

The Bullhorn

Fall 2014



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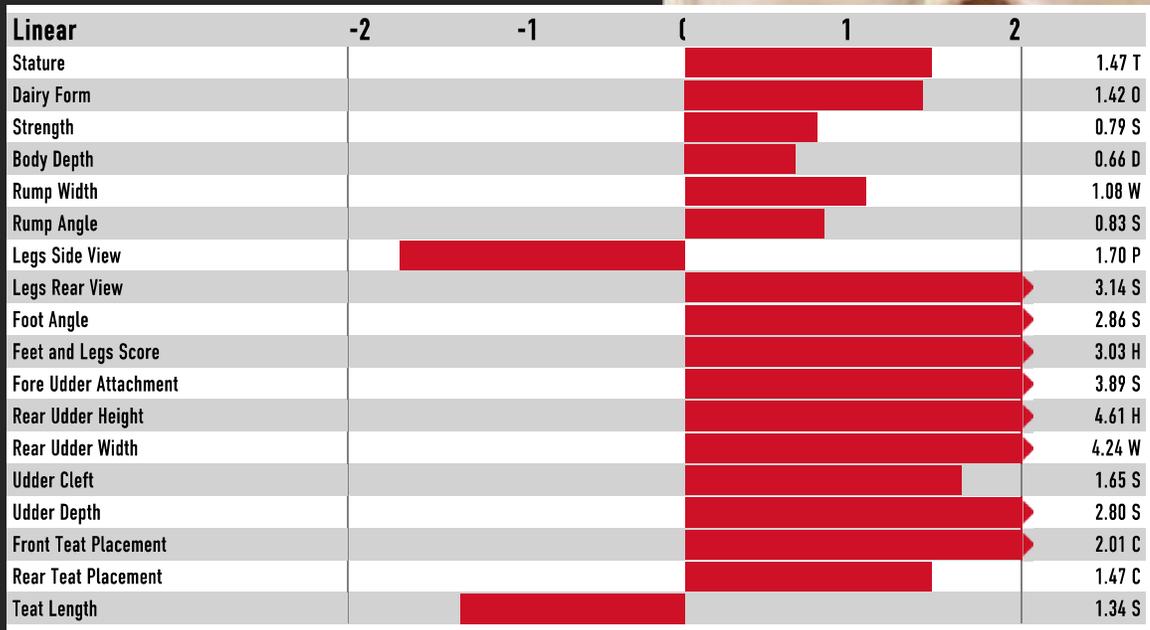
Your Success... Our Passion. It's not just a company theme, it's our core belief. We're proud to work Side by Side with producers from Washington to California – *thanks for your business!*

MOGUL SONS

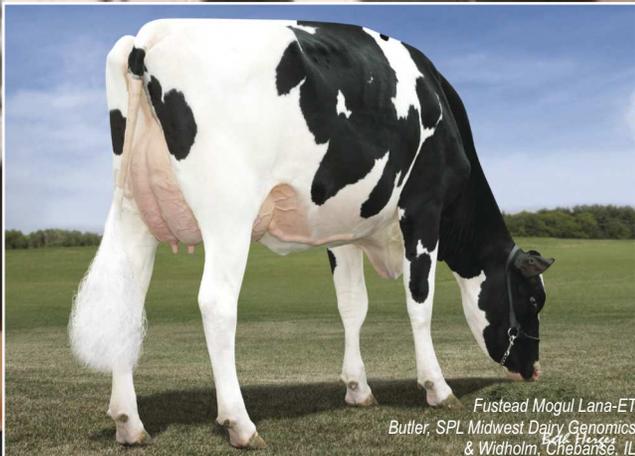
Mountfield SSI Day Mogul

CODE	NAME	TPI	MLK	FAT	F%	PRO	P%	NMS	PL	SCS	SCE	SCR	TYPE	UC	FLC	PEDIGREE
7H012165	MONTROSS	2541	2835	95	-0.03	83	-0.01	877	4.6	2.81	8.1	5.1	3.01	2.45	2.85	Mogul x Bolton
7H012186	MILSON	2450	2316	79	-0.02	70	0.00	794	4.0	2.72	7.0		3.16	2.80	2.76	Mogul x Bolton
7H012157	GREGARIOUS	2486	1184	85	0.16	56	0.08	829	4.9	2.72	5.7	2.3	3.11	2.87	3.03	Mogul x Bronco
7H012131	MCGIRT	2377	1975	80	0.03	61	0.01	767	4.1	2.76	6.1	2.7	2.51	2.02	2.65	Mogul x Domain
7H012139	PETY	2504	1439	72	0.08	56	0.05	804	4.9	2.79	6.3	2.0	3.42	3.84	2.38	Mogul x Explode
7H011926	DEFENDER	2433	1228	65	0.08	49	0.05	766	4.8	2.60	6.0	2.1	3.36	3.68	3.42	Mogul x Man-O-Man
7H012009	HARTFORD	2454	1373	80	0.11	59	0.07	828	4.9	2.73	5.9	-0.9	2.87	3.31	1.99	Mogul x Man-O-Man
7H012224	REAL-SEAL	2432	628	65	0.17	40	0.08	817	6.1	2.46	6.6	0.5	3.11	3.16	2.15	Mogul x Observer
7H012026	GREENWAY	2421	2186	87	0.03	73	0.03	771	4.0	2.89	6.1	3.0	2.94	2.04	2.25	Mogul x Planet
7H012095	MALLINGER	2405	1753	91	0.10	61	0.03	789	4.4	2.89	5.6	3.1	3.07	2.31	2.28	Mogul x Planet
7H012195	BUTLER	2425	1956	73	0.01	70	0.04	836	5.8	2.76	7.2	2.4	2.61	2.16	2.79	Mogul x Planet
7H012248	SUPERIOR	2451	1651	88	0.11	53	0.01	858	6.2	2.66	7.1		3.10	3.07	1.83	Mogul x Planet
7H012266	YODER	2570	1884	108	0.15	71	0.06	942	5.4	2.77	6.5		3.09	2.63	2.39	Mogul x Planet
7H012105	REFLECTOR	2519	1717	58	-0.02	70	0.07	873	6.6	2.67	6.8	1.2	2.77	2.16	2.22	Mogul x Super

Mogul...value you can measure



7H011314 MOGUL



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From the CEO

Jim Wells, CEO All West/Select Sires

The VALUE of being a member/owner

Delivering value to our member/owners is the core of what we do. We spend every day working side-by-side with our customers to help define and achieve value through the building of great and profitable herds of cattle. To do that involves much more than just selling a unit of bull semen. Anybody can do that. It's what we do above and beyond that unit of semen that differentiates All-West from being just another A.I. company.

So what makes us different and how do we deliver value? We're glad you asked! All-West Select Sires provides more than two million dollars of added-value services to our member/owners at little to no cost. Some of these services include Select Mating Service (SMS), Select Reproductive Services (SRS), Program for Genetic Advancement (PGA), and Program for Fertility Advancement (PFA), just to name a few.

Other services we provide that are not available from many of our competitors include nitrogen tank fill service, on-farm A.I. Training and industry-leading technician service.

Our experienced SMS Evaluators are at your service with one goal in mind; to make you thrilled with your 2-year-olds as they calve in! Our All-West SMS team is just as excited as you are to see the development and progress made each and every generation.

The SRS Specialists of All-West are well-known and recognized for their problem solving skills and reproductive goal attainment. Like the SMS evaluators, they too take pride in seeing your preg rate num-

bers improve, and get excited when conception goes up, even during harsh weather conditions.

The people leading these teams are highly trained and are motivated to make a difference in every members' herd. Your cooperative makes employee training a very high priority and has invested more time and resources to enable our employees to provide unmatched expertise and problem solving skills. We continue to work hard to recruit the best available talent to join our organization, and proudly our team is made up of men and women who celebrate your success as their success.

So that's the value we deliver to you as All-West employees, but what are some other valuable things you possess as a member/owner?

New technology

As we talk about training and bringing the best, innovative services to you to achieve your herd goals, we are excited to announce a new program for this fall. On October 1, 2014 we will be introducing the latest development in herd management technology with the introduction of a brand new activity and health monitoring system that is unlike anything else available to date. Watch for more details on our Facebook and website pages and in your mailboxes.

A voice

Your cooperative is customer focused and governed by you, our member/owners. The Board of Directors (made up of producers throughout Washington, Oregon and California) guide and direct our business and give customers throughout the entire area a voice. This is different than other A.I. companies that are run by outside or off-shore investors. It also eliminates the need for high profits to be paid to these same "faceless" investors. When we provide services and products that you have requested, and when the company of All-West remains profitable, we all get to celebrate in the earnings through patronage payments. There's the difference. Your voice means you're not just a customer, you're an owner.

The next time you think about a straw of bull semen, I hope you take a second and think about all the value AWSS brings to you, above and beyond that straw of semen. It's our pleasure to bring that to you, our member/owner, because from all of us at All-West, we believe that Your Success truly is Our Passion.

How do YOU measure value? Here's how we do it!

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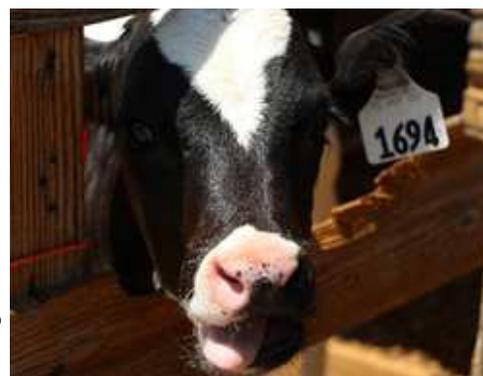
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Have you checked your mailbox lately?

All-West patronage payments were mailed out the middle of September, 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!

17 measurements = 1 great result



Your herd's success depends on a lot of things – productivity, longevity, sire selection, consistent results, managing genetic recessives, feeding...the list could go on. Wouldn't it be nice to have a program in place that helped with a great number of these factors? The Select Mating Service (SMS) was designed to do just that, and while there are many mating programs out there to choose from, the 17-trait system from Select Sires incorporates both phenotypic evaluations and pedigrees to give you the most comprehensive list of choices for your herd.

Greg Silva, an SMS evaluator from Hanford, California, has been working with the program for 18.5 years. Greg grew up watching his father work as a partner with Bill Clark at Cal-Clark Dairy in Hanford and from the age of 9 he simply fell in love with cows. "I learned a lot about evaluating cows from my dad, and was fortunate enough to judge at World Dairy Expo in 1990 where I was named high individual. I think if you look at the group of SMS evaluators that All-West has, you'll see that many of us grew up with cows, we love cows, and in fact, many of us still own cows. For us, it's rewarding to work with the program because we're just as excited to see the results as our customers are. It's been instilled in all of us from a young age!"



SMS evaluator Greg Silva of Hanford, CA, has worked with customers for over 18 years to help them breed more profitable cows, and he's been more than satisfied with the results. "When we hear producers telling us how much they rely on the SMS program to create long-lasting, uniform, good-looking cows, it makes you realize that we've got a great thing going on! I'm glad to be part of it."

SMS has grown in popularity over the years in part due to the results people have been seeing on their dairies. But there's another big factor that plays into its usefulness. Inbreeding.

For every 1% inbreeding increase, a herd experiences:

- 24 of lifetime NMS
- 13 days of Productive Life
- 790lbs. of lifetime milk production
- +.36 days age at first calving
- +.26 month first calving interval
- 25lbs. lifetime protein production

And that doesn't include the loss of cow health and vigor, embryonic survival rates and reproductive performance.

The SMS program has made a big difference in our herd," says **Charlie DeGroot** of John DeGroot & Son Dairy in Fresno, California. "The biggest change I have seen over time is the consistency of our animals. We've eliminated extreme variation in our genetics. The program has allowed us to focus in on key genetic factors that are important to us, and build on them. It saves our breeder time by giving him the sire choices for each animal. We have confidence that the program selects the best sire choice for our cattle, and avoids inbreeding. As a manager, it's important for me to have a program that can be implemented and monitored, and that's what SMS accomplishes."



SMS evaluator Jeremy Ettestad has been helping dairy producers improve their genetics and improve their bottom line for more profitability since 2007. Jeremy, from Zillah, WA, is pictured here evaluating Fred Visser's cattle.

Fred Visser of Grandview, Washington has seen similar results in his herd. "Don Davis started me on the SMS program when we lived in California. We moved to Washington and continued with it by working with Jeremy Ettestad. I like SMS because we continue to get better cattle with great type and udders. Our grade and registered cows all get bred the same. We emphasize type, protein and fat because with our base program we get rewarded for components. We have seen that stronger cows last longer. They have more width through the front end...more room for the heart. That means they can pull

themselves through any adversity – weather, sickness, etc. We figure if we can breed a good type cow, we can feed her to make her milk. As a result of breeding this way and using the SMS program, we've got excess cattle to sell and that's always a positive. We started incorporating genomic sires with the release of 7HO11351 SUPERSIRE and 7HO11314 MOGUL, and we're using 7HO11477 MCCUTCHEN and 7HO12042 CORVETTE now."

Angie Kennedy, former Holstein USA field representative and now a vital member of the All-West team, has been an SMS evaluator since February 2014. She saw plenty of cows in her old job, but now she has the chance to work with each of her customers to breed a more profitable herd. "There are so many parts of my SMS job that I love, but I think the biggest part of it is walking through cows every day and seeing daughters of the bulls. I enjoy helping customers reach their goals through the program. Helping others to actually see results in their pens is rewarding for them and for us too."

Seventeen small measurements might not seem like a lot, but the evaluation of those 17 traits work together to deliver dairy producers a comprehensive mating program that's flexible, that prevents inbreeding and most importantly, that delivers results. Talk to your All-West sales representative and find out how 17 can make a difference for you.



SMS evaluator Angie Kennedy knows her stuff! "It's rewarding to help producers achieve their goals! We treat these cows as if we were mating our own herds." Angie, of Visalia, CA, has spent many days walking pens with producers and working with cattle of her own.

Gienger Farms – an SMS success story

By Lisa Barkley, SMS Evaluator, All-West Select Sires

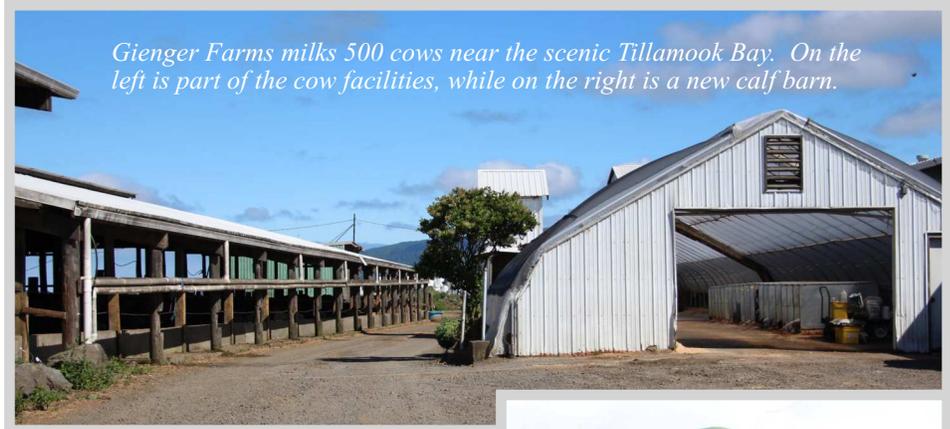
Gienger Farms is a 500-cow dairy located in Tillamook, Oregon. I have enjoyed evaluating their outstanding herd for over seven years and always like seeing all the great-uddered cows there. The farm is managed by Victor Castillo, with help from Franny and David. Long-hours on the road make me even more appreciative of the fact that every time I see Victor, he's got a smile on his face. And it's no wonder. Gienger Farms is situated right by the mouth of Tillamook Bay, offering year-round, beautiful views! The crew works 400 acres of ground for corn and grass silage at the dairy.

One of the biggest advantages Victor likes with the SMS program is the convenience and easy-to-use functions available at his fingertips. "If I look up a cow on our DHIA program, the list of mating sire recommendations are right there," said Victor. "I also see the immense importance to help control inbreeding." Victor is a long-time believer in the program and knows that using a mating program just makes a better cow, period.

Victor trusts the evaluator's judgment in choosing the bulls for his herd, so he allows me to pick the sires. "Lisa also keeps our tank organized!" I also check to see how many pregnancies or calves we have by each bull before changing them. One of the best, and most critical, parts of the job is checking results. I'll take the time to view calves and to see patterns on how calves fair from each sire.

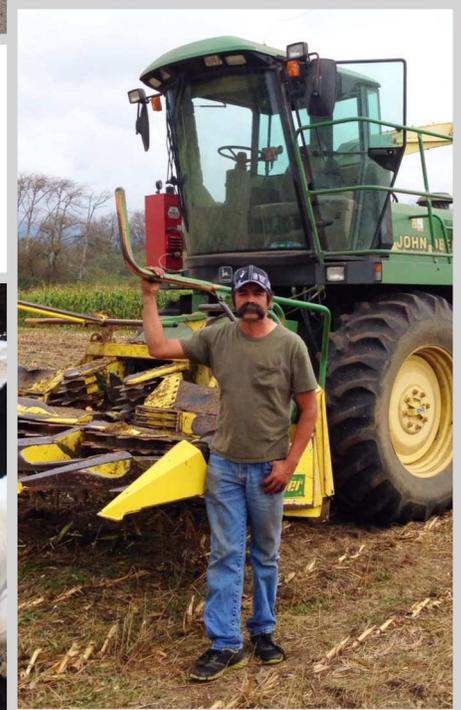
Currently at Gienger Farms, we're using 7HO10228 GULF, 7HO10233 MIZZOU, 7HO10406 DASHAWN, 7HO10723 SPUR, 7HO10818 CALIBRATE, 7JE1038 VALENTINO and 7JE1335 JORDACHE on the cows. For the heifers, we are using 7HO9420 GUTHRIE, 7HO10412 ENID, 7HO11283 MAYFIELD, 7HO11477 MC-CUTCHEN, 7HO12139 PETY, 7JE1038 VALENTINO and 7JE1335 JORDACHE.

The 500-cow herd is separated into three groups for ease of management - 1st lactation with some 2nd lactation cows; all other age groups together; and then bred and late lactation cows in the 3rd group. Most of the cows here are Holstein (95%) with about 5% Jersey or Jersey cross. Their somatic cell count runs less than 100 with an average daily production of 76 pounds. They built new barns between 2007 and 2009.



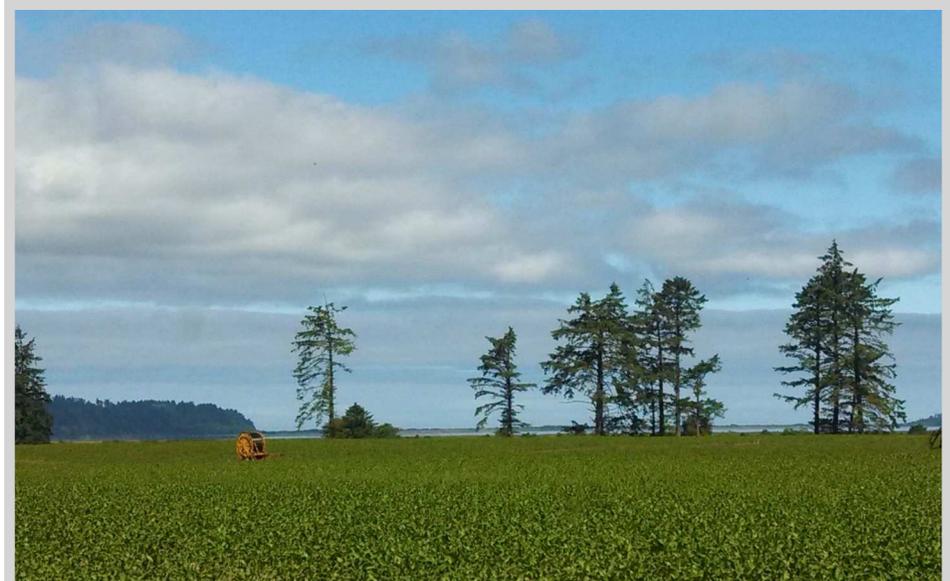
Gienger Farms milks 500 cows near the scenic Tillamook Bay. On the left is part of the cow facilities, while on the right is a new calf barn.

It's such a pleasure to work with all my SMS herds and see profitable results as the years go by. I'm happy to be involved with the program that delivers this type of consistent, measurable value to our customers.



Herd Manager Victor Castillo of Gienger Farms, Tillamook, Oregon.

Uniform, beautifully-uddered cows resulting from the SMS Program.





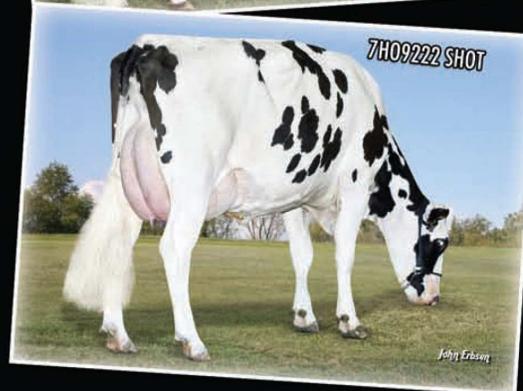
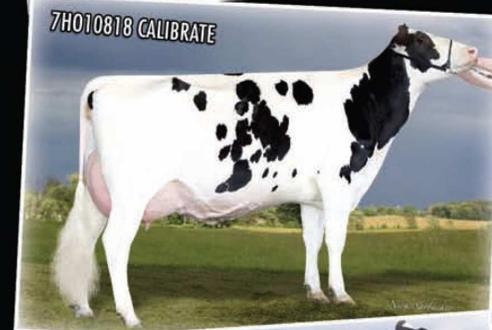
A Better Bottom Line is a Breeding Away.

FeedPRO® optimizes the selection for *increased production* and *moderate body size* while *maintaining body condition score* and *daughter fertility*.

Bulls are ranked in order of FeedPRO Index.

FeedPRO Sires - August 2014

		CFP	UDC	NMS	Stature
7HO10524	ROBUST [^] CE	+166	+1.74	+852	-0.09
• 7HO10848	GRAFEETI ^{CE} ✓ ^{DS}	+102	+2.75	+697	+0.78
• 7HO10721	BOOKEM ^{CE} ✓ ^{DS}	+117	+2.10	+727	+1.61
• 7HO9925	YANCE ⁺ CE	+131	+2.14	+555	+1.31
• 7HO10725	HOORAY ^{DS}	+134	+2.11	+611	+0.49
• 7HO10700	MAUSER ⁺ CE ✓	+131	+1.40	+704	+0.86
• 7HO10849	SHAMROCK ⁺ CE ✓	+95	+2.00	+685	-0.19
• 7HO10606	OBSERVER ^{CE} ✓	+88	+3.15	+615	+1.02
• 7HO10937	FUTURE ^{New}	+131	+1.56	+669	+0.53
• 7HO10818	CALIBRATE	+129	+1.95	+592	+0.80
• 7HO10172	MASKILL ^{BY} CE	+137	+1.78	+518	+0.89
• 7HO10272	FORK ^{DS}	+113	+3.26	+467	+1.96
• 7HO10751	PASSION ^{CE}	+100	+1.91	+628	-0.03
• 7HO10543	THORNE [✓]	+117	+1.15	+657	-0.18
• 7HO8081	PLANET ⁺ CE	+122	+1.27	+638	+0.01
• 7HO10624	TEMPO ^{CE}	+97	+2.18	+620	+1.07
• 7HO10709	HUSKY ^{CE}	+133	+1.49	+598	+1.18
• 7HO10502	BACON ^{CE}	+110	+2.01	+543	+0.61
• 7HO10679	KID ^{CE}	+97	+1.80	+646	+1.37
• 7HO10690	PLAN ^{CE} ✓	+66	+2.16	+642	+0.35
• 7HO9900	ABRAM [✓]	+119	+1.59	+593	+0.86
7HO10297	MCNUGGETS ^{CE} ✓	+97	+1.98	+679	+1.83
• 7HO10729	DEATON ^{CE} ✓	+117	+1.39	+568	+0.46
7HO10804	SHOT GUN ^{CE} ✓	+76	+1.95	+550	+0.73
• 7HO10550	MACGUINESS ^{CE} ^{DS}	+97	+2.40	+482	+0.97
• 7HO10702	EXCEL ^{CE} ✓	+115	+1.19	+540	+0.53
• 7HO10446	BRYCEN ^{CE} ✓	+91	+0.90	+596	-0.60
• 7HO10357	BILLINGS ^{DS}	+111	+1.84	+390	+1.06
• 7HO10976	DRAPER ^{New}	+99	+1.93	+525	+1.44
• 7HO10640	O-BENNET ^{CE} ✓	+123	+1.03	+581	+0.58
• 7HO10895	BANCO [✓] ^{New}	+112	+1.14	+610	+0.71
• 7HO10645	GERRY ^{CE}	+113	+1.41	+467	+0.82
• 7HO10585	HELIX [✓]	+103	+0.96	+568	+0.22
• 7HO8361	DOMINGO ⁺ CE ✓	+100	+1.20	+626	+0.65
• 7HO9357	MAXUM [✓]	+87	+1.72	+547	+1.92
• 7HO10375	MR MUDD ⁺ ^{DS} ✓	+93	+1.74	+552	+1.31
• 7HO10884	AVERY ^{CE} ^{DS}	+75	+1.95	+470	+0.92
• 7HO10356	WATSON ⁺ ^{DS} CE ✓	+92	+1.79	+570	+1.01
• 7HO10575	DOLCE ^{DS} ✓	+62	+2.38	+518	+1.23
• 7HO9703	MAINSTREAM ^{CE}	+105	+1.07	+452	+0.40
7HO10412	ENID ^{CE} ^{DS}	+106	+2.08	+525	+1.61
• 7HO10248	BACARDI ^{CE}	+107	+1.61	+546	+1.72
• 7HO10970	BRICK ^{CE} ^{New}	+110	+1.47	+498	+1.69
• 7HO9222	SHOT ⁺ ^{DS} CE ✓	+100	+2.00	+415	+1.94
• 7HO10582	PAUL [✓]	+41	+1.52	+635	+0.06
• 7HO9989	MOSEBY ⁺ ^{DS} CE ✓	+79	+1.27	+518	+0.58
7HO10595	LISTEN	+123	+0.99	+446	+1.41



Photos (top to bottom): B&Z SA Stock, Ocala 3346 ET (0685), John Cook, Esan, WI; Ron & Yvonne Culler's 4556 (0647), Ronald H. Taylor, Middleton, WI; Shawline Husky Diem (0682), Boyd Schaeffgen, Greenville, IL; Records Shot (Kearney), Ronald Dury, Pullman, IA



YOUR SUCCESS *Our Passion.*

Measurable Value – The PGA Program



Program for Genetic Advancement. Even the name says value and when it comes to getting cutting-edge, new genetics from outstanding young sires, the Select Sires PGA Program has delivered. The beauty of it is, even if you're not a participating PGA herd, you can still get the benefits of this industry-leading program.

"While many breeders are focused on genomic numbers and young animals, the rankings are still based on the performance of older animals with lactation records and classification scores," commented Chuck Sattler, Vice President of Genetic Programs for Select Sires. "It can be argued that the quality data we gather through the PGA is more vital today than it has ever been."

The Select Sires PGA Program currently includes over 2400 participating herds that milk more than 1 million cows. Last year alone, Select Sires progeny tested 352 bulls across all the dairy breeds. The averages of the 274 Holsteins sampled was an impressive +1296M +661NMS\$ and +2238GTPI.



Chris Lahmers

When it comes to delivering value to all members, regardless of their involvement in PGA, coordinators of the program across the country are seeing some exciting results. Chris Lahmers is a PGA Coordinator for COBA/Select Sires in Columbus, OH. "I've been working with the PGA program for a number of years and have been fortunate to see daughters early on. There are three graduates of the program that have extremely high customer satisfaction ratings."

7H10297 MCNUGGETS

I've had a chance to see several first crop daughters fresh with their second calf. They are medium size with a tremendous amount of strength and width. They tend to be a little straighter in the leg with a great foot. With their second calf, they

seem to add a lot of width to their rear udders. I feel he is a logical mating on Planet and Goldwyn bloodlines.

7H10700 MAUSER

Mauser combines two of Select Sires' all-time greats in Planet and Oman. I would call them freestall friendly. It is hard to find a bull that is less than a point for stature and over a point of strength. Not only are the Mausers wide front-ended, they carry a lot of width through the rump. He is also very profitable in being high for milk, with great components. He is one of Select Sires' highest for CFP. In addition, he can be used in the heifer pens with his calving ease at 6%.

7H10357 MR MUDD

I like to call Mr Mudd the "no holes" type of bull. He is adequate milk with plus components. He is also balanced in his linear. Daughters are moderate in their frames with good udders and feet and legs. The Mr Mudds I have seen do not stick out in one particular trait but are very functional in all of their traits. He is also a good health trait bull, especially for DPR where he is over 1.0.



Tony DeMello

Tony DeMello is a PGA Coordinator for All-West Select Sires based in Turlock, CA. He also sees a tremendous amount of new daughters all the time and is particularly fond of two different sires.

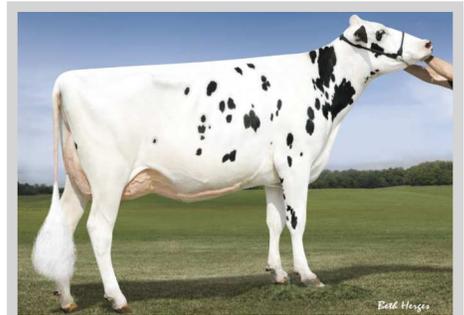
7H010884 AVERY

The Averys are medium in size, with a deep, open rib and great feet and legs. His udders are shallow with strong fore udders and great width of rear udder. Avery is very consistent in his pattern as once you see two or three, you can pick them out without anyone telling you who they are. He is a great alternative to all the Planet, Bolton and Goldwyn sons. This Alexander son has a very balanced proof and is calving ease.

7H010228 GULF

I really like the Gulf daughters as 2-year-olds and 3-year-olds. They continue to impress me with their beautiful udders (he's +3.51). The Gulfs also have wonderful frames and walk on very strong feet and legs. I feel he has the ability to make the extra special one if given the chance, like on Goldwyns and Braxtons. He's also a great choice for Planet sons. Gulf is a high GTPI bull at +2189 and +2.80 on type. I believe he is one of Select's best kept secrets and I hope I'm letting the cat out of the bag!

For those involved in the PGA Program, we say thank you for helping us develop a comprehensive and successful young sire sampling program over the years. PGA will continue to provide measurable value to member-owner herds for generations!



*S-S-I AVERY Emma 7671 (VG-87)
Evan Brey, Sturgeon Bay, WI*



*De-Su 377 (VG-86) by GULF
De-Su Holsteins LLC, New Albin, IA*



*Shipleys MCNUGGETS 3246-Grade (2nd lactation)
Shipleys Farms, Newark, OH*

Measurable Value – Select Reproductive Solutions

Our theme throughout this entire issue of the Bullhorn is “Measurable Value.” We wanted to focus on bulls and services of Select Sires that provide visible, measurable value and success to your dairy.

There’s probably no better example of measurable value than the Select Reproductive Solutions (SRS) Program. Officially defined as “A customized approach to reproductive management, SRS offers a portfolio of reproductive services, products, programs and consultation that can be utilized to help you solve reproductive issues in your herd. Select Sires understands that a one-size-fits-all approach to reproductive management doesn't work in today's dairy industry.”

Unofficially, the SRS program is made up of the “problem solvers.” These are the men and women who have passed all the certifications required to be SRS Specialists. They are trained to evaluate your dairy, pinpoint areas of interest, and most importantly, provide realistic solutions that work with the goals of your entire team.

The All-West SRS Team has in-depth knowledge of dairy records and management software, heat detection systems, reproductive protocols and products and above all, people. They provide the unbiased overview of what’s going on at your dairy, while having the ability to see all the pieces of the puzzle and how they can work together more efficiently. They can also provide on-farm training for technicians and herd reproductive managers.

Our team of SRS Specialists provide All-West customers with a wealth of experience and knowledge. We’d like you to get to know four members of the team a little better and see how they can help you obtain more measurable value!



Bill Van de Graaf, Sunnyside, WA



Rory White, Turlock, CA



Brett Mackay, Kennewick, WA



Cris Hatch, Kingsburg, CA

How long have you worked at All-West, and more specifically, how long have you been an SRS Specialist?

Bill Van de Graaf: I started working at All-West as an SMS Evaluator 23 years ago, and started doing SRS work when we kicked-off the program about 8 or 9 years ago.

Brett Mackay: I began working at All-West four years ago in October. I started right away with SRS work and technician service.

Cris Hatch: I've been with All-West for eight years, and started with SRS work right away.

Rory White: I've worked at All-West for nine years, and also started with SRS work right away.



What first sparked your interest in doing SRS work?

Van de Graaf: Prior to working for All-West, I was herdsman at a large dairy for 16 years, responsible for all aspects of reproduction. It was what I grew up doing so it was an easy transition.

Mackay: I think I had an advantage doing technician work because I was actually “in” the daily operation of my dairies. Every day I could see how cows were behaving, how they were being affected by the weather or a change in feed...those kinds of things. Being able to document that and offer an outside opinion seemed like a natural thing to do with this job.

Hatch: I've been breeding cows for 25 years and have always had a big interest in helping dairy producers get cows pregnant. Working with SRS is a natural extension of that interest.

White: I've spent my life working with cows and with dairies that were in need of outside consultation. Being an unbiased observer and helping those involved in day-to-day operations is enjoyable for me, and gives me a sense of satisfaction helping out.

What's a typical SRS consultation involve and how much time do you spend on each dairy?

Van de Graaf: I like to keep things simple, so a first visit usually consists of identifying the owner's goals and protocols, then evaluating the performance by computer records. I also need to walk-through the farm to see just what the environment is that both the cows and employees have to deal with. I like to go over the records with the owner or herdsman to discuss the good things I see, as well as the areas where improvement can be made.

Mackay: A typical visit varies from dairy to dairy. Most visits include analyzing the herd data from their software system and doing a walk-through. I like to compare what I see on the computer and what I actually see in the cows.

Hatch: A typical herd analysis involves an

interview with the dairyman to do some discovery work and a herd walk-through. Then I take the herd information back to my office and create a full report with 2-4 recommendations.

White: It varies on herd size and issues, but when I do a consultation I like to review herd records first and talk with everyone involved in daily operations. I also do an on-farm visit.

What are you looking for when you do walk-throughs?

Van de Graaf: In a typical walk-through, I am looking for reasons for failure. Is the tail paint in the right place, and enough of it applied without being too much? Are the cows overcrowded? I look at things like the condition of the cows, heat abatement, pebbles in the alleys, and talk to the breeders to get their perspective of the reproductive program. I want to make sure that the set programs are right and are being followed.

Mackay: My biggest point of 'discover' is to see if what's on the computer really does match how the cows are performing and behaving. I pay special attention to cow health because it doesn't matter how many things we improve, cows have to be healthy in order to respond. And I do look at what is making reproduction work well in each dairy – from the technician to the facilities to the cow's condition.

Hatch: I'm looking for cow comfort, grouping, body condition issues and overall herd health.

White: When I do a walk-through, I'm looking for things that are going right, as well as things that could use improvement. I like to figure out the potential limitations that are unique to each operation so that my recommendations are targeted to the farm's capabilities.

What type of recommendations do you present to producers? Do you work with any other outside influencers to make these recommendations?

Van de Graaf: Many times what the producer thinks is being done and what is actually happening are two different things. We may adjust shot protocols, heifer pen moves, work with technicians to help with their heat detection and palpation skills, and adjust sire lineups to keep the most fertile bulls available in the tank. I try to only change one or two things each visit. We welcome an open communication with veterinarians and nutritionists as a team

approach to reach an end goal of reproductive success.

Mackay: Most recommendations are fairly simple. They could include revising reproductive programs, training technicians or working to improve cow comfort (like more fans, less pen crowding, pushing up feed...). I also really enjoy working with herd nutritionists and vets. It's amazing to see how all our work can make a huge difference in herd profitability.

Hatch: I make all sorts of recommendations that range from ov-synch protocols and grouping problems to time-in-pen issues and heat abatement. I usually don't work with any outside influencers when I make up the report but when I present my recommendations, many times there is a vet or nutritionist at the meeting.

White: I try to make practical recommendations that can be reasonably implemented and that will also have a positive financial impact. Select Sires does a good job getting us involved and supported with a wide range of specialists throughout the industry that we can rely on, whether that's through on-going training sessions or new information presented by our research team. On the All-West staff, we have a wide range of skills and we talk with each other often. My SRS teammates can be great sounding boards for ideas/issues that I'm dealing with. Getting together with SRS specialists from around the country during our intensive, yearly meetings is a great way to stay refreshed and updated at the same time.

What's the best SRS success story you've had in your area?

Van de Graaf: One of our best success stories would be one of my dairies that started with an 18% preg rate. I worked diligently with their technicians and changed some of the shot protocols. By the end of that same year, we had achieved a 25% preg rate. The producer is happy and I'm even happier!

Mackay: My best success stories to date are at the Feitsma Dairy in Saskatchewan and Coldstream Dairy in Washington. At Feitsmas we made some minor changes and not only reached the original preg rate goal of 20%, but achieved a 28%. At Coldstream, we've had many team meetings and been able to dramatically improve on some of their herd benchmarks!

Hatch: I have a herd that when I started with them, they had a 14 preg rate.

They've consistently been getting a 22 preg rate or higher for the last several years based on some SRS evaluations.

White: I worked with a large herd and was able to implement a heifer management protocol that saved them enough money to pay for a heifer manager, plus a little extra for the owner! It evened out their fresh cow flow and allowed them to use better bulls, and also helped them identify and eliminate culls at an earlier age.

If someone was on the fence about using SRS, what would be some reasons you would recommend SRS?

Van de Graaf: Why not have another person, who sees a variety of management schemes, help you to improve reproductive performance? It can be as simple or as in-depth as you wish.

Mackay: SRS provides another, unbiased "set of eyes" on the dairy to help producers see things they may or may not overlook. We don't manage each dairy, but we spend enough time there to offer opinions on how things could be improved. Sometimes all it takes is one small change to have outstanding results! Afterall, our producer's success IS our passion!

Hatch: The way SRS is designed, it can only HELP a dairyman. No one person can see all the issues on a dairy, so it doesn't hurt to have another set of eyes looking at potential problems.

White: One of the greatest advantages of a program like this is that when you're an All-West customer, it's a free program. The better benefit is that it never hurts to get an outside opinion of your operation.

Is SRS for everyone, and every herd size?

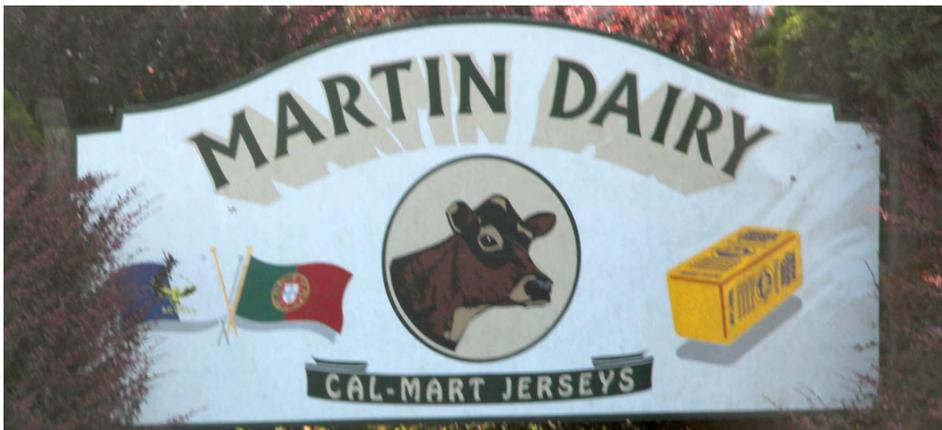
Van de Graaf: There is no doubt in my mind that every herd can benefit from this program.

Mackay: Yes, SRS is definitely a program that fits any herd of any size. We're there to help regardless of cow numbers, successes or struggles.

Hatch: It can be, but it's much harder to analyze records on a small herd because of the fluctuation in the numbers.

White: Absolutely!

If you're interested in learning more about how SRS could benefit your herd, or to schedule a consultation with an All-West SRS Specialist, please contact the All-West office at 800.426.2697 or email contact@allwestselectsires.com



Meet Your Director

Chad Martin, All West/Select Sires Director, Dist. 12 Cal-Mart Jerseys, Tillamook, OR

Innovation is second nature to Chad Martin. If you want to know how this dairyman keeps all the wheels moving forward on their 900-cow dairy, you better be prepared to keep up!

All-West Select Sires Director from District 12 is Chad Martin. Chad and his family have a 900-cow Jersey herd in Tillamook, Oregon and have been farming there since 1995. Transplanted from California's Central Valley, the Martin family purchased over 250 acres on Oregon's northwest coast and basically rebuilt/re-modeled most of the facilities that you see today. "With Tillamook's wet climate (average annual rainfall is 90.40 inches) we have to have barns for everything," explained Chad. We rebuilt many of the barns, and just last year, finished putting new roofs on everything. The cows came first, so we're just now finishing the shop!" With remodeling came several innovative changes in the layout, including new flooring in the rotary parlor specifically made so that cows keep their feet wide (easier to attach milk machines) and



The rotary parlor at Martin Dairy isn't your typical setup. Using some innovative thinking, the Martins put a hollow in each stall that forces the cow's legs to stay apart (easier to attach the machine) and also allows the machine to hang straight even on animals with lower udders.

those with deep udders can have the machine hanging straight. Future plans are to build an IVF facility for the Martins to use, as well as others in the Tillamook area. "There are way too many great cows in this area that should be merchandised nationally. We need a facility here so we can capitalize on some untapped cow families," he explained.

The pursuit of genetics

"Because we're in Tillamook, we get paid on cheese, so the biggest factor I consider when using bulls is their Cheese Merit numbers. Typically we aim for the high 600s to 700 on CMS. We do use a large number of young sires in the herd because that's the name of the game these days. Genetic progress is moving so fast that you've got to keep breeding to the extreme limits on traits just to keep up. We're fortunate in that we're aiming for long-lasting cows which gives us some flexibility to sell groups of cows every two to three months. When we do that, we sort by JPI. The result has been that we're the #3 JPI herd in the nation for herds over 300 cows, and that's cool!"

"As for our young animals, we register everything and genomic test everything. You don't miss one that way! The last group of heifers we registered averaged 159 JPI. That's pretty good. And we currently have the highest JPI heifer in the nation right now, a Visionary daughter that we're going to IVF as soon as we get her bred."

"You know there's a lot to this 'Jersey Revolution' that people keep talking about. Guys in our area are switching over to Jerseys like crazy, and we've sold animals to producers in Washington, California, Idaho, Colorado...everywhere! And because we genomic test, we also know the high genomic bulls that are born and we've probably sold 40-50 Jersey bulls to A.I. so far."

The day to day work at Martin Dairy LLC is done by Chad, his father and sister,

along with his children and nephews. "My sister Rhonda does the books and she honestly doesn't get enough credit for the work she does. Without her we'd be lost! My wife, Fran, is the one who keeps me sane and raises our five children that range in age from 25 to 16.

So in his spare time, Chad serves on the All-West Select Sires Executive Board. With so much going on at home, is it worth his time to do this? "Absolutely! I love being on the board. What a tremendous bunch of guys I serve with. They have a wealth of knowledge and insight into this industry and running the business of All-West. It's inspiring to be around them and learn from them. And a few of the 'seasoned veterans' even served on the board with my father. It's amazing how this cooperative is such a family."

"Innovation fuels this business," said Chad. "You've got to know how to roll with the challenges that come up almost on a daily basis but that makes you a better dairyman and a better board member. We think we're doing a better job by learning from others and never settling for 'good enough.' Whether it's researching the newest bull proofs, talking to others about facility changes, or expanding the network to meet potential new buyers, the key is to never stop. And oh yeah, have some fun along the way!"



Chad & Norman Martin relocated to Tillamook from the Central Valley of California, hence the Cal-Mart Jerseys prefix.



Chad (on left) poses with the "first couple" of All-West, President Mark Van Mersbergen and his wife Rhonda.

The FACES of All-West

The “look” of All-West is tremendously diverse. From large-herd producers to registered breeders; from generations of farm owners to new, upstart dairies; from fathers and sons to wives and daughters; we simply have it all. Here’s yet another important piece of the All-West family portrait.



Your newly crowned Washington State Dairy Ambassador, Janis DeJager

Meet Janis DeJager, the recently crowned Washington State Dairy Ambassador. Janis and her family own DeJager Dairy in Everson, Washington, where they milk 180 cows. The 100% All-West Select Sires herd works with technician Clyde Andersen of Nooksack, Washington. “Clyde has been our A.I. technician for 8 years,” said Janis. “We understand that it takes many people working together as a team to keep our cows comfortable, healthy and able to produce high quality milk. Clyde is definitely an important part of the team. We all love him and even our dog ‘sings’ when he comes into the yard. Not only does he care about our cows, but about our whole family as well. He has encouraged me and my siblings with dairy projects and activities, and encourages us in our future education and work in the dairy industry. Clyde has always given us the latest publications and sire summaries. When we were young, we would stay up late at night reading them and nearly had them memorized! Then we’d talk about breeding cows with my dad and then later with Clyde when he’d show up to breed. We also would literally play ‘All-West Select Sires’ instead of something random like playing bank or post office. We would pretend to sell semen straws to my mom, dad and brothers. We’d even enter the bull’s names and numbers on a key-

board and make receipts for the customer. So even when I wasn’t working on the farm, I was playing farm!”

Janis’ enthusiasm for the dairy industry pushes her to work hard on the farm. She grew up like many of us “farm kids” did by feeding calves, milking cows, cleaning pens and any other chores that would come up. “I guess I’m all about dairy because my work and my hobbies are the same!” While she still helps on the farm, she’s also active in playing soccer, showing cows and being involved with their church.

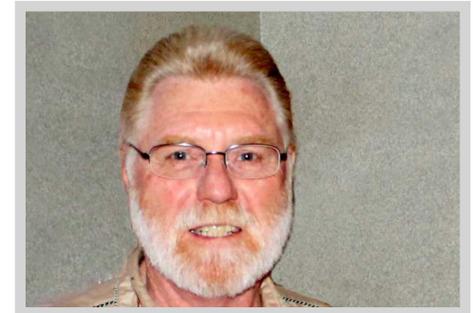
This same enthusiasm also spills over into work outside of the dairy. She’s been busy with FFA and 4-H activities and they’ve helped tremendously with her leadership and public speaking skills. “Developing those skills made me aware of the importance of educating the public about the dairy industry,” she noted. “It’s important to bridge the gap that consumers have between the farm and their dinner plate.”

Her outlook and education, combined with a deep love of the industry, made her a perfect fit to be named Washington State Dairy Ambassador. As part of her duties this year, she will attend various events across the state, representing dairy farmers of Washington, and helping to educate the public about the importance of dairy in a healthy diet and helping consumers have a better understanding of where their food comes from and who produces it.

Besides her duties as the Ambassador, and working at home, Janis also helps her neighbors Kim and Allan Sytsma at Udder Pride Dairy. Her future plans are to attend

Whatcom Community College to earn her AA degree and then transfer to either Dordt or Cal Poly to major in Agricultural Business or Dairy Science. Ultimately, she’s not going to “play farm” anymore... she wants to own her own dairy!

“I would encourage anyone who wants to have a career in the dairy industry to gain hands-on experience working long, hard hours on a dairy farm. As the face of dairy farming changes, I think it’s important to gain as much education as we can about the dairy industry by attending college and obtaining business and management skills in addition to hands-on work. I think the future of dairy farming is optimistic for young people. As the population grows and the average age of American farmers gets older, the opportunity for employment in the industry looks promising. If farming is in your blood, then you need to go for it!”



“One thing I love about the dairy industry is that people we work with not only become friends, but family as well,” said Janis DeJager, and one of their extended family members is All-West Select Sires’ own Clyde Andersen.



The DeJager family of Everson, WA. Back row: Gary, Pete, Shelli and Rodney. Front row: Janis, Jill and Rodney’s wife Stephanie. While Rodney and his wife don’t live on the farm (he’s a youth pastor in Centralia, WA), the rest of the DeJager clan makes the day-to-day farming operation run smoothly.

Mainstream Commitment earns NAAB honors



Randy and Jana Kortus at the 2014 All-West Select Sires Annual Meeting in Portland, OR.

Spend just half an hour with Randy Kortus of Mainstream Holsteins & Jerseys and you'll hear the word commitment mentioned several times. In fact, you'll quickly realize the commitment he has for Select Sires, and you'll understand the commitments he's made to his farm and his family. The industry has recognized Randy's dedication and achievements as well, and he will be honored this fall at the NAAB Convention in Green Bay, WI, with the NAAB Member Association Director Award.

"It's very humbling to be nominated for such an honor. I owe a big amount of thanks to my peers and the Select Sires staff for that. But I think this award is a good example of the wonderful mentors I've had in my life. People like Dave Timm, Fred Polinder and All-West Board Members Pete DeGroot, Walt Stornetta and Frank Borba were men who believed in me and gave me such great direction. Their trust and support

helped me become who I am, and enabled me to follow through on my commitments to Select Sires, to my family and to myself."

See. There's that commitment word again. Just what makes Randy tick and how does his commitment spill over into other areas of his life? Randy was raised on a commercial dairy in northwest Washington. Through his involvement in 4-H and his love for showing cattle, he convinced his dad to let him purchase a purebred Holstein in 1968. In an unprecedented move at the time, Randy's growing herd was allowed to be tested on DHIA, while his father's commercial herd was on another program. When he graduated college, he already owned 30 purebred Holsteins and had his second homebred cow score Excellent. He decided to purchase a small herd from the Terpstras and started dairying in Lynden in 1981...just one week after he married his wife, Jana.

Today's herd looks a bit different than the one started 33 years ago. There are 40 Jerseys in the barn that average 27,094M 1376F and 1002P, while averaging 87 points. There are also 43 Holsteins in the barn that average 33,800M 4.2% 1430F 1021P and have an average CTPI of 1827 (breed average is 1533). And just lately, there have come to be eight Ayrshires in the barn that have an average score of 89.7 and produce 29,280M 4.4% 1300F 904P.

The workload for the farm falls on the shoulders of Randy, Jana and their son, Mike, who is also juggling a college career (earning his CPA degree) and coaching basketball. The Kortus' have three other children who do help out, but are not employed full-time.

Mainstream is a supplemental grazing farm. "We have an intensified pasture program here," explained Randy. "We don't have a lot of land because we are so close to town. Most of our ration is purchased, although we do raise some of our own corn silage."

Genomics have it

"We've always followed the TPI system when it comes to selecting bulls. We want high scoring, high producing cows, but we never want to lose sight of production," Randy noted. "In the past five years though, our selection of bulls has shifted dramatically. We went from using very few young sires before to now using a majority of young sires in our program. I think the biggest factor in that change is our belief that genomics are real. We've put quite a

Today's MAINSTREAM herd

Ayrshire 2-year-olds by:

7AY84 BURDETTE

Holstein 2-year-olds by:

7H010524 ROBUST
7H010920 GOLD CHIP
7H011313 MIXER

Jersey 2-year-olds by:

7JE590 ACTION
7JE1169 TOPEKA
7JE1149 DIMENSION
7H09420 GUTHRIE
7H09165 BRAXTON

What's in the tank?

7JE5004 CHROME
7JE1376 CHARLEMAGNE
7H012165 MONTROSS
7H012266 YODER
7H012008 HALOGEN

few bulls into A.I. in the past, but with IVF work intensifying, we won't be able to keep up with that game, so we moved to using the greatest results of it! We'll use four to five genomic young sires per breed every six months or so, but we still maintain our core breeding philosophy. And we've been fortunate with this as we have some great, early daughters of DIMENSION and DIGNITARY as well as OBSERVER, ROBUST and BOOKEM."

A steady breeding program emphasizing type and production has resulted in tremendous herd longevity and lifetime milk. Currently, Mainstream leads the nation in number of cows over 300,000lbs. of lifetime milk at 16. There are three in the herd today (two Jerseys and an EX-91 Blitz). "By having cows last longer, we can sell off about 25-30 replacement animals every year and not miss a beat. We're getting old," Randy joked. "We have a lot to keep up with when it's just the two of us with Mike. We want to keep some of the older cows, but they've got to go. We're fortunate to have a consistent group which gives us flexibility on who to keep and who to let go. We make a strong effort to take good care of our cows here, but they're certainly not going to develop any rust...they're going to work!"

Of all his herd's accomplishments, Randy is most proud of the fact that they bred the #7 JPI bull in the Jersey breed and the current #13 Holstein bull, Mainstream Manifold, a "million-unit" sire for Semex.

Randy's commitment to being part of the leadership teams for both All-West and Select Sires has been a big part of his life for years. He served as president of the All-West Board from 1999-2000 and then again from 2012-2013. At Select Sires, he was 2nd vice president for two years, 1st vice president for three years and then served as president from 2007-2010. He's also been on the sire committee for 15 years and the ART committee since its inception. He helped form the international committee as well. "We are the owners of the greatest A.I. company in the world. And we have a big part in its success. Yes, there are times when it's inconvenient to attend a meeting or it means more time away from your fam-

ily, but the dedication and sacrifice are worth it. By serving on a Select Sires Board you have the ability to digest an unbelievable amount of information. Board members share their experiences. You learn about Select's unparalleled research and development projects. We get introduced to new technology. Yes I can contribute to Select by being a bull provider and a board member who represents multiple breeds and brings a small-herd, international perspective to the group, but I learn so much from the company and from others it's amazing."

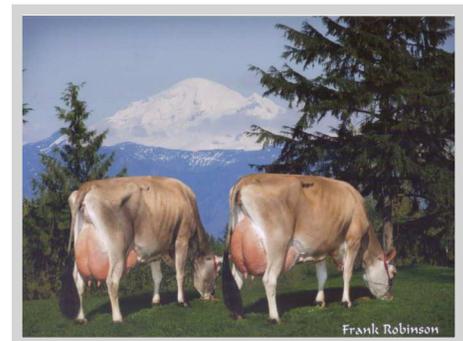
From Lynden, Washington to 27 countries on 55 different trips, Randy has brought his experience, his enthusiasm and his belief in registered cattle and Select Sires to the far corners of the globe. "You can change lives by traveling," he remarked. "In the 90s when I traveled quite a bit, I judged a number of shows and had numerous chances to experience life as people in various countries experienced it. I got to go beyond the showing to see how they farm, how they live. I started a 4-H/FFA program in Ecuador and even took my son with me on a trip there. To see how they developed from that starting point and to know how many kids took hold of that education and went on to bigger and better things is so rewarding. We have so much to share. We just need commitment and dedication to helping others become better, and a strong and supportive family at home to carry on when we can't be there. Jana has been amazing over the 600 days I've been travel-



President Kortus addresses directors, delegates and staff at the Annual Meeting

ing for board work with All-West. You work like crazy to go on the trip and you work like crazy when you get back. But you're part of this world-wide fraternity of people who love genetics and you simply can't put a value on that."

"It's been a fun journey so far. I'm anxious to keep guiding and inspiring and directing the next generation, whether that's at home in Lynden, on a Select Sires board or beyond. My life has changed for the better because of it all."



Mainstream Legion Summer EX91% and Mainstream Award Spencer EX92% are maternal sisters from an EX92% Barber.



Mainstream Sanchez Caree VG-88



Mainstream Real Bethany EX-92



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Second lactation 7JE1038 VALENTINO daughters at Dutch Hollow Farm, Schodack Landing, NY. These five daughters averaged EX90%.

From high production to high health traits – from putting money in the tank to putting smiles in the showring, All-West delivers measurable value to our area, to the nation, and to the world! Your success IS our passion.



King-Lane GOLD CHIP Rain (VG-86), 4th Jr. 2-year-old, Midwest Fall National Show and a potential 18th gen. EX cow. "She's by far the best 2-year-old on the farm," said owner Tony Kohls, Arlington, MN.

All-West Select Sires Million Unit Club



Larry Nootenboom, La Conner, WA



Denis Curtin, Fresno, CA



Allan Cossentine, Hanford, CA



Don Davis, Hilmar, CA



Alan Yost, Pasco, WA



Marvin Correira, Tulare, CA



Ken Rowley, Tulare, CA

When we talk about measurable value, we can look no further than our own staff at All-West. The seven men pictured here have all surpassed the one million unit mark, meaning they've sold more than a million units each. Some have even surpassed the 1.5, 2 and 3 million unit marks! Congratulations guys. We THANK YOU for all you've done for the All-West group and its customers. You're more than measurable value to us!