

# Registering Your Success



By: Tony Lopes

Senior Division

Age:19

9270 S. Whitworth Rd.

Gustine, CA 95322

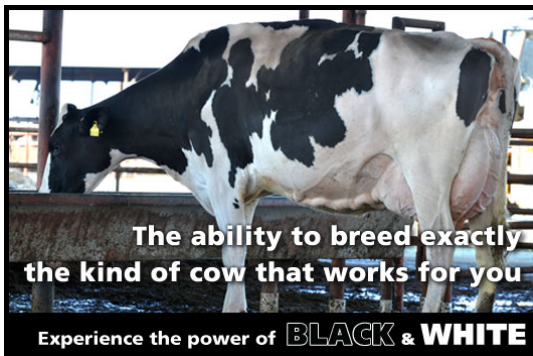
The difference between the United States Registered Holstein and her common black and white counterpart extends far beyond simply having a twenty-seven character name on a blue certificate; it is a dedication to improvement and the creation of a value-added product. To effectively explain this to another breeder or consumer, it is vital for them to understand the history and scope of the organization, as well as its commitment to betterment. Since its inception in 1885, Holstein Association, USA has recorded the identity, ancestry, and performance information for a select group of cattle deemed to be genetically superior. Both then and now, breeders see value in tracking the genetic merit of their Holstein herds, and this has led to a significant gap in the value and characteristics of registered and grade Holsteins.

Though many would be hard-pressed to look at a group of heifers and determine which were registered and which were not, the value transcends simply the phenotypic qualities of a particular animal. Rather, the difference lies in the generations of compiled information that stands behind a Registered Holstein. By identifying and tracking performance data of her lineage (in some cases, all the way back to importation), a Registered Holstein is a more consistently successful individual with a genotype that is not only superior, but also better understood. Registered Holstein breeders have and will continue to utilize this information to improve the confirmation, production, and fitness traits of their herd at a greater rate than the common, conventionally grade producer. The return on this investment has been extraordinary for the 28,000 adult and junior Holstein Association members, as U.S. Registered Holsteins averaged 25,472 pounds of milk in 2011, with the rest of the national dairy herd averaging only 21,822 pounds in the same 305-day lactation. Additionally, 2012 Holstein Association, USA data indicated that the public sale price of Registered Holstein springers was nearly double that of grade Holsteins (\$2,779 vs. \$1,389) and Registered Cows were nearly three times as valuable as

their grade counterparts (\$3,403 vs. \$1,426). This gap has likely widened as a 2014 report by HolsteinWorld indicates that the average sale price for all females was \$6,040. Registered Holsteins are the benchmark for the United States Dairy Industry, and have secured a higher value due to their consistency as the most productive, highest performing subset of any breed.

In addition to its specific and unique characteristics, the Registered Holstein represents the largest breed organization in the world, and is a culmination of the hard work and ingenuity of breeders tracing as far back as its pedigree. As much as she is a testament to the will of past breeders, the Registered Holstein is a beacon of hope for the future. Registered Holsteins have always been at the forefront of advancements in the American dairy industry, and it is directly a result of the Holstein Association's efforts that the industry has evolved to its current degree of efficiency and productivity. Improvement strategies ranging from DHIA testing to classification to bull proving to modern genomic advancement strategies were all built on a foundation provided by the Holstein Association. Likewise, future technologies and methodologies that will secure the sustainability of our industry will be first integrated by the unified body of forward-thinking breeders that is the Holstein Association.

I firmly believe the United States Registered Holstein embodies the very best our industry has to offer, and has been a successful avenue for breeders to achieve their specific goals. There is extraordinary value in registering with Holstein Association, USA, and it is vital to accurately convey this to fellow producers and consumers should they ask why you choose U.S. Registered Holsteins. The Holstein Association allows you to unlock the true potential of your herd and industry, and truly enables you to register your success as a Holstein Breeder.



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