

The Bullhorn

Fall 2015



Your Success... Our Passion.

It's not just a company theme, it's our core belief. We're proud to work side by side with producers from western Montana to southern California thanks for your business!



PO Box 507, Burlington, WA 98233
800.426.2697
contact@allwestselectsires.com
www.allwestselectsires.com

facebook Instagram

From the CEO

Jim Wells, CEO All West/Select Sires

The Faces that Make Us –

Just for fun, I looked up the definition of “cooperative” on www.dictionary.com and found this: a jointly owned enterprise engaging in the production or distribution of goods or the supplying of services, operated by its members for their mutual benefit, typically organized by consumers or farmers



We all knew the reason for founding All West/Select Sires nearly 75 years ago. We knew that we’d be better together than we were apart. We knew that there would be strength in our diversity. We knew that a greater good would come as a result of this cooperative.

As we get set to embark on the 75th year celebration of All West/Select Sires, we also know that our success comes from every single member/owner. And so this issue is dedicated to just a few of those “faces” that make us a leading A.I. cooperative. And as our territory varies from the high desert of eastern Washington and Oregon to the lush pastures of Ferndale and Tillamook and down to the Central Valley of California, so do our member/owners vary from large family operations to smaller enterprises. We work with people picking berries and harvesting grapes, while also tending to their herds of dairy and beef cattle. We talk to people that embrace new technologies as rapidly as they can, and those that rely on the passing down of family knowledge and traditions through every generation.

That’s what we’re celebrating in this issue of The Bullhorn. The faces that make us are as diverse as our All West team and just as interesting. The faces that make us paint a true picture of what’s happening today in All West territory and also who will be guiding our ship in the years to come.

As I mention the future, I’d be remiss in not talking about our upcoming 75th Celebration. Kicking off in 2016, All West will be celebrating 75 years of ... YOU! We’ll be talking with some of the great men who were instrumental in the early years of All West, and featuring those chats each month on our website, www.allwestselectsires.com. We’ll also be asking the younger generation of All West to tell us what they see in the next 75 years of our cooperative in an essay contest. Side note – there are two \$500 cash awards up for grabs, so check out the website for details and enter this fall!

Most of all, we’ll be spending the year thanking all of you, the faces that make us, for such a storied past...and an exciting future!



Table of Contents

The Faces that Make Us	2
Technology is King	3
A Change in Priorities	4
Sustainable Growth	6
All West celebrates 75 Years	7
Farmers Turned Dairymen	8
August 2015 Proof Highlights	10
All West – Your Online Connection	12

The Bullhorn

Fall 2015

Karen Knutsen – Editor
karenk@allwestselectsires.com

Allen Bush – Production/Design
allenb@allwestselectsires.com

Mackenzie Gomes – Contributing Writer

Bailie Welton – Contributing Writer

P.O. Box 507
Burlington, WA 98233-0507
1.800.426.2697
www.allwestselectsires.com

Follow us on Facebook
& Instagram



Have you checked your mailbox lately?

All West patronage payments were mailed out September 15th. so be sure to check your mail and cash-in on the value of being a member/owner! We had another strong year of business and are pleased to pass along those profits to you totalling \$1,028,000.00!

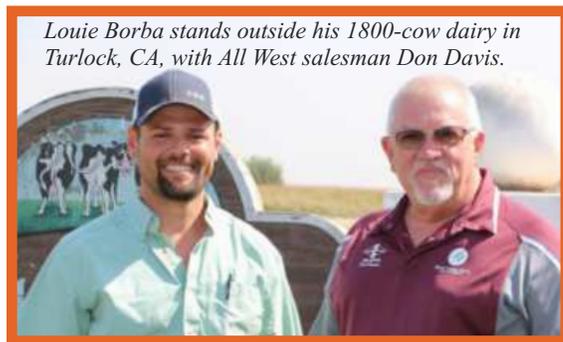
Technology is King

“Adopting technology depends on what you care about. For us, genomics represent a \$42 investment per cow. That’s so minimal compared to what you get in return. If you’re doing this just to milk cows, you don’t need genomics,” said Louie Borba of Lumar Dairy in Turlock, CA.

Spend some time with the driven and spirited 33-year-old and you’ll find out technology really is king at this 1800 cow dairy. Louie’s dad moved to California from the Azores and the father-son duo shared responsibilities on the dairy almost from the start. “When I turned 18, my dad began including me more in the day-to-day decisions, and for the last 5-6 years, I’ve been managing the dairy on my own.”

Part of Louie’s herd management decisions are made with the help of All West salesman Don Davis. “I’ve spent the last 15 years picking bulls to use with Don. He sorts through the entire lineup and compiles a list of bulls that would work here. We’ve had a great relationship. He knows what I’m looking for.”

Qualifications to make “the bull list” include sires being plus on feet & legs, mammary system, body, milk and components, and also have no negatives in their breakdowns. Borba admits it’s hard to find a bull that meets all of his requirements, so for him the breaking points are



Louie Borba stands outside his 1800-cow dairy in Turlock, CA, with All West salesman Don Davis.

feet & legs and udders. “They simply must be positive for those two things. I won’t compromise on that.”

Louie’s interest in technology stemmed from fatherly training. “My dad always bought good bulls and believed in genetics. We both wanted to make sure our cows produced well and lasted a long time. In the past, we focused on both feed and management improvements to ensure longevity. But we leveled off in the amount of improvements we could make. The only way for us to get more from our cows was through genetics.”

The Borbas had already adopted some herd management tools, having used the SMS program for nearly 10 years, with over 10,000 matings done on cows and heifers. The next logical addition was to add some new genomic bulls to the SMS program. As a result, they were on the forefront of calving in the early genomic leaders and currently have over 100 daughters each of MOGUL, SHAMROCK, SUPERSIRE, MCCUTCHEN and BOOKEM, along with over 40 milking daughters of a new genomic superstar, HEADLINER.

“When genomics first came out, I thought it was just a purebred deal. I mean, what was a commercial dairyman going to do with this information? But the results speak for themselves. I’m fortunate enough to have a large herd and can see the trends in my own group of cows.”

“We’re working with Zoetis to manage our herd in three big groups, and that alone is a big return on investment. Those genomically testing in the bottom 25% of the herd are bred to Angus bulls and we sell the resulting offspring for a premium price right now. The cows that are in this group have 100 days to prove genomics wrong. By that I mean, they have 100 days in the milking string to show me they deserve to be here. More likely than not, genomics proves right and these cows aren’t performing up to par, so they’re shipped.”

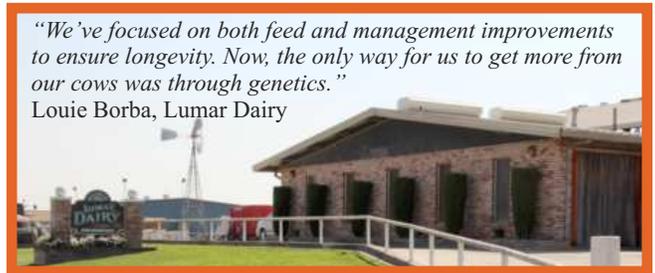
“We’re breeding the middle of the herd to good bulls, but not spending the extra money on sexed semen for that group. The top part of the herd is getting the best bulls used on them, and they’re also going to be flushed. When we do begin our flush program, we’ll implant all the eggs here. We’ve found we had some great testing 3-year-olds that didn’t have daughters on the ground (ie having bulls instead) and the only way to change that and expand on their extreme genetics was to think about flushing them. That’s my next step!”

If anything, early genomic results only spurred Louie on to commit to testing more and more females. “We tested 175 heifers yesterday and it’s exciting to look at their numbers. This is real. We now have the information and the tools to ‘play a little’ and work with the extra special animals. I think we really can have it all with this management tool.”

Louie goes on to explain that they’ve been careful to watch the results and double-check the accuracy of genomic testing. To him, the most valuable animals on the dairy are those that are pregnant. Relying

“We’ve focused on both feed and management improvements to ensure longevity. Now, the only way for us to get more from our cows was through genetics.”

Louie Borba, Lumar Dairy



on genomics has helped him sort through accurate predictions on things like DPR.

Future plans are to grow the herd to 1900 cows, and continue registering the top 1% of the herd based on genomic predictions.

“For the commercial dairyman, Select Sires has the strongest lineup of proven and genomic bulls out there. We’re pleased with the results and the performance we’ve been getting.”

Let’s face it, there’s a ton of new technology being introduced to the agriculture industry every day. Tools have evolved to make a producers’ life easier and be able to manage operations with pinpoint accuracy. Some of these tools live up to their expectations while others don’t. In this case, Louie went “all in” on genomics and the gamble has definitely paid off in herd performance and potential genetic sales.

When he’s not busy testing cattle and managing Lumar Dairy, Louie and his wife, Stephanie, have three small children; a set of twin girls and a little boy. You can also find him riding horses or helping manage his father-in-law’s dairy, MB-Lucky Lady (Frank & Diane Borba) in nearby Modesto.

“If you’re going to rely on anything these days, you can rely on genomics,” Borba declared. “This is our ticket to future growth and developing outstanding pedigrees, and we couldn’t be more excited!”

In the pens:

7H10606 OBSERVER
7H10506 ATWOOD
7H10920 GOLD CHIP
7H10999 BRADNICK
7H11419 HEADLINER
7H11477 MCCUTCHEN
7H11314 MOGUL
7H11283 MAYFIELD
7H10848 GRAFEETI
7H10219 BOXER
7H10228 GULF
7H10272 FORK

7J1000 TBONE
7J1038 VALENTINO
7J1067 GOLDA
7J1190 FASTRACK
7J590 ACTION
7J860 ECLIPES
7J886 MILES

In the tank:

7H12266 YODER
7H8190 SANCHEZ
7H12014 DAVINCI
7H11118 BROKAW
7H10721 BOOKEM
7H11596 DEFIANT
7H12464 CHROME
7H12042 CORVETTE



Adam & Lacey Van Exel, Van Exel Dairy, Lodi, CA
2160 milk cows (1660 Holstein & 500 Jerseys) and 2650 youngstock on
three dairies 1200 acres (an additional 1200 rented)

A Change in Priorities

If you ask a lot of people in agriculture about our future, you'll hear many comment that "young people just aren't getting into the industry." In fact, this is true, with the average age of the American farmer resting around 55.9 (as of 2014), making it one of the "oldest" industries in the country.

But the "Faces of All West" is painting a different picture. Meet 34-year-old Adam Van Exel and his wife, 31-year-old Lacey Van Exel. Determined to keep their family farm going, this dynamic and fiercely hard-working couple wants to provide a great place for their children to grow up and continue a fourth generation of farming if they choose to.

Married for nine years, this "power couple" in the dairy world both grew up showing registered Holsteins. Lacey's family, the Amarantes, owned and operated Lazy A in Gustine. Destined to continue this showing success, they've made numerous trips to World Dairy Expo, the Western Spring National and of course, the California State Show and State Fair.

In fact, just this past April, Exels Sachez Alice (EX-94) was named Res. Senior & Res. Grand Champion of the CA State Show and All-California 5-Year-Old, while Zehrview Atwood Dess (EX-92) took home Intermediate Champion & HM Grand Champion at the same show, earning the All-California Sr. 3-Year-Old honor for them and co-owner Dominic Agresti-Assali. Showing cattle is in their blood and they work with their two daugh-

ters (soon to be joined by a little brother!), their nieces, nephews and even some local kids who lease calves, to teach them the same valuable lessons they learned showing at an early age.

So how do two 30-somethings dairy in five years? Ten years? Is it feasible to stay on the same course?

"Showing cattle used to be the most important thing for both us," commented Adam. "It was a 'cowman's generation' in years past. People studied pedigrees, combed the countryside looking for potential show cattle, and even made a decent living at brokering cattle. It was fun to breed and develop the special one and if you spent \$100,000 for a cow that was a big deal. It's changed so drastically, and not everyone can play anymore which just isn't as much fun. Don't get me wrong, we love working with show cows as much as anyone, but our priorities have definitely changed."

Now the couple has to be managers of finances and people instead.

"I grew up on a 200-cow dairy and we have 2,000 here," explained Lacey. "There's no way we can do things the same way. We face labor and environmental challenges all the time. Finding good help...you know the kind that care about your cows and the dairy the same way you would and show up when they're supposed to...finding those types of people is nearly impossible."

"Instead of competing in the showing, we're competing for the consumer's attention and support." Adam Van Exel

So what can ignite the same type of passion and excitement for this couple that showing did? Becoming transparent.

"Our dream is to downsize the dairy and have a shop right here," said Adam. "We want to become transparent with our community. We want to have control over our end product. We want to work beyond the factory-farm image where dairies are a horrible place to take care of cows. We want to educate our neighbors. We want



to be interactive. We want to start a conversation and show them why we do what we do. We want to sell them yogurt, ice cream, milk and butter and have them know where it came from. The public is so out of touch and if we don't maintain a healthy relationship with them, we've got some issues."

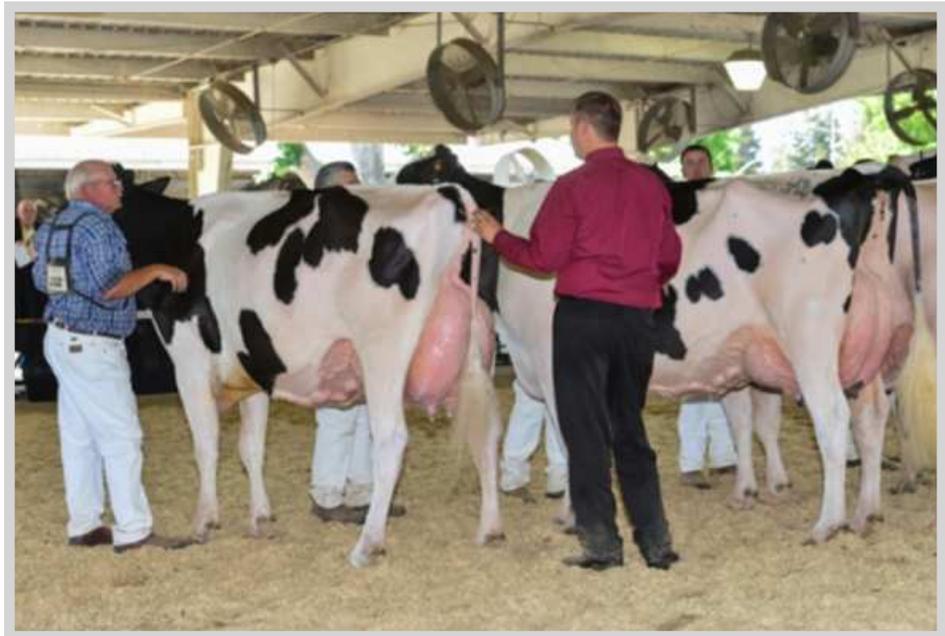
Being located near the town of Lodi, CA (population 62,000), presents the young couple with some great opportunities. "If we can open this farm up during the week and answer questions, give tours, and give consumers the chance to see how much we love these cows, then we go from having a farm voice of two people to having the support and voice of 62,000 people and that's pretty powerful."

They also plan to have grapes and trees, to diversify the business. They are challenged with space to grow enough feed for the dairy, so having other products enlarges the audience they can reach, and forces them to think beyond the obvious expansion of just dairy. In the process, they're also giving their kids more options and ways to get involved in the family business.



Family matters

Speaking of family, Adam and Lacey are the third generation of Van Exels to farm in Lodi, and while the family tradition is great, it also brings its share of challenges. "For those that know my dad, they know he's the boss. He's got a commanding presence. So us going through this transition process is weird and challenging and difficult and exciting...all at once. It only takes one year like 2009 to lose your tail, so every decision we make is such a bal-



ancing act. What's the risk versus the reward? What will our decision mean to our kids and also to my parents? You simply can't fail. Sitting on the fence where you THINK you're safe isn't an option. So we've got to make changes, but it's uncomfortable."

"It's a constant factor in my head...the fact that I've looked up to this man my whole life and I don't want to let him down. This was HIS business. Now the weight is on us to make sound decisions that won't destroy everything he and my mom worked for. But we know there's no better place to raise a family and I would be at fault in not mentioning that none of this would be possible without Lacey by my side. I value, honor and trust her. She knows this business and she knows me!"

Breeding cattle

"We still look to use bulls from scored dams," Adam explained. "Cow families do matter and we want to use bulls from families that will last. Sometimes I think we overlook bulls because we're too impatient to see how they'll really turn out. But let's face it - like begets like. Lacey & I aren't going to have a 7'2" child playing in the NBA. We look at bulls and cow families the same way."

The Van Exels like big, balanced cows. "Well balanced cows will always make more money than an extreme cow," said Adam. "We should continually be building a better house with a solid foundation in each generation. We also choose for +milk and +components."

It's time

As the Van Exels navigate their way through a family farm changing with the times, they stressed that it's a great time to remember the one voice of agriculture. "It's quite a dairy fraternity we've got going on in this state and in this country and we don't want to lose that. Because we're all business people and operating on our own, we breed independence. As we all find our way in the coming years, we need to pull together and agree on what's good for the overall picture. It's a big industry. We don't need to change our past, or all do the same thing. What we need to remember is that we're now a consumer/product-driven industry. And we'll do fine if we work together with one big voice.



These days, when the term “sustainable” is used in a sentence, more often than not, people conjure up images of holistic healers, peace activists and hobby farmers. And there’s nothing wrong with those lifestyle choices, but it’s not the only image of sustainable, especially in the All West territory.

Sustainable Growth

Upon meeting brothers Steve and Jeff Boon, you might not throw the term “sustainable” into the mix, but these two dynamic dairy-men are just that. Growing their business in the Pacific Northwest has happened at a controlled rate of growth, relying on the cows and the facilities that are already in place.

The brothers manage five different farms throughout western Washington since grabbing the reins from their father in 2007, and have grown the total herd size from 200 cows to 2600 head of Holsteins, Jerseys and crossbreds. “Part of our growth program was to use the existing facilities and employees that came with each farm purchase we’ve made,” explained Steve. “It’s always been an important goal of ours to work with what’s here, and while at times that may be a management nightmare to juggle it all, we feel good about using current facilities and land bases. In this part of the state, the only way to get bigger is to buy a lot of smaller places.”

Their most recent addition came in January 2015 when they purchased a long-term lease on another farm and started milking 870 cows there. The Boons also have a dry cow facility in western Washington and a heifer raising facility in eastern Washington. The heifer ranch is managed by their parents, who moved there when the property was purchased in 2007.

The brothers spend countless hours on the road managing each of the five locations, and are thoroughly hands-on with cow management, growing all their own crops and managing equipment usage/repair.

With all the challenges of operating multiple facilities, managing herd genetics could seem daunting. That’s where the All West/Select Sires team comes in. In a true “team management” plan, four members of the All West group play a role in the Boons’ success. Tom Frisbee works as a certified reproductive technician; Brett Mackay analyzes the herd and cows with the SRS program; Maynard Axelson evaluates cows through the SMS program, and Larry Nootenboom is the salesman.

“We run our own business very purposefully and choose to do business with people who take care of us,” said Jeff. “We appreciate those who make us feel valued and we find that with every one of the All West consultants we deal with. People do business with people they like. These guys know us and know what we’re trying to accomplish. We trust them to help us in making good decisions and moving our herd forward.”

“Every person matters,” added salesman Larry Nootenboom. “We really enjoy working with Steve and Jeff as a group. I grew up with their dad in Coupeville, and have liked watching the boys take over the business and make it their own. Steve and Jeff like using proven sires in their program because of the value and reliability they get with proven bulls. It’s exciting to look at our entire lineup and see which sires match up to meet their needs.”

“It’s a committee decision when breeding cows,” remarked SMS evaluator Maynard Axelson. “Like many producers, Steve & Jeff are looking for good, solid cattle. They’ve got to be plus for components, have good mammary systems and feet & legs, and also be high SCR. They’re not looking for the biggest cows, so bulls in our FeedPro program really fit the bill.”

Steve agreed. “We want to breed a profitable cow. For us, it’s not about genomic testing, we just want to see the bottom line numbers. In the last five years, we have increased our semen expense, but we’re not losing calves. Sexed semen is worth every penny to us strictly for calving ease. As we work at different facilities, we have to know that we’ll miss some calvings and not

A meeting of the minds! Every once in a while, you can find this foursome having lunch in Conway, WA, talking about bulls, herd management and more! From left: Steve Boon, Larry Nootenboom, Jeff Boon, and Maynard Axelson



worrying about calving ease is a big plus for us. If you take care of your cows, they'll take care of you and we want to give them every opportunity to thrive and stay away from the beef market."

What does sustainability look like in the future for the Boons? "We'll probably downsize the Holsteins a little," Jeff explained. "Certain facilities work better with Jerseys so rather than rebuild the facility, we'll just match the cows to the existing setup. We're still in growth mode with cow numbers, so in that regard, it's easy to add more Jerseys as well. They grow really fast and breed easy!"

The Boons will continue sending their youngstock to their heifer facility at 4-5 months of age. And they'll continue to be as "hands-on" as possible. "We like to see the springer pens," said Steve. "We see the future there. That's what makes farming enjoyable for us. Seeing good cows and growing our own feed...it's a visual confirmation of what we're doing/producing. Our dad is the fuel that fires us up. He pushed us when we were young to always do better, and that's what still motivates us today."

"We'll continue working with the All West team because as we've seen time and time again, genetics DO make a difference. Not only does All West provide us with the best lineup of bulls, but we're member owners who receive patronage and we feel we get the best value for our money."

www.dictionary.com defines sustainability as "the quality of not being harmful to the environment or depleting natural resources, and thereby supporting long-term ecological balance." With the Boons utilizing existing facilities AND the All West team, they're creating balanced and profitable growth for generations to come.



Sustainability means even more when you consider the next generation is ready to take over the Boon family business! Pictured with grandparents Dave & Yvonne Boon are Caleb, Megan and Jordan (Steve's children) and Ryan & Jacob (Jeff's children).



CELEBRATING 75 YEARS OF YOU!

As part of the All West/Select Sires 75th Anniversary in 2016, we're compiling 12 months of celebrating YOU through two exciting opportunities!

WHAT - 2016 ALL WEST/SELECT SIRES CALENDAR DEADLINE - WEDNESDAY, OCTOBER 28, 2015

* Enter your people, cows or scenery of All West, along with brief photo description, identification of those in the picture and photographer's name

* Digital photos must be sent as an attachment in a jpeg format to karenk@allwestselectsires.com and should be at least 1MB in size.

* For those sending hard copy prints, please mail to:

**Karen Knutsen | All West/Select Sires
PO Box 1335 | Turlock, CA 95381**

* Entries not appearing in the calendar could be featured in future All West/Select Sires promotion

WHAT - 2016 ALL WEST/SELECT SIRES ESSAY CONTEST DEADLINE - MONDAY, NOVEMBER 2, 2015

* Essays are limited to juniors aged 20 years and under (as of Jan. 1, 2015)

* Word count must be no longer than 1500 words

* Theme should be 'What does the future of the western dairy industry look like? Or in other words, what are the next 75 years going to hold for All West and the A.I. industry?'

* Top two entrants will receive a \$500 cash prize each and have a video recording of their speech played at the 2016 All West/Select Sires annual meeting

* Top five entries will be posted online at www.allwestselectsires.com

For complete contest rules and information, visit www.allwestselectsires.com and click on the 75th Anniversary button.

Be part of our special anniversary celebration in 2016 and help us celebrate 75 years of YOU!

Ryan Junio was not born a dairy farmer. In fact, he recalls a time when there was not a single dairy cow on the property. Yet today, Ryan tends to over 4,000 dairy cows with more on his mind than making a living as a dairy farmer. "Efficiency while maintaining both cow and employee comfort are the top priorities at Four J Farms and Jerseys," Ryan explains. Located at the heart of California's San Joaquin Valley in Pixley, California, Ryan and his family have made huge investments to make certain both his Jersey dairy cattle and his 47 full time employees are treated to an oasis of comfort amid summer's scorching valley heat.



Farmers Turned Dairymen

Ryan admits there was a time when cattle comfort was not a top priority. Unlike most dairy farms, which are passed down through generations, Four J Farms and Jerseys uniquely began as a crop farming business and diversified into the dairy industry. "My great grandfather came to California's Central Valley in the 1920s and began farming. Later, my grandfather Frank took over and eventually partnered with my father, Frank, and my two uncles, Jim and Richard, in 1980 to establish Four J Farms," Ryan recalls.

After becoming frustrated with the struggles of having to independently market their crops, Ryan explained, "In 1996, my family simply decided it would be more efficient to feed our crops to livestock on the dairy which already existed on our property and then market the milk they produced."

Thus, Four J Farms and Jerseys was established. Although Ryan was only 13-years-old at the time of this transition, he recalls,

"my earliest memories only include driving tractors and being involved in the farming business. However since high school, my life has revolved around cows and my family's dairy. We first got into the dairy business with 350 milk cows. Today, we have just over 4,000 milking and dry cows."

"Shortly after my high school graduation, I took on the challenge of managing the cows when our hired herdsman left for another job opportunity. It was then that I decided I wanted to focus on cows and leave the farming up to the rest of my family."

Comfort is Key

Adding a dairy to the family business brought new challenges and concerns to the forefront of Ryan's business strategy. "Efficiently producing the largest quantity of quality milk is my goal, as well as the goal of many other dairy farmers, and making comfort my top priority is the best way to achieve this goal."

To ensure his cattle are comfortable at all times, Ryan looked to improve a place where cows may not typically go for comfort: the milk parlor. Just under a year ago in November 2014, Ryan made a huge investment by installing a new carousel style milk parlor that comfortably milks 72 cows at once, rotating 28 times per milking to milk over 1,800 cows. "The addition of this milk parlor has really improved labor efficiency, cow health, and milk production. It has paid off as a great investment for my current herd and the future of our farm," Ryan shares. Among the success of this parlor, there must be challenges. Ryan jokes, "The current issue is actually getting the cows to step off the carousel to exit the parlor. They are so comfortable in here they don't want to leave!"

Ryan points out that he is only one of a few dairy farmers in California who has made the expenditure of installing 72 inch pressurized wall fans in addition to overhead fans in the milk parlor and freestall



barns for added ventilation. The massive fans are equipped with variable drives and are fully automated based off temperature and humidity set points, which, when combined with overhead fan systems allow for a constant movement of fresh air.

Ryan takes this goal to a whole new level with the belief that the success of any dairy farm depends on the well being of both cattle and the employees who take care of them. Believing his employees should be equally as comfortable at work as his cows, Ryan provides benefits to stay motivated in the workplace.

“To help keep employees motivated to give their best effort, we give performance based bonuses on top of their wages. For example, I will take my milk quality check every month from the creamery and share that with all of the employees that work in the milk parlor based off of how clean the milk was in that given month. My outside employees are also rewarded if their tasks are done well and efficiently. With feeders, I can use our EZ Feed Software to track loading deviations as well as feed weigh backs to determine how well they are loading the feed box and also managing the feed bunks to assure that we are not under feeding or over feeding our cows.”

Currently, Four J Farms and Jerseys employs 47 hard workers between their three dairies and custom crop business, not including family members.

“We have a great staff of employees, some of which have been working with us for over 20 years. Having a good core group of employees is the most important aspect

of running a successful business. It is important to keep employees motivated and excited to come to work. If they don't love their job as much as I do, it shows in their efforts and in each cow's overall production. I want my employees to be comfortable and confident at work and proud of the work they do, as well as the environment they work in.”

Genetics Are Here To Stay

Other technologies Ryan is taking advantage of to increase efficiency include EZ Feed Programs along with DC 305, milk meters in the updated parlor, GPS driven tractors, and most recently, genomics.

“I am currently using genomic information to break down my herd and separate the top 70% from the bottom 30%. I breed the top 70% of the herd to sexed semen and the bottom 30% to beef semen. With this strategy, I can continue to grow our herd while improving genetically by only keeping offspring from my top end while producing another source of revenue through the sale of beef calves that my bottom end produce.”

“Genomics are here to stay. This tool is the quickest way to improve my herd genetically and move them in the right direction for success,” Ryan states.

Ryan also trusts All West / Select Sires salesmen to point him in the right direction.

All West/Select Sires sales representative, Greg Silva, acknowledges, “This is one of the most genetically progressive herds I have worked with, using tools such as genomic testing their young females.”

Farming for a Future

Silva describes Ryan as, “an extreme micromanager who pays attention to every detail in all aspects of his dairy.” Ryan replies, “Efficiency is important all the way down to saving a penny per cow per day. It all adds up.”

In future years, Four J Farms and Jerseys biggest goal is not to increase in size, but to increase in efficiency. “We are settling into our ideal herd size. In the coming years, I would like to maintain this size, yet increase cow health, comfort and overall efficiency and production,” Ryan states.

As for the future of Four J Farms and Jerseys, Ryan states, “I am a 4th generation farmer who grew up looking up to my dad as a role model that I wanted to become. I have hopes to one day see my young son involved in the agriculture industry as well.”

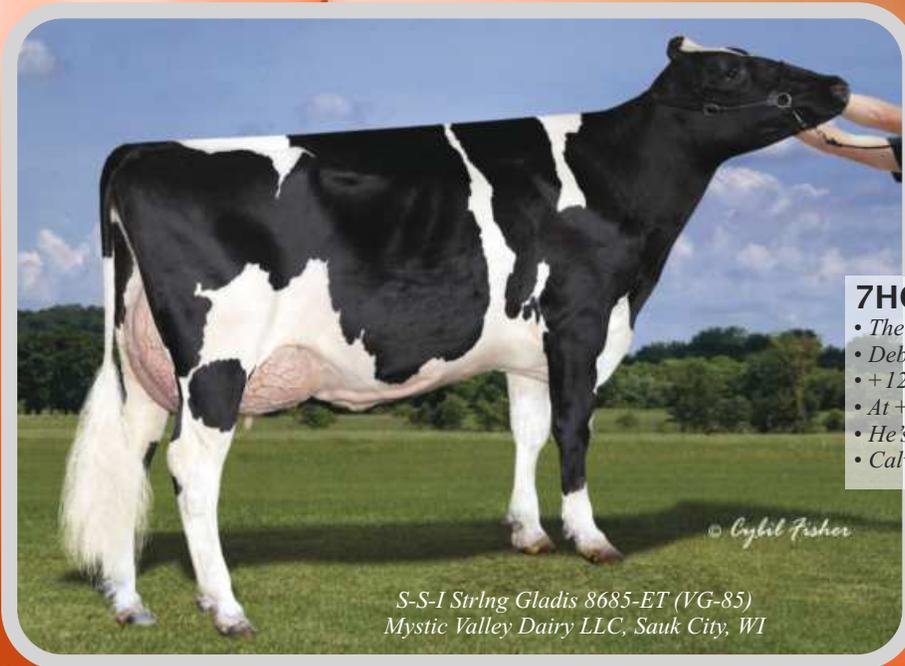
Ryan ends by reminding us of the purpose behind his goals. “My dairy business needs to be profitable to support my family,” he admits. “Working with family comes with challenges, but for the most part it has been a great experience. We all have our own skill sets that can get a lot accomplished when we work together. The hard work of my father, brother, uncles, and cousins has allowed our business to diversify and grow immensely over the last 20 years. We are unique in the fact that we are all crop farmers turned dairy-men together. The well being of my family is what keeps me going every day and I want us to be successful together.”



As the weather cools down...Select Sires HEATS UP!

August 2015 Proof Summary:

- * Select Sires is home to the top 6 proven TPI sires
- * Select Sires is #1 in number of Top 100 proven sires with 32
- * Select Sires leads the list of 'sires of elite tested Holstein females' at 48%
- * Select Sires Jerseys are #1 in the number of Top 50 proven bulls for JPI at 10



*S-S-I String Gladis 8685-ET (VG-85)
Mystic Valley Dairy LLC, Sauk City, WI*

7H011585 Sterling

- The magical cross **ROBUST x PLANET**
- Debuted as the #5 GTPI bull in the nation
- +129 combined fat & protein pounds
- At +2524GTPI, **STERLING** also has +2113M
- He's a merit specialist +705NMS & +704CMS
- Calving Ease and PL & +1.87T



Technician Spotlight

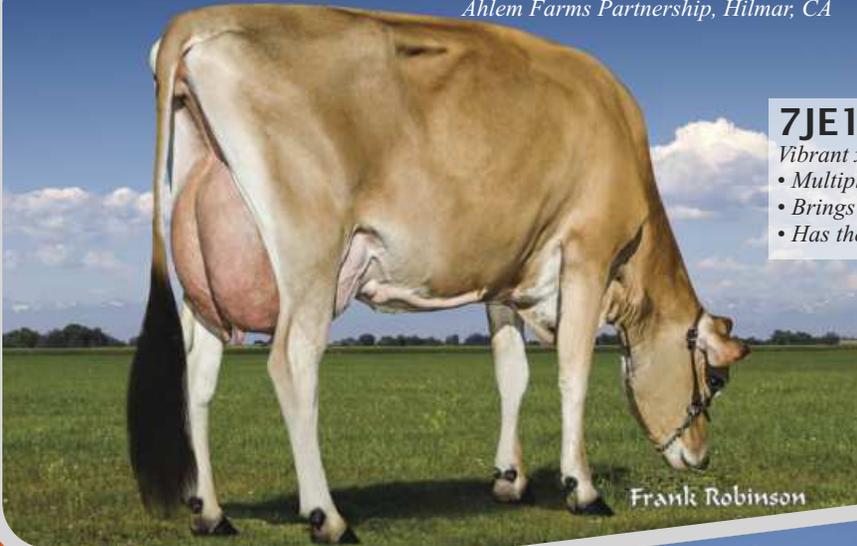
Corey Bronkhorst, Prosser, WA

Following in his father's foot-steps, Corey Bronkhorst joined All West Select Sires 10 years ago and has been a phenomenal asset to the team since then. Based out of Sunnyside WA, Corey works with multiple dairies each day heat detecting and breeding their cows. Being an A.I. Technician isn't always the easiest job, but over time, Corey has developed his own philosophy to help him through some of the rough spots. We asked

him to share his thoughts. "My number one piece of advice for any breeder is to just have fun. If you can't have fun and enjoy your job every single morning, it will start to get hard, and no one wants that." Corey says he definitely loves breeding, in fact he takes it as a personal daily challenge. "I consider myself a true problem solver. Each day I am faced with new challenges with different cows. I have to stay on my toes and make sure I solve each individual situation efficiently."

When not breeding cows, Corey is an avid hunter/outdoorsman and likes spending time with his wife, Megan, and family.

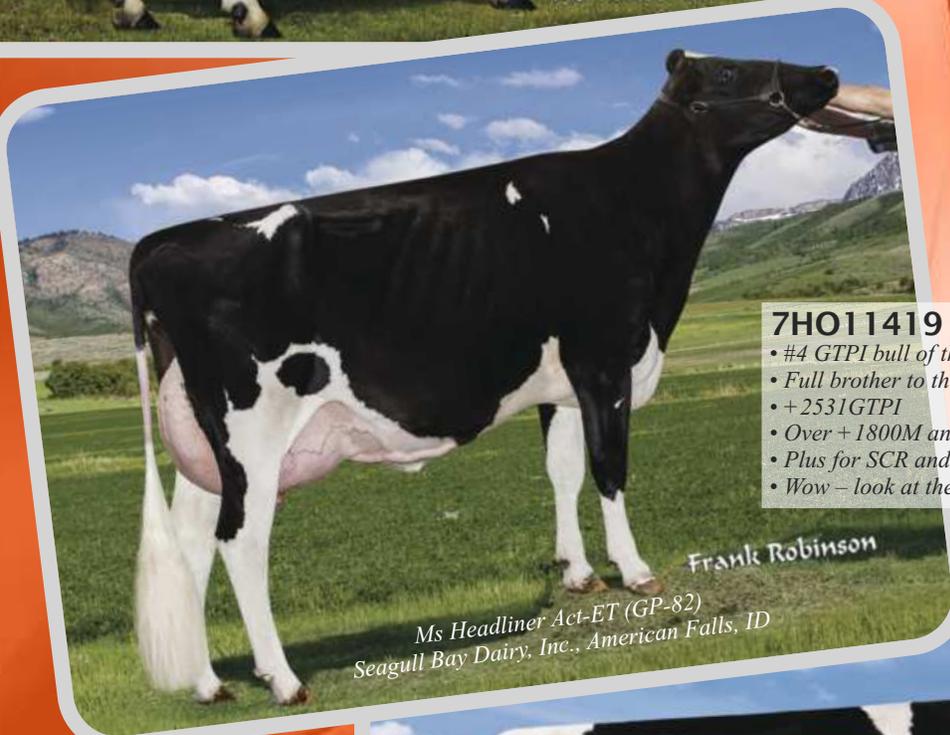
Ahlem Sebastian Quest 40426 (VG-80%)
Ahlem Farms Partnership, Hilmar, CA



7JE1140 Sebastian

Vibrant x Iatola

- Multiple generations of high-scoring, Excellent dams
- Brings positive Milk (+849) from shallow udders
- Has the added benefit of being available gender SELECTED



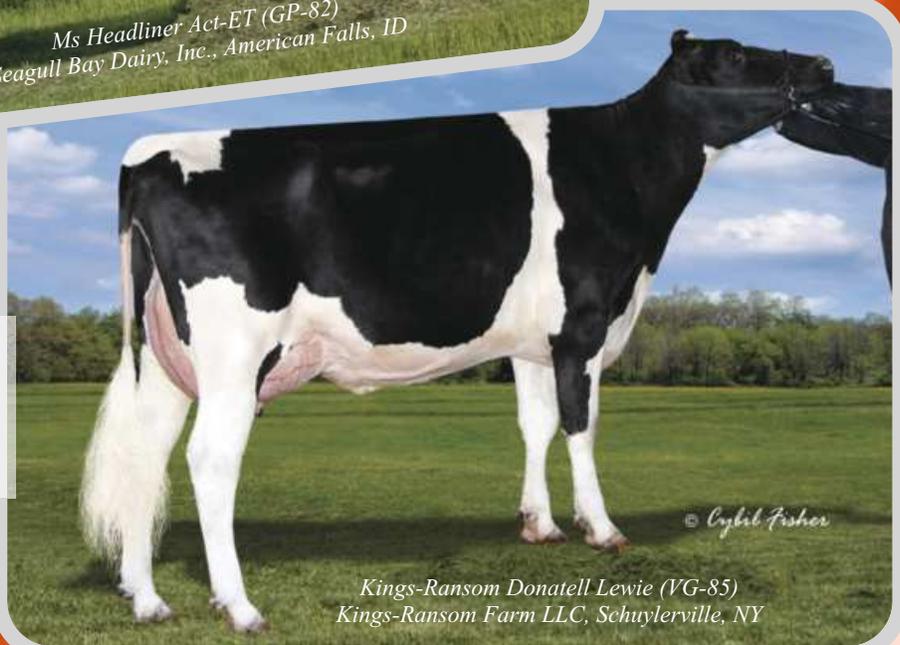
Ms Headliner Act-ET (GP-82)
Seagull Bay Dairy, Inc., American Falls, ID

7HO11419 Headliner

- #4 GTPI bull of the breed!
- Full brother to the #1 bull in the breed – SUPERSIRE
- +2531GTPI
- Over +1800M and plus on components
- Plus for SCR and DPR
- Wow – look at the type - +2.21T+1.64UC+1.36MS

7HO11525 Donatello

- #3 GTPI bull of the breed!
- +2537 GTPI, +133 CFP, +1330M
- Plus on components
- Calving ease
- SCR and DPR specialist



Kings-Ransom Donatell Lewie (VG-85)
Kings-Ransom Farm LLC, Schuylerville, NY



P.O. Box 507, Burlington, WA. 98233
(360) 757-6093 / 1-800-426-2697
www.allwestselectsires.com



#connectto7

You may have seen our new hashtag of #connectto7 on social media and we're taking that quite literally! Connect to studcode 7 through Facebook, Instagram, our website and beyond! Here's how you can get all the latest news and information from All West.

Facebook – Multiple posts per day highlight customer successes around the world!

Instagram – We're fortunate to live in one of the most beautiful areas of the entire globe, and we're happy to feature scenes from western Montana through southern California. Send yours in so we can share!

<http://www.allwestselectsires.com/>

– Want to know the REST of the story? Visit our website that features more in-depth chats with our sales team, the latest news from Select Sires headquarters, new additions to the All West family and more!

DiamondCuts – If you really want the insider information, the up-to-date pictures, and the news that you can't find anywhere else, you'll want to sign up to receive our DiamondCuts e-news! Another edition will be going out after World Dairy Expo, so sign up today! Simply email contact@allwestselectsires.com.

