



## THANK YOU MERLE!

Our All West/Select Sires technician team is known for their professionalism, experience, and attention to detail, and Merle Luttrell is a great example of this! Merle was one of the early members of the All West team, as he was hired by Superior Sires in 1979 as the only technician for the company at the time. Since then, Merle, and his faithful dog, Gigi, have had a successful career servicing California dairy producers.

“I met Tom Olson in 1974. At the time, I had already been breeding cows for a while. Tom gave me two straws of Select Sires semen and told me to try it. I never did because I had only ever used ampules, but soon after, I started breeding at a dairy in

Atwater that was using 100% Select Sires semen and I quickly realized the conception rate was always better than when I was using the competition’s product,” Merle recalls.

Upon this realization, Merle purchased a breeding route in Escalon, CA. At the time, many producers were using cheap bulls and lacking mating programs in their herds. With Merle’s guidance and Superior Sires’ product (All West/Select Sires today), the herds advanced tremendously in genetics and the route grew to a very large scale. At one time, Merle was breeding over 12,000 cows and heifers regularly!

Besides breeding cows, Merle occasionally worked in the Turlock warehouse, unpacking and organizing semen. He even built the cabinets that are still used in our warehouse today! When he wasn’t working, he could be found at the bowling alley, alongside Tom Olson, where they competed on the Superior Sires Bowling Team. As his route grew, he eventually had to retire from the team due to lack of spare time.

In 2011, Merle quit his full-time breeding route, which is still proudly serviced by All West technicians today. “I took my job and commitment to my dairy producers very seriously,” Merle said. “I like to think that all of our technicians do the same.”

Merle officially retires from All West/Select Sires on November 30, 2018. He plans to spend his new-found free time with family, taking trips to California’s bay area and Denver, Colorado to visit family. Merle would also like to regain his talent for golfing by practicing several times a week. As we say farewell to Merle, we thank him for his many years of service to our gracious customers!

## WATCH LIST

Want to get away? We know it’s tough to visit fellow All West customers and find out what bulls are working well for them. So instead of hoping/wishing that you’ll get a free day to travel, we’re bringing the dairy to you! All West Board Member and customer, Terry Smaciarz and his family own Oxbow Dairy in Raymond, WA. Travel along with SMS Evaluator Lisa Barkley and herdsman Chris Jansen as they walk through the 2-year-old pen at Oxbow. We think you’ll like what you see!

<https://youtu.be/ojsJ3oXtrFo>



# COWMANAGER

Santiam Dairy in Turner, Oregon, is home to 500 milking cows...and the CowManager system. Owned by Chris DeVries, the herd is capably managed by son-in-law Drew Johnson. Drew had the following great comments to share about his experiences so far:

*"We bought CowManager tags about seven months ago, and I can't believe how wonderful they've been. Going through our records today I noticed that since we've purchased them:*

- *Our pregnancy rates are up.*
- *Our death loss is down.*
- *We've saved \$8,000 dollars in drugs in seven months.*
- *We now have access to our cow's records on our smart phones.*
- *Having the tags saved me a couple of hours of work every day.*

*In addition, the folks at CowManager, and the All West/Select Sires team, have great service and we've had zero headaches since installing the system."*



*"The tags monitor activity, rumination, and temperature, and they're just amazing! We're picking up all kinds of stuff with them. Our breeding program was fine before we got the tags, but we were using a lot more drugs to maintain our preg rate. And honestly, we did have a problem catching heifers in heat because we just weren't paying enough attention to them. And being short one man on the team didn't help our 'spare time' either. The CowManager tags helped a lot with catching heifers in heat."*

*"In terms of saving time, we used to spend about two hours every day chalking tails, watching for heats, and checking fresh cows, but we don't do that anymore...and we're having better results! It's also saved us time finding and treating cows that are truly sick. You wouldn't believe how soon the tags pick up illness. Now we can save time and money because we're only treating cows that need it, and not treating those that don't."*

*"I can't say enough good about the system! These little tags have really changed the way we do business!"*

Thanks for sharing your thoughts with us Drew! Wishing you many more years of stress-free herd management days with CowManager!

For more information on CowManager visit:

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



And check out the latest CowManager success story printed in Progressive Dairyman:

<https://www.progressivedairy.com/topics/people/dutch-dairy-uses-technology-to-take-control-of-cow-comfort-and-health>



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