

# U.S. Holsteins

## The Breed of Choice for America's Dairy Producers



U.S. Registered Holsteins  
FOR MAXIMUM PROFIT



HOLSTEIN ASSOCIATION USA, INC.

### Unmatched Milk and Component Production Ability

The largest source of income on a dairy farm is the milk check, and Registered Holstein cattle are your **number one choice** for what American dairy producers are paid for – producing more pounds of high quality milk, fat and protein than any other dairy breed. The breed's low somatic cell counts not only help you work toward receiving milk quality premiums, but also translate to fewer udder health problems, reducing milk loss and treatment costs.

COMPARISON BETWEEN REG. HOLSTEINS & OTHER BREEDS ON DHIA TESTING PROGRAMS, 2011							
	# of Herds	Milk Pounds	Fat %	Fat Pounds	Protein %	Protein Pounds	Somatic Cell Score Birth Year=2010
Reg. Holsteins	2,869	25,472	3.69%	942	3.01%	767	2.45
Ayrshires	85	15,461	3.95%	611	3.17%	491	2.49
Brown Swiss	187	18,403	4.10%	755	3.39%	625	2.62
Guernseys	115	15,072	4.57%	688	3.36%	507	2.99
Jerseys	1,015	16,813	4.75%	799	3.63%	611	2.75

Source: USDA, 2011 Averages of DHI cow herds by breed and test-plan category and August 10, 2012 Hoard's Dairyman

### Registered Holsteins Provide More Added Value at Sale Time than Non-Registered Cattle, or Cattle of Other Breeds

A small \$8 investment registering a Holstein calf can pay large dividends at sale time! Owning Registered Holstein cattle gives dairy producers **more opportunity for added value** when selling animals for breeding stock than non-registered producers, or those with cattle of other breeds. Even when selling bull calves at market, Holsteins get the advantage, earning a higher price per head.

### REGISTERED CATTLE SALE AVERAGE VS. CATTLE SOLD AT MARKET

Registered Holstein Springers	\$2,779
Holstein Springers at Market	\$1,389
Registered Holstein Milk Cows	\$3,403
Holstein Milk Cows at Market	\$1,426
Registered Holstein Females (all ages)	\$4,891
Registered Jersey Females (all ages)	\$2,003
Holstein Bull Calves at Market	\$150
"Light" Bull Calves at Market	\$65

\*Reg. Holstein prices taken from February 2013 Holstein World, report of 2012 public sales; Market prices taken as an average from several livestock markets across the U.S.; Reg. Jersey prices reported by Jersey Marketing Service for 2012 JMS Sale Averages

## Large, Diverse Gene Pool with the Highest Quality Genetics Available

The Holstein breed has the largest pool of available genetics of any dairy breed in the U.S. For the producer, the high genetic merit and wide selection of Holstein bulls means the choices are available to breed **exactly the kind of cow you want** without having to consider crossbreeding. Because of this population size, Holsteins have the **lowest average inbreeding** of all of the major U.S. dairy breeds, meaning less economic loss due to reduced performance of inbred animals.

Not only are Holsteins industry leaders for genetic quality, breeders are committed to keeping Holsteins in that position. Holsteins have shown **more genetic progress** since the last base change (adjusted for cattle born 2000-2005) than other breeds in several key traits.

Genetic Progress – NM\$ Birth Year 2000-2005	
Holstein	+\$132
Ayrshire	+\$37
Brown Swiss	+\$60
Guernsey	+\$50
Jersey	+\$119
Milking Shorthorn	+\$71

Source: USDA, 2010

Genetic Progress – PTAM Birth Year 2000-2005	
Holstein	+417
Ayrshire	+53
Brown Swiss	+267
Guernsey	+231
Jersey	+323
Milking Shorthorn	+199

Source: USDA, 2010

Genetic Progress – DPR Birth Year 2000-2005	
Holstein	+ 0.0%
Ayrshire	+ 0.1%
Brown Swiss	- 0.5%
Guernsey	- 0.4%
Jersey	- 0.1%
Milking Shorthorn	- 0.1%

Source: USDA, 2010

Average Inbreeding Loss of Cows Born in 2012	
Holsteins – 5.85%	Jerseys – 7.06%
5.85 x \$23.11 = \$135.19 lost	7.06 x \$23.11 = 163.15 lost
\$28 difference x average U.S. herd size of 179 cows means a Jersey herd could expect <b>\$5,012 less profit</b> due to inbreeding losses than a Holstein herd of the same size. In a 5,000 cow herd, the difference would be even more dramatic - a <b>5,000 cow Jersey herd could expect \$140,000 less profit, due to inbreeding losses than a 5,000 cow Holstein herd.</b>	

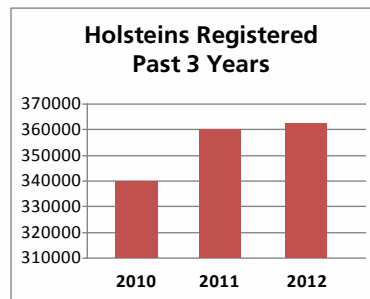
Source: USDA

Average Inbreeding % for Animals Born in 2012	
Holstein	5.85%
Ayrshire	6.08%
Brown Swiss	6.77%
Guernsey	7.16%
Jersey	7.06%
Milking Shorthorn	5.89%

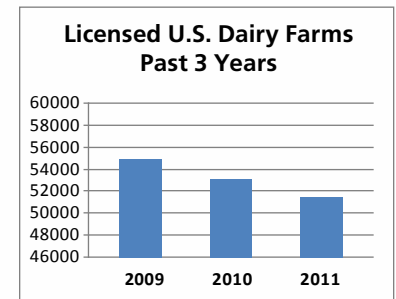
Source: USDA

## Still the Number One Choice After All These Years – With Market Share Continuing to Grow!

In an ever-shrinking dairy industry, Holstein Association USA continues to grow the number of Holsteins being registered each year, showing that dairy producers are finding **added value in officially identifying** their cattle.



Source: March 10, 2012 Hoard's Dairyman and Holstein Association USA



## One Breed, So Many Markets

Looking for a niche market to add even more value to your herd? You'll find it here.

- High Milk Production
- Holstein Cheese
- Polled Genetics
- Red & White Holsteins
- Showring Appeal
- High Genetic Merit
- Outcross Genetics
- Holstein Beef
- Hardy Calves

**The Choice is Yours.** It is possible to "have it all" in one package – cows that possess the dairyness, strength, soundness of feet and legs and quality udders that can be admired by any dairyman, with the will to milk and performance needed to provide maximum profit for you.

Experience the power of  
**BLACK & WHITE**  
[www.holsteinusa.com](http://www.holsteinusa.com)  
**800.952.5200**

