampoo	3 Lact.
EX-91-5E	Clydevale Redesign Pampari	7 Lact.
EX-91-4E	Clydevale Iota Penolis	6 Lact.
EX-91-4E	Clydevale Million Paradise-ET	7 Lact.
EX-91-2E	Clydevale Pragna Payroll	5 Lact.
EX-91-2E	Clydevale Solomon Franchise-MFF-CNF-DPF-XIF-BLF4	3 Lact.
EX-90-1E	Beltana Awesome June-RED-CNF-DPF-BLF	3 Lact.
EX-90-1E	Clydevale Beau Patron	7 Lact.
EX-90-1E	Clydevale Caliber Leen	4 Lact.
EX-90-1E	Clydevale Shottle Imogen-ET	7 Lact.
EX-90-4E	Clydevale McCormick Parish	7 Lact.
EX-90-4E	Clydevale Planet Fran-ET	8 Lact.
EX-90-3E	Clydevale Pragna Lolly	6 Lact.
EX-90-2E	Clydevale Pragna Protea	5 Lact.
VG85	Clydevale Doc Suede Et1-ET-CNF-DPF-XIF-BLF	1L 2.3Y
VG85	Clydevale Kingpin Pelt	1L 2.4Y
VG85	Clydevale Stark Petty	1L 2.6Y
VG85	Holloddon Control Charcole 2705	1L 2.7Y

W T, P K & A M COCHRANE

VG85	Craigielea Park Imogen 5989	1L 2.6Y
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MATHEW DENNIS & ALLEN & LOIS DENNIS

EX-91-1E	Rengaw Aftershock Jazz	5 Lact.
EX-90-1E	Yonks Park Aikman Perfection	4 Lact.
VG86	Eagle Ridge Army Brad Polka	1L 2.10Y

T D & K J GILMORE

EX-93-3E	Warwick Farm Allen Licorice 2-IMP-ET	6 Lact.
EX-91-2E	Eclipse Atwood Princess 4-ET	5 Lact.
EX-90-1E	Jannali Larson Bonnie-IMP-ET-RED	5 Lact.

GLYNYARI HOLSTEINS

EX-91-1E	Nioka Goldroy Petra	4 Lact.
EX-90-1E	Banksia Vale Bolton Bubbles-TWIN	8 Lact.
EX-90-1E	Brubro Hoginjack Judith	8 Lact.
EX-90-1E	Glynyari Goldchip Whynot-ET	6 Lact.
VG86	Glynyari Beemette Whynot	1L 2.5Y
VG85	Glynyari Undenied Bubbles	1L 2.2Y

R K & J R GORDON

EX-92-2E	Hawova Windhammer Tamie	5 Lact.
EX-91-2E	Eagle Ridge Amazing G Pollyanna	4 Lact.
EX-90-1E	Avonlea Shottle Victoria-ET	5 Lact.
EX-90-1E	Gorbro Archsandup Shimmer	3 Lact.
EX-90-1E	Gorbro Goldream Patrice	3 Lact.
EX-90-1E	Gorbro Razor Roletha	4 Lact.
EX-90-1E	Gorbro Shimdream Roletha	3 Lact.
VG87	Mario Park Sidekick Alicia-ET	1L 2.8Y
VG86	Gorbro Shimmers Tadoo	1L 2.3Y
VG85	Gorbro Cheiftain Tiffany	1L 2.6Y
VG85	Gorbro Chief Faithful	1L 2.5Y
VG85	Gorbro Chief Noni	1L 2.5Y
VG85	Gorbro Chief Robin	1L 2.5Y
VG85	Gorbro Doorman Terrine	1L 2.4Y
VG85	Gorbro Goodtime Tiffany-ET	1L 2.5Y
VG85	Gorbro Humble Tiffany-ET	1L 2.7Y
VG85	Gorbro Mayta Cherry	1L 2.8Y
VG85	Gorbro Mcchief Kassie	1L 2.6Y
VG85	Gorbro Tadoo Pefume	1L 2.6Y
VG85	Gorbro Tadoo Thea	1L 2.5Y
VG85	Gorbro Unix Maida	1L 2.5Y
VG85	Gorbro Unix Shimmer-ET	1L 2.7Y
VG85	Gorbro Unix Tiffany 2-ET	1L 2.8Y

ROBERT L GUNDRY

EX-90-1E	Gunwilla Park Fever Maree	4 Lact.
VG85	Gunwilla Park Popepe Chief	1L 2.6Y

JARED & COURTNEY IRELAND

EX-91-4E	Redmaw Royalred 1207-RED	8 Lact.
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K B CASH FAMILY TRUST

EX-90-1E	Haven View Berton Dream	5 Lact.
VG85	Junnash Doorman Lila	1L 2.8Y

CRAIG A LISTER

EX-90-1E	Calister Atley Janea 6766	3 Lact.
EX-90-1E	Charlock Canbee 3675	5 Lact.
VG85	Calister Maebull Deo 7077	1L 2.7Y

T, K, C & T MCGILLIVRAY

EX-90-1E	Bluechip Nonis Atwood-ET	4 Lact.
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MEADRIDGE FARMS

VG85	Meadridge Gresta Briana	1L 2.8Y
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MITCHMANTLE HOLSTEINS

EX-91-1E	Ingoldale Musk Star	4 Lact.
EX-90-1E	Ingoldale Spec Calais	6 Lact.
EX-90-1E	Ingolmore Bolton Tonia	8 Lact.
EX-90-1E	Ingolmore Clark Index	6 Lact.
EX-90-1E	Ingolmore Gillette Tania	6 Lact.
EX-90-1E	Ingolmore Night Ruby	6 Lact.
EX-90-1E	Ingolmore Rose Lady	6 Lact.
EX-90-1E	Jannali Guthrie Corolla-ET	5 Lact.
VG85	Mitchmantle Dove Inga	1L 2.6Y

SS & C L MODRA

EX-90-1E	Avalon Palermo Josephine	6 Lact.
EX-90-1E	Mollannie Goldsun Sharnie	3 Lact.
EX-90-2E	Avalon Baxter Rowena	9 Lact.
EX-90-2E	Avalon Deuce Carmel	5 Lact.

MURRAYVALE HOLSTEINS

EX-90-1E	Murrayvale Brokaw Irena	4 Lact.
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VG85	Murrayvale Doc Irena	1L 2.2Y
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S J & M E PORTWINE

EX-91-2E	Goldenview Dictator Angela	10 Lact.
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QUINNER HOLSTEINS

VG85	Bromac Unix Posie	1L 2.7Y
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JADE & SCOTT SIEBEN

VG85	Brindabella Doorman Cherrio	1L 3.0Y
VG85	Brindabella Meridian Connie	1L 2.6Y

B E & J N SOMERVILLE

EX-90-1E	Clydebank Alonzo Stylist	3 Lact.
EX-90-2E	Hughes Pavlich Gemma	4 Lact.

T & M SOMERVILLE

EX-90-2E	True Blue Damion Jodie-ET	5 Lact.
VG85	True Blue Absolute Jolene	1L 3.2Y

MURRAY VARCOE

VG85	Hullabaloo Bradnick Diva	1L 2.10Y
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R L & T L WISHART

EX-90-1E	Byrne Lea Brazzle Josie	4 Lact.
EX-90-1E	Rowlands Park Bolt Lucky-ET	10 Lact.
EX-90-1E	Rowlands Park Sudan Tonya	7 Lact.
VG85	Rowlands Park Byway Lucky	1L 2.8Y
VG85	Rowlands Park Denied Bonnie-ET	1L 2.3Y

Northern Victoria
D E & S K CULTON

EX-91-1E	Calivil Park Lnug Maggie	6 Lact.
EX-90-1E	Calivil Park Gvacircuit Polly	4 Lact.
EX-90-1E	Calivil Park Mcourtney Ellie	4 Lact.
EX-90-2E	Calivil Park G Sun Maggie	5 Lact.
EX-90-2E	Calivil Park Lexicon Heather	5 Lact.
EX-90-2E	Calivil Park Shottle Sarra	7 Lact.
VG85	Calivil Park A Awesome Susie-RED	1L 2.9Y
VG85	Calivil Park Contender Delight	1L 3.3Y
VG85	Calivil Park Impression Nugget	1L 2.1Y

J P CULTON

EX-91-3E	Calivil Ridge Aftershock Nessie	6 Lact.
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BRENTON GRAY

EX-90-1E	Wongarro Absolute Jocelyn 3474-RED	3 Lact.
EX-90-1E	Wongarro Secure Jocelyn 3191-RED	6 Lact.
VG85	Coomboona Diamondback Salima-IMP-ET	1L 3.5Y

JOSHUA ROMANO

VG85	Johnstone Park Diamondback Limelight -IMP-ET-CNF-DPF-BLF	1L 2.8Y
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SOMERELLE HOLSTEINS

EX-91-4E	Somerelle Ladino Connie-ET	8 Lact.
EX-91-3E	Willette Redesign Alison 5	8 Lact.
EX-90-1E	Somerelle Aftershock Collette	5 Lact.
EX-90-1E	Somerelle Bradnick Roxy-IMP-ET	4 Lact.
EX-90-1E	Somerelle Ray Megos	3 Lact.
EX-90-3E	Somerelle Ladino Lassly-ET	10 Lact.
EX-90-2E	Somerelle Mammoth Linny	7 Lact.
VG85	Somerelle America Quail	1L 2.1Y
VG85	Somerelle Pep Showbelle	1L 2.2Y
VG85	Somerelle Ray Lassam	1L 2.2Y

South Gippsland, Victoria
DILEE HOLSTEINS

EX-90-1E	Dilee Diesal Ollie 723-ET	5 Lact.
VG86	Dilee First Ollie 318	1L 2.6Y
VG85	Dilee Jeronimo Lacey 319	1L 2.6Y

JONES FAMILY

EX-94-4E	Windy View Windbrook Grace	6 Lact.
EX-90-1E	Avonlea Atwood Lucy-ET	5 Lact.

EX-90-1E	Cypress Grove R11 Guthrie Rosette-ET	4 Lact.
EX-90-2E	Grantley Bradnick Gail	5 Lact.
VG85	Eagle Ridge Ammo C Polka-RED	1L 3.1Y
VG85	Eagle Ridge Slater Gd Polka	1L 2.11Y

KOOKABURRA RIDGE HOLSTEINS

EX-90-1E	Kookaburra Ridge Vic 761	7 Lact.
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JOHNO SPARGO

EX-90-1E	Red Field Diamondback Frosty 3558-ET-MFF-CNF-DPF-XIF-BLF	3 Lact.
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JUSTIN STALEY

EX-92-3E	Grantley Damion Flo-ET	8 Lact.
EX-90-1E	Tallelms Guth Nancy	6 Lact.
EX-90-2E	Amelia Park Shadow Tammy	5 Lact.
EX-90-2E	Dockaville Damion Betsy	7 Lact.

MATTHEW TEMPLETON

EX-92-3E	View Fort Lauthority Ruth	7 Lact.
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WANDILLA PAST CO

EX-90-1E	Wandilla Spur Helen 13th	4 Lact.
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West Gippsland, Victoria
D & C ARMSTRONG

EX-91-1E	Thornhill Creek Goldchip Angie 4296	4 Lact.
EX-90-1E	Thornhill Creek Mascalse Angie 4089	5 Lact.
VG85	Thornhill Creek Solomon Quality 4995	1L 2.10Y

S J DORNING

EX-91-1E	Dornbrae Glauco Maggie-TWIN-CNF-DPF-BLF	5 Lact.
EX-90-1E	Dornbrae Glauco Megan-TWIN	5 Lact.

GARDINER P/L HV & VJ & JH

EX-93-3E	Yurunga Sid Mandy	5 Lact.
EX-90-1E	Avonlea-YF Windbrook Apple-IMP-ET	5 Lact.
J H & C J GARDINER		
EX-92-2E	Foxdale Reginald Peggy	6 Lact.
EX-91-1E	Fairvale Aj Spot 139	4 Lact.
EX-91-4E	Avonlea Goldwyn Carol-CNF-DPF-BLF	7 Lact.
EX-91-2E	Grantley Reginald Biddy-CNF-DPF-BLF	5 Lact.
EX-91-2E	Sleepy Hollow Goldsun Anthea	6 Lact.
EX-90-1E	Coolea Mascalse Miss	4 Lact.
EX-90-1E	Murribrook Dream Paloma-CNF-DPF-BLF	4 Lact.
EX-90-1E	Sleepy Hollow Canbee Ladean	6 Lact.
EX-90-1E	Wellerleigh Hezton Ashleigh-IMP-ET	4 Lact.
EX-90-2E	Avonlea Acme Vee-ET	5 Lact.
EX-90-2E	Murribrook Windhammer Lola-ET	6 Lact.
VG87	Avonlea Kingdoc Jindara	1L 2.5Y
VG87	Avonlea Sunlight Dixie	1L 2.8Y
VG86	Avonlea Diamond Mistress-ET	1L 2.7Y
VG86	Avonlea Lady Alana-ET	1L 3.0Y
VG85	Avonlea Diamond Veronica-ET	1L 2.8Y
VG85	Avonlea Jodies Diamond-ET-RED	1L 2.1Y
VG85	Avonlea Kingdoc April	1L 2.4Y
VG85	Avonlea Sid Spot	1L 2.8Y
VG85	Avonlea Solomon Lucy	1L 2.5Y
VG85	Avonlea Undenied Lola-ET	1L 2.6Y

J H & C J GARDINER & LINSAND FARMS PTY LTD

EX-90-1E	Grantley Doorman Fif-ET	3 Lact.
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MUNDEN FARMS HOLSTEINS

EX-92-2E	Arrowstar Aftershock Kelly	7 Lact.
EX-90-1E	Poolley Bridge Fever Blackrose 48	5 Lact.
EX-90-1E	Wellerleigh Goldcross Cretonne-ET	10 Lact.
EX-90-4E	Linden View Carlos Annie	7 Lact.
EX-90-2E	Maxmount Satchel Christiane-RED	6 Lact.
EX-90-2E	Murribrook Advent Polly	6 Lact.
EX-90-2E	Murribrook Dorcy Peggy	6 Lact.
VG85	Dryfield Bradnick Paradise	1L 2.11Y



ADAM J NELSON

EX-90-1E Bluechip Lr Windbrook Dancer 3-IMP-ET-RED 5 Lact.

PEGASUS HOLSTEINS

EX-90-1E View Fort Barbwire Redfoo-RED 5 Lact.

MATTHEW ROBERTSON

EX-90-2E Redholme Audacity Deidre-IMP-ET-RED 7 Lact.

VG85 Redholme Diamond Rose 2nd P-RED-PO 1L 3.1Y

WINAVIEW HOLSTEINS

EX-90-1E Winaview Explode Waves-ET 5 Lact.

Western District, Victoria

ALNOR PARTNERS

EX-91-2E Alnor Bonnie Samuelo 6126 8 Lact.

EX-90-2E Alnor Prue Dictator 5807-ET 8 Lact.

EX-90-2E Alnor Rhonda Doubledutch 6826 5 Lact.

P J & J E BOND

EX-91-5E Taron Park Blitz 2411 9 Lact.

EX-91-1E Taron Park Blitz 2781 8 Lact.

P J & C A CASTLES

EX-91-2E Camellia Grove Pedro Mercedes 5 Lact.

EX-90-1E Bluechip Mirapple Cotton 4 Lact.

EX-90-1E Camellia Grove Dempsey Ding 6 Lact.

EX-90-1E Camellia Grove Marshalls Catherine 4 Lact.

EX-90-1E Sun Vale Armani Wonka-RED 5 Lact.

EX-90-1E View Fort Resolute Rosebud 8 Lact.

VG85 Camellia Grove Awesome Pansy 1L 3.1Y

VG85 Camellia Grove Jacot Paradise 1L 2.10Y

B J & J L DICKSON

EX-90-2E Emu Banks Commander Elisa 8201-ET 4 Lact.

FIRE LAKE FRIESIAN STUD

EX-90-1E Fire Lake Olly Rose 8 Lact.

T J & T M FLEMING

EX-91-4E Craighburn Magnetism Carolyn 3204 8 Lact.

EX-91-3E Craighburn Medallion Irish 3479 6 Lact.

EX-91-2E Craighburn Heath Emily 3580 5 Lact.

EX-90-1E Craighburn Heath Lotto 3606-CNF-DPF-BLF 5 Lact.

EX-90-2E Craighburn Orana Ann 3089 8 Lact.

VG86 Craighburn Geography Vera 4166 1L 3.1Y

VG85 Craighburn Geography Fudge 4172 1L 3.1Y

G M & P E FLEMMING

EX-93-3E Philmar Medallion Marilyn 3563 6 Lact.

EX-90-1E Philmar Aftershock Carol 3770 6 Lact.

EX-90-2E Philmar Aftershock Madora 3924 5 Lact.

KERRI & BRENDAN GALLAGHER

EX-90-3E Jaslana Lavanguard Showstar 5 Lact.

CHRIS & MARY GLEESON

EX-94-4E Elm Banks Brook Misty 8 Lact.

EX-94-3E Elm Banks Shottle Wattle 6 Lact.

EX-93-6E Elm Banks Breakout Odessa-CNF-DPF-BLF 8 Lact.

EX-92-1E Eclipse Solomon Cinderella 3 Lact.

EX-92-1E Elm Banks Bradnick Lassie 3 Lact.

EX-92-5E Elm Banks Windbrook Lulu 8 Lact.

EX-92-4E Elm Banks Athur Crystal 8 Lact.

EX-92-4E Elm Banks Pure Gold-CNF-DPF-BLF 8 Lact.

EX-92-4E Elm Banks Shy Lauthority 8 Lact.

EX-92-3E Elm Banks Acme Lucille 6 Lact.

EX-92-3E Elm Banks Lath Odessa 5 Lact.

EX-92-3E Elm Banks Lauthority Peach-CNF-DPF-BLF 5 Lact.

EX-92-2E Eclipse Silverchip Cinderella 4 Lact.

EX-92-2E Elm Banks Bolu Bolu 6 Lact.

EX-91-1E Eclipse Archrival G Susa 4 Lact.

EX-91-1E Elm Banks Golden Annie 5 Lact.

EX-91-4E Elm Banks Baltimor Leona-ET 7 Lact.

EX-91-4E Elm Banks Diannes Shottle 7 Lact.

EX-91-4E Elm Banks Regi Lassie 6 Lact.

EX-91-2E Elm Banks Bradnick Crystal 5 Lact.

EX-91-2E Elm Banks Dempsey Lassie 6 Lact.

EX-91-2E Elm Banks Glauco Silk 4 Lact.

EX-90-2E Parrabel Atwood Okabargo-IMP-ET 4 Lact.

EX-90-1E Eastview Aftershock Bonnie 5 Lact.

EX-90-1E Eclipse Atwood Anna 3-ET 4 Lact.

EX-90-1E Elm Banks Acme Tressie 5 Lact.

EX-90-1E Elm Banks Archrival Donna-TWIN 3 Lact.

EX-90-1E Elm Banks Atwood Faithful 4 Lact.

EX-90-1E Elm Banks Bradnick Maggie 4 Lact.

EX-90-1E Elm Banks Dolly Polly-ET-CNF-DPF-BLF 5 Lact.

EX-90-1E Elm Banks Doorman Lulu 3 Lact.

EX-90-1E Elm Banks Dream Roxette 3 Lact.

EX-90-1E Elm Banks Eudon Sally 4 Lact.

EX-90-1E Elm Banks Ham Ballet 5 Lact.

EX-90-1E Elm Banks Lass Who 4 Lact.

EX-90-1E Elm Banks Legendary Berry 4 Lact.

EX-90-1E Elm Banks Misty Rain 3 Lact.

EX-90-1E Elm Banks Sid Leader 3 Lact.

EX-90-1E Elm Banks Solomon Princess 3-ET 3 Lact.

EX-90-1E Elm Banks Wolly Wonka 5 Lact.

EX-90-1E Keilaglen Kingpin Electras-ET 4 Lact.

EX-90-5E Elm Banks Blitz Sky 8 Lact.

EX-90-4E Elm Banks Fc Satin 7 Lact.

EX-90-3E Elm Banks Fever Primrose 7 Lact.

EX-90-2E Elm Banks Acme Emily 5 Lact.

EX-90-2E Elm Banks Atwood Wattle 4 Lact.

EX-90-2E Elm Banks Brillion Skye 4 Lact.

EX-90-2E Elm Banks Gold Jemima 7 Lact.

EX-90-2E Elm Banks Golden Girl 4 Lact.

EX-90-2E Elm Banks Windhammer Emily 5 Lact.

EX-90-2E Fairvale Goldchip Butter 287 5 Lact.

VG87 Elm Banks Tattoo Maddie 1L 2.6Y

VG86 Elm Banks Chief Donna 1L 2.5Y

VG86 Elm Banks Mirand Bessie-PO 1L 2.1Y

VG86 Lightning Ridge Wsmr Jacoby Camomile-ET 1L 3.6Y

VG86 Westmuir Emilio Hailey 1L 2.4Y

VG85 Eclipse Crushabull Antzy I-ET 1L 2.4Y

VG85 Elm Banks Chill Maggie 1L 2.8Y

VG85 Elm Banks Impress Kialla 1L 2.5Y

VG85 Elm Banks Kingdoc Lassie 1L 2.3Y

VG85 Elm Banks Okool Leona 1L 2.10Y

VG85 Elm Banks Stantons Lulu 1L 2.5Y

VG85 Elm Banks Tat Crystal 1L 2.8Y

VG85 Elm Banks Tadoo Lynsey 1L 2.5Y

VG85 Elm Banks Too Polly 1L 2.5Y

VG85 Watson Park Bradnick Velvet 1L 2.9Y

N & C HALLYBURTON

EX-90-2E Coonara Windbrook Fizz 5724 6 Lact.

EX-90-2E Jaguar Classic Rose 2-ET-RED 9 Lact.

G W HIBBERD

VG85 Coorieumngle Rambo Sally 1L 2.10Y

INSTYLE HOLSTEINS

EX-91-1E Windy View Byway Debbie 3 Lact.

EX-91-2E Windy View Windbrook Justine 1-IMP-ET 6 Lact.

EX-90-1E Instyle Solomon Amy 3 Lact.

VG85 Instyle Diamond Sadie 1L 3.6Y

VG85 Instyle Doc Amy 1L 3.1Y

VG85 Instyle Doc Satin 1L 3.1Y

VG85 Instyle Doc Sunspot 1L 3.2Y

VG85 Instyle Doorman Amy 1L 2.11Y

VG85 Instyle Undenied Sugar-ET 1L 2.11Y

D W & G L JOHNSTON

EX-92-3E Segenhoe Park Samuelo Rosette 7 Lact.

EX-90-4E Segenhoe Park Talent Glory 7 Lact.

EX-90-2E Segenhoe Park Mario Patsy 7 Lact.

EX-90-2E Segenhoe Park Samuelo Mandy 7 Lact.

I J & K R MCKIE

EX-91-1E The Points Sammy Josephine 2nd 5 Lact.

EX-91-1E The Points Sammy Snowball 5 Lact.

EX-90-1E The Points Jayz Cloe 5 Lact.

EX-90-1E The Points Nody Snowball 4 Lact.

VG85 The Points Undenied Snowball 2nd-CNF-DPF-BLF 1L 2.6Y

P & M KERR FARMING PTY LTD

EX-90-1E The Points Roy Lorraine 2nd 9 Lact.

C D & D M PLACE

VG85 Tesbury Maebull 4183-CNF-DPF-BLF 1L 2.4Y

VG85 Tesbury Maebull 4190-CNF-DPF-BLF 1L 2.4Y

S & R RICHARDSON

EX-90-1E Lightning Ridge Armani Jane 1-ET 3 Lact.

EX-90-2E Hill View Dolman Melony 7 Lact.

JASON LEIGH SMITH

EX-91-2E Ebony Park Lauthority Alison-ET 5 Lact.

R W & J SUARES

EX-91-2E Barostin Olympic Ely 018 8 Lact.

EX-90-1E Calderbrae Blade Beatrice 8 Lact.

EX-90-1E Calderbrae Iota Edwina 5 Lact.

EX-90-1E Calderbrae Westgate Star 3 Lact.

EX-90-2E Calderbrae Figaro Margo 9 Lact.

VG85 Calderbrae Galaxy Susan 1L 3.1Y

R J & E H SWAYN

EX-90-2E Jordney Park Ginary Martha 6 Lact.

EX-90-2E Jordney Park Gratis Collette 6 Lact.

VG85 Jordney Park Crisp Marilyn 1L 2.11Y

B C & L C TAYLOR

EX-91-2E Taycrest Armani Inga 5 Lact.

VG85 Taycrest Mafia Inga 1L 2.2Y

M C & A L TAYLOR

EX-90-1E Urramy Lodge Night M40 4 Lact.

EX-90-2E Urramy Lodge Ra Frosty L9-CNF-DPF-BLF 5 Lact.

N & M WILKIE

VG86 Crookslea Doorman Polly 1L 2.0Y

S & G WILLIAMS & ROBERT TOWNER

EX-90-1E Shakira Sanchez Quimm 1153 8 Lact.

Tour dates

Holstein Australia will endeavour to classify in the following regions from December to February 2022:

- Victoria- Western Districts, Gippsland, Northern Vic, Sth West Riverina NSW
- South Australia
- Tasmania
- Western Australia

A True Blue Excellent achievement

It is an exciting moment for any breeder when their cow scores Excellent 90. For North West Victorian breeders Tim and Maddi Somerville, True Blue Holsteins, it was even more exciting when they had three ET sisters achieve this elusive classification score.

Holstein classifier Rob Marshall admits he is still in awe whenever he sees an Excellent cow. "Whenever I see them, I just think 'wow' – they are the cows that are built to work and built to last," he said. "It's a score that recognises the great cows, that when you break them down, there's nothing really wrong with them. They are that wedgy, balanced type of dairy cow that everyone wants."

Rob says the Excellent classification score recognises those individuals that have a proven performance. "When I'm classifying, I often see a great 2-year-old that has that potential to make an Excellent cow – but they're not there yet. They still need to prove themselves with at least another few calves."

Achieving the Excellent score is pretty special for an individual, but for three ET sisters to achieve this at once is pretty rare. True Blue Damion Jodette-ET EX-90-2E, True Blue Damion Jolene-ET EX-90-2E and



Excellent ET sisters I:r True Blue Damion Jodette-ET EX-90-2E, True Blue Damion Jolene-ET EX-90-2E and True Blue Damion Jodie-ET EX-90-2E, bred by Tim and Maddi Somerville, True Blue Holsteins, Timmering, Victoria. Photograph: Kelsie Hore

True Blue Damion Jodie-ET EX-90-2E are granddaughters of the famous red and white Canadian Champion, Fradon R Mark Jodie-R EX-91-2E.

Tim Somerville purchased their dam, Ponderosa Shottle Jodie VG87 9* STP with friend Brad Allot at the Blue Ribbon Sale II at Bluechip in 2011.

"The Shottle has been a great cow and a great cow to work with," Tim said. "We were pretty happy when the Damions all went Excellent. I really like them."

Tim said he hasn't flushed any of the Damions at this stage, instead focusing on the Shottle cow while she's still active. Of the sisters, Tim said he doesn't really have a favourite, but if he had to choose, he would pick Jolene. "They're all pretty good, but Jolene has that great frame that I really like.

Jolene already has a granddaughter, True Blue Absolute Jolene VG85, who scored VG on her first lactation, and Tim is confident with the strength of the cow family behind them, the other sisters will breed on too.

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HOLSTEIN JOURNAL ADVERTISING

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Deadlines: Autumn 2022 issue

Advertising bookings: Wednesday 2 February

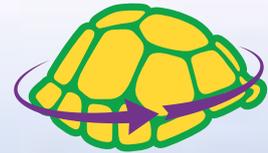
Advertising material (copy for layout): Wednesday 2 February

Advertising material (finished artwork): Wednesday 9 February

Editorial contributions: Wednesday 2 February

(e-mailed to journal@holstein.com.au or phone 0419 349 244)

MINAZEL® PLUS



360° SECURITY
TOTAL MYCOTOXIN PROTECTION



DESCRIPTION

MINAZEL PLUS is the latest advance in mycotoxin binding. It's unique EU patented technology product is based on organic modification of mineral zeolite (clinoptilolite) surface, effective against polar and non-polar mycotoxins. Efficiency is characterised by rapid adsorption of the product after contact with the mycotoxin and at different pH values throughout the digestive tract.



ADVANTAGES

- ✓ **EFFECTIVE** - Unsurpassed binding of all mycotoxins versus other brands – result of unique patented technology.
- ✓ **FAST** - acts and adsorbs broad spectrum of mycotoxins quickly.
- ✓ **EFFICIENT** - product adsorption is stable in different parts of intestinal tract (different pH levels) without significant levels of desorption = **superior binding efficiency**.
- ✓ **SELECTIVE** - MINAZEL PLUS targets mycotoxins. Does not bind vitamins, minerals, amino acids, or micronutrients.
- ✓ **AFFORDABLE** - proven **cost-effective** in dairy cows under various climatic conditions (Australia and overseas).



USE

- ✓ 1-2 kg per tonne of feed depending on mycotoxin challenge, or
- ✓ Same inclusion rate as current mycotoxin binder at less cost and best binding efficiency.



ACTION

- ✓ Effective against mycotoxins from forage or grain sources.

MINAZEL PLUS - Adsorption speed



BINDING EFFICIENCY

- ✓ Effective against a broad spectrum of mycotoxins (data on file):

Mycotoxins	% Adsorption at pH 3.0 (high values required)		% Desorption at pH 6.5 (low values required)		Binding Efficiency (high values required)	
	Brands A-C	Minazel +	Brands A-C	Minazel +	Brands A-C	Minazel +
AB1 - Aflatoxin	54.2 - 100	100	0 - 0.1	0	54.2 - 100	100
FB1 - Fumonisin	24.8 - 92.5	91.4	22.9 - 95.7	2.9	1.1 - 45.6	88.7
T-2	7.1 - 21.1	69.1	25.0 - 61.6	0	3.2 - 8.1	69.1
ZEN - Zearalenone	54.8 - 63.2	87.1	10.4 - 16.7	2.0	45.6 - 56.6	85.4
OTA Ochratoxin A	54.9 - 84.4	83.8	33.7 - 48.9	3.9	36.4 - 43.1	80.5
Ergot Alkaloids	no data	98.0	no data	0.2	no data	97.8



min-a-zel® Plus
ADVANCED
MYCOTOXIN CONTROL



For more information contact David - 0439 423 333



SEMEX IS GENETICS FOR LIFE®

Genetics for Life builds your best business driven by what you need now and in the ever-shifting future.

Genetics for Life delivers comprehensive solutions mapped to the unique complexities of your business, aligned with differing market demands, and grounded on a solid platform of knowledge and experience. This strategy is results-driven, technology first and sustainable, targeting your success.

Genetics for Life. Ever-changing, ever-growing, and always your partner.

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