

Rainyridge Tony Beauty

Queens of Longevity

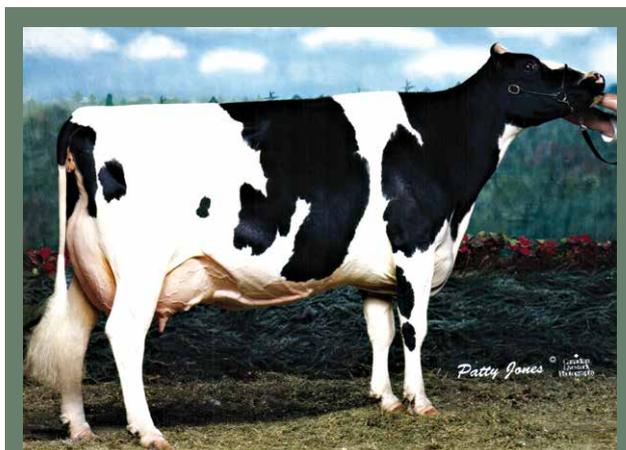
"Nobody could have ever predicted the sort of fame she would generate," shared Steven Boerchers, Rainyridge Holsteins, Manitoba.

Considered by many as one of the greatest show cows of all-time, Rainyridge Tony Beauty was scored Excellent-5E CAN 9* and the oldest Holstein to ever win the title of Supreme Champion at World Dairy Expo at the age of 14. Beauty had a long and illustrious career spanning throughout the 1990s and capturing All-Canadian Mature Cow four-times and All-American Mature Cow three-times. Beauty has proven not to be just another pretty face. Her lineage is having an impact in countries around the world with names like RF Outside Breeze Excellent-95 and her daughter Rainyridge Talent Barbara Excellent-95 and Beauty's granddaughter Topmark Rudolph Beauty also scored Excellent-95.

Early roots

Purchased over the phone in 1982 at the Spring Sensation Sale was Despics Tempo Diane Very Good-85-3YR-CAN and the start of the Beauty story at Rainyridge. The mating of Marshfield Elevation Tony to Diane was a careful selection by Ron Boerchers, founder of Rainyridge Holsteins, and the start of the legend of Beauty.

Beauty had three direct daughters scored Excellent and nine Very Good. "It is tough to pick just one of Beauty's daughters because they all transmitted well but Rayverley Prelude Evelyn had the biggest impact. Ten Comestar Leader embryos from Evelyn were purchased by



Steven Boerchers, Rainyridge Holsteins

"The Beautys have always consistently transmitted strong udder attachments with lots of veining, correct functional feet and legs and have stamped sharp dairy chins and show style into this family as well as the longevity they have been known for."

Ray Brown, Rayverley, Manitoba, resulting in four heifer calves, one was Leader Ezra and the other was Leader Eva," Boerchers, shared.

It is from this branch that the family continues to grow and develop especially in Europe where the Beautys are quite popular.

Eva, Etain and Eara

Rayverley Leader Eva scored Excellent-90-CAN is a daughter of Rayverley Prelude Evelyn Excellent-90-3E-CAN 13* and the dam of Rainyridge Shottle Etain Very Good-89-3YR-CAN. Etain was nominated All-West Junior Two-Year-Old in 2008 but is best known for her red carrier daughter, Rainyridge Mr. Burns Eara Very Good-89-CAN. Eara was shown throughout western and central Canada as a heifer being named All-West Junior Calf in 2008 and Nominated All-West Junior Yearling and Junior Two-Year-Old.

"A very marketable line of the Beautys is Rainyridge Mr. Burns Eara, who has daughters and granddaughters selling in the sale [Rainyridge Dispersal Sale, June 24, 2013]. This family has been very popular in Europe producing the former No. 1 gRZG red-polled female in Germany," Boerchers said. Rainyridge UR W Ella-P Red, the Laron-P-Red granddaughter of Eara topped the Mox Type and Utility Sale in September 2012 selling for €21,500 to Heavenly Genetics and I-Cow Holsteins, UK.

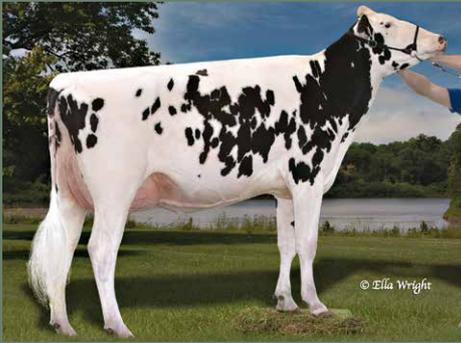
Direct from Eara is Rainyridge Gerard Enemy *RC with a GTPI of +2058 making her among the highest red carrier females in Europe. Enemy is co-owned by Roccafarm and Diamond Genetics and due in August where owner, Ivo Hulsbosch, Roccafarm, is excited about calving her in. She has two polled Ladd-P heifers (one red and the other black) and one red Ladd-P bull calf awaiting genomic results.

Selling for €15,000 in the 2013 Eurogenes Summer Sale was another fantastic daughter of Eara, Rainyridge RZH Planet Elaine. Elaine graced the cover of the Winter 2013 edition of Hotspots and is scored Very Good-88-2YR-NL. Now owned by Oosterhof Holsteins of The Netherlands, Elaine is the tremendous Planet daughter placing second in the two-year-old class at that National HHH-Show in 2012. She is also one of the highest GLPI cows in Europe at +2957 and the highest daughter of Eara.

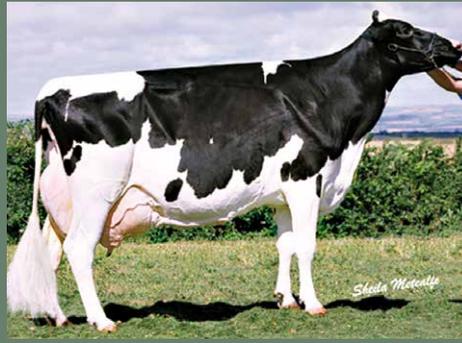
This branch of the Beautys is far from complete with Eara due again in August and Rainyridge looking forward to continuing to work with one of Mr. Burn's greatest daughters.

Next generation All-Canadian

Scored Excellent-90-CAN 7*, Ezra is the full sister and next generation All-Canadian from the Beautys. At the age of six, Ezra captured



Rainyridge Mr Burns Eara *RC VG-89-CAN
Building her own legacy with embryos exported worldwide



Topmark Rudolph Beauty EX-95-3E-UK
One of many Excellent Beautys developed in the UK



Rainyridge Super Beth *RC VG-86-2YR-CAN
Dam of the No. 1 GTP1 *RC/Red Heifer in the World

the title of mature cow at the Royal Winter Fair and went on to be named All-Canadian Mature Cow in 2003. She has seven daughters classified in Canada and all are Very Good or Excellent; highlighted by Rainyridge Dundee Ember Excellent-93. And another great brood cow for the Boerchers, Rainyridge R Marker Ella Very Good-88.

In Switzerland, Ezra's daughter by Champion has bred some fantastic show daughters in the Ruegruet herd. Rainyridge Champion Ezmeralda EX-90-SW was bought during an auction in Germany at an A.I. in Sachsen, which is now Masterrind.

Patrick Ruettimann, Ruegruet
“When she calved for the first time she was a bit heavy but after she matured she became more and more dairy. That counts for all the Tony Beauty family members we had at our farm and I think that is in the same line as Tony Beauty herself, with the years and each calving she became better and better.”

Ezmeralda has been flushed this lactation to Aftershock and is now bred back with hopes to calve again for the sixth time. Out of her we have a Mr. Sam daughter who was successful at the heifer shows. She was first in her class at Lausanne 2010 and is now a good milking cow in our herd. We have three Jaspers, the most well-known is Ruegruet Jasper Esperanza who was a successful show heifer in Switzerland before she was sold to Ponderosa, she should now be fresh for the second time,” Ruettimann explained.

The oldest daughter of Ezmeralda is a Roy Racer who went Excellent-91 in her last lactation and keeps getting better and better as she ages. “I think the Roy Racer is the first fifth generation excellent from the Tony Beautys. From the Roy Racer we have sold many embryos to different countries in Europe and in the coming years a lot of heifers will calve out of this family and we are really looking forward for that. Because at first they might seem to be a little heavy, with the years and calves they become better and better,” says Ruettimann.

Barbara had it all

“Dad always knew Beauty was special as a bred heifer, but Barbara was quite different. She was never shown as a heifer, we always thought she needed a bit of refinement. As a young heifer she was big and gangly, but still attractive,” shared Boerchers.

Rainyridge Talent Barbara Excellent-95 is the red carrier Talent daughter of RF Outside Breeze Excellent-95. Breeze a granddaughter of Tony Beauty and daughter of Raverley Briana Milan Excellent-90-3E-CAN.

“RF Outside Breeze was bred as virgin heifer to Talent resulting in Barbara. Breeze had an extreme front end for a heifer almost too much. The cross with Talent complimented that feature as well as he was a calving ease bull. We got lucky with her [Barbara] carrying the red gene.

We were really excited with Barbara in the months prior to her calving. She was housed at Ravenbrook during this time when long time friend and business partner Sheldon Froese called one day and said you need to see this heifer. He went on about how this big jet black two-year-old was 62 inches tall and had a pot of rib and this long sleek neck,” shared Boerchers.

Shortly thereafter, Barbara was brought back to Rainyridge to calve out and the realization set in that they had something special. “Barbara developed like a typical Beauty slow at first but with loads of potential,” Boerchers said.

Barbara made the trip to the Royal Winter Fair as a junior two-year-old placing 18th but was back as a junior three-year-old and nominated All-American and All-Canadian. As the 2010 show season approached, Barbara was one of the most talked about show cows.

“We made the decision before she went to Madison that if the opportunity came and our price was met we would let her go. We had numerous offspring from her already and were in a great marketing position if she was sold. The decision to sell was made much easier knowing that two great cattle and business men such as Ernie Kueffner and Tim Abbott would be her new owners,” shared Boerchers.

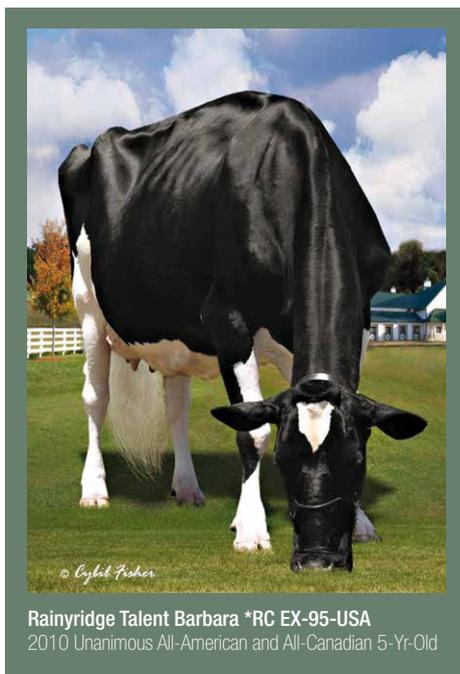
When asked about how the partnership formed, Kueffner replied, “I had just purchased the cow and Tim Abbott was managing St. Jacobs ABC when he saw Barbara. He really loved her and he had bull interest as well. He asked if there was a way for him to get in on her and I liked the cow too much to sell all of her so we formed a partnership.” Barbara went on to win the five-year-old class at World Dairy Expo and the Royal Winter Fair and was the 2010 Unanimous All-American and All-Canadian Five-Year-Old.

Seems like a perfect fit especially considering that 18 years earlier, Kueffner fell in love with Barbara's great granddam Tony Beauty and tried to buy her but the owners would not sell.



The marketing of Barbara was a team effort and the decision was made early on not to sell any embryos from her to keep the cow exclusive. "I had the privilege to keep her [Barbara] under my care, so I had a bit more input because I was handling and working with the cow on a daily basis. Matings and marketing decisions were always discussed first though, and we were always sure to come to an agreement," Kueffner said.

Barbara's story continued when she topped the Kueffner Kows at Cowtown Sale and Complete Dispersal for \$230,000 to River Valley Dairy, Illinois. Barbara had already proven herself in the show ring and had become a household name. Her daughters were commanding top prices and she fit many markets from type to red to genomic. Sadly less than six months later, Barbara was lost to cancer.



Global and St. Jacobs ABC, Rainyridge Perseus is the unique red carrier Jasper son of Barbara with a PTAT of +2.94. At International Protein Sires, the Barbara sons have also been quite popular. Hylite Barbwire-Red, the Shaquille son of Barbara has been siring junior champions across Canada and the United States and embryos by him are still in high demand.

Success in the UK

The export of Tony Beauty's Astre daughter from Stanhope resulted in the successful establishment of the family in the UK. Mark Nutsford from Riverdane Holsteins in Cheshire first saw Tony Beauty as a milking four-year-old at the Royal Winter Fair where she was placed fourth in the best class of cows he had ever seen. She was awarded Best Udder that day, and this seems to be her trademark even now.

Ernie Kueffner, Kueffner Kows
 "Her legacy won't be able to reach its full potential simply because she could've produced more offspring. However the daughters I've seen are very impressive and considering the scores and success of Barbara and the three dams behind her I'm optimistic for them as cows."

To date, Barbara has eight daughters scored Very Good-86 or higher and like all things legacies take time to build and develop.

Red Superstar

Helping with that legacy and following close behind in the excitement surrounding Barbara is her red carrier Superstition daughter, Rainyridge Super Beth Very Good-86-2YR-CAN. Beth is owned by Cormdale Genetics, Diamond Genetics, Anderstrup and Al-Be-Ro and was the high seller of the RockyMountain High Sale 2011 for \$79,000. She has a GTPI of +2130, DGV LPI of +2925 and is outcross. Most importantly she has become a breed leader in producing huge red carrier genomic offspring. Her daughters are testing exceptionally well with Calbrett Supersire Barb *RC the No. 1 *RC GTPI and GLPI heifer in the world currently with a GTPI of +2527. A first choice Numero Uno from Super Beth was sold on the 2011 Sale of Stars to RockyMountain Holsteins and their selection, Calbrett Uno Baby Girl, is also red carrier and among the top females in the breed with a GLPI of +3109 and GTPI of +2377. Full sister Calbrett Uno Brin *RC sold for \$47,500 on the Vente Nationale de Printemps this past spring and also ranks among the top 15.

Rainyridge Super Beth certainly adds a unique new element to the Beautys and her story will continue as she sells in the Cormdale Summer Sale on July 29 with her outstanding daughter, Supersire Barb.

From Barbwire to Perseus the Barbara sons are doing well stamping out daughters excelling in elite show type. Available through ABS

Mark Nutsford, Riverdane
 "She just had such a good udder and such potential, you could tell she would make a great cow. I have never had a bad one, they all have unbelievable udders however you breed them."

And breed them he has. While a friend was on the phone to Stanhope inquiring about a different heifer, Mark asked him to find out if there was anything left from Beauty. There was one maiden heifer by Astre, and after the deal was done, she was shipped to the UK. Stanhope Berdina Astre went on to make a lifetime production record of over 220,000 lbs. of milk and scored Excellent-92-3E. Her first daughter, by Rudolph, was sold as an in-calf heifer, but Topmark Rudolph Beauty Excellent-95-3E developed into a great framed show cow and went on to win the Royal Highland Show for new owners, Ridgefield Holsteins. It was Berdina's second Excellent daughter by Counselor that went on to breed the most successful line of Beautys at Riverdane with Riverdane Stormatic Beauty Excellent-90 taking the Royal Show honors and her Goldwyn daughter, Riverdane Goldwyn Beauty Very Good-88, repeating this a few years later taking Champion Heifer.

One of the best cows in the Riverdane herd today is Carnation Beauty's last daughter, Riverdane Goldwyn Beauty Very Good-89. Due in August, she will be the next member of the family to hit the show circuit, following on from the Reserve Championship at the 2012 Dairy Expo, which was awarded, to the first place four-year-old, Willsbro Berdina Howie Very Good-89. Mark sold the Riverdane herd to Willsbro in 2008 but bought the Howie back as a heifer. She was the last daughter to be born from Stanhope Astre Berdina, but it is certainly not the last time this family will impact the UK show rings.

Known for their longevity, this industry favorite cow family deeply rooted in show type has crossed over to red and added in the index. This combination will allow for the legacy of the Tony Beauty family to continue to be written for years to come.

RAINYRIDGE TONY BEAUTY

