

Larcrest Juror Chanel

→ Generation after Generation

Chanel, Champagne, Cosmopolitan, Crimson, Che-noa... the names recognized worldwide in this great industry for providing superior Holstein genetics. After one visit to southern Minnesota and the barn where the ladies of Larcrest reside another "C" word comes to mind – captivate. They catch your eye with their large massive frames, try to charm you with their bold personalities and are mesmerizing to watch attack a pail of grain or a pile of silage.

Generation after generation another great cow develops and another industry icon is born from this Minnesota herd, Larcrest Holsteins.

Gary Housner, Bo-Irish

"By far the most aggressive family I have ever worked with. They eat volumes of feed and that spells milk. They are just my kind of cows and I have really been impressed."

The Beginning

The Larcrest prefix spans for generation after generation but it was with one very special brood cow, Larcrest Juror Chanel EX-93 3E GMD DOM that this family really started to stand out. Chanel was the first cow contracted at Larcrest Holsteins and lived 15 full years on the farm. Today, Larcrest Holsteins is owned and operated by Jon and Ann Larson along with their son Tyler. Also active in the operation are Jon's sister, Linda, and her children, Chase, Bridget and Lydia.

The Outside mating on Chanel was a selection by Larcrest but Accelerated Genetics ended up contracting the pregnancy.

"Chanel is extremely dairy and open and needed maybe a little more strength in the front end and Outside did that." Jon shared. The result was a set of twins one male that went to Accelerated and one female,

Larcrest Oside Champagne-TW. With less than 10% of females born twin to a male turning out to be fertile, Champagne was a true blessing to the Larcrest herd and the industry of elite Holstein genetics.

Champagne classified EX-90 GMD DOM has thirteen daughters classified Very Good and has been a widely popular contract cow for the Larsons with over 17 sons in A.I. The magical mating of Shottle on Champagne was also a decision by Larcrest as Shottle was something new and interesting. The result was Larcrest Cosmopolitan, arguably the most popular Shottle daughter worldwide and known for her massive speckled frame and chart-topping offspring.

The Great Mother-Daughter Duo

This former #1 CTPI Cow of the Breed is scored Very Good-87 DOM and today at six-years of age still finds her way near the top of the locator list with a GTPI of +2199. To pull a Cow Family Summary from Holstein Association USA you will find page after page and pedigree after pedigree listing the high genomic offspring by various sires of the great Cosmopolitan; however, one individual rises to the top quite handily, Larcrest Crimson-ET.

This Ramos daughter scored Very Good-89 in her first lactation with DOM status and was a contract mating for Scott Culbertson, Dairy Sire Analyst, Select Sires, Inc.

"Crimson has a special place in my genetic heart! She was the result of the Ramos mating on her massive Shottle dam, Cosmopolitan. I never dreamed she would be the world's largest Ramos daughter! Crimson has the distinction of being the youngest female I had ever contracted at that time and I tied her up for all male offspring until the completion of her two-year-old record. She was huge from day one and so well balanced. Then she calved and everything looked perfect; her massive frame, her personality, big sweeping rib and huge rear udder. Everyone who saw her wanted something from her. The components, health traits and high type values solidified her genomic ranking. Her phenotypic traits solidified what was on paper. And now after all the

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Larcrest Cosmopolitan VG-87-USA DOM

One of the greatest Shottle daughters with numerous high sons!



Larcrest Crimson-ET VG-89-USA DOM

The breed's largest Ramos and #22 GTPI Cow on Locator List!



Larcrest Chenoa-ETS VG-86-2YR-USA

The next generation of contract cows at Larcrest Holsteins!

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In 2010 her daughter by Planet, Larcrest Case-ET, headlined the National Convention Sale in Minnesota and brought a commanding \$82,000 with Robert Goldmann, Iowa as the winning bidder. Case is now fresh and still resides in Iowa but under a new owner, Farnear Holsteins, where she just scored Very Good-85 VG-MS at 2-10. Her Dec. 2011 numbers came back at +2293 GTPI, watch for her in April to be among the top Planet daughters in the U.S. on the locator list.

Sons of Crimson are now available through several A.I studs with two Planet sons at Select Sires, Calibrate (+2345G) and Camelot (+2236G). Larcrest Casual is a Superstition son from Crimson that will be released soon through ABS Global and has a GTPI of +2398, his full brother Certain (+2214G) is also at ABS Global and already available.

"Select has seven sons out of Crimson between +2200-2400 GTPI. Snowmans, Observers, Planets and Lightning make up the most exciting ones," Culbertson said.

Crimson has six daughters tested over +2300 GTPI headlined by Larcrest Cinergy-ET, a May 2011 Robust daughter with a GTPI of +2454. Cinergy sold on the Parade of Perfection sale for \$63,000 to new owners Morsan Farms, Alberta, Canada. Larcrest Cale is another high profile daughter of Crimson at Larcrest Holsteins with a GTPI of +2414. Cale is an Observer daughter with numerous contracts and a promising future! Other exciting young daughters of Crimson include a July 2011 Snowman with a GTPI of +2377 and an Atwood +177 over parent average at GTPI+2321 and 4.37 for PTAT.

Across State Lines: Cosmos in WI

"I first learned about Cosmopolitan and Larcrest while traveling, networking and learning cow families/genetics with Dr. Marv Johnson. He raved about the Debutantes, Eroys, and 'the best Shottle x Outside cross... Cosmopolitan'. So when she came onto the scene as a two-year-old with sale topping calves and choices, I couldn't wait to see the cow family for myself! In the past, the timing was never quite right to buy, but this past fall I jumped at the opportunity to visit Larcrest. Jon and Ann are as impressive and honest as the cows, and we struck a private deal for Comet," shared Neil McDonah, Speek-NJ Holsteins.

Comet is the Good Plus-84-2YR DOM daughter of Cosmopolitan with an extreme GTPI of +2226 and +1950 for milk. Coincidentally she is also the dam of the #13 GTPI Heifer in the U.S. that recently sold in public auction for an astounding \$160,000 to Elite Dairy Genomics.

"Comet has proven to be a genomic giant, and I look forward to working with Comet and Larcrest in the future," McDonah said.

Just north of Speek-NJ Holsteins resides Larcrest Carabella the Very Good-86 87-MS at 2-06 full sister to Cosmopolitan that has been attracting lots of attention since she freshened in June 2011. Carabella has a GTPI of +2230 with several high daughters by Bookem (+2401G and +2328G) and Radon (+2293G). Carabella and her daughters are owned in partnership between Matt Johnson and Larcrest Holsteins. Also at Johnson Holsteins is Larcrest Constance, the Very Good-85 VG-MS at 2-08 Mac daughter of Outside Champagne. Constance has a GTPI of +2066 and has high daughters by Snowman, Iota, O-Style and Man-O-Man.

The #1 Super daughter in the breed, Larcrest Cake-ET, resides at the well-known Sandy-Valley Farms. Cake is a daughter direct from Cosmopolitan with a GTPI of +2493 and is due this summer. Other family members currently being worked with at Sandy-Valley include a Ramos daughter of Champagne, Larcrest Cinnamon-ET Very Good-85 DOM and extremely high on her health traits. Larcrest Cato-ET is the Very Good-85 88-MS at 2-04 Alexander daughter of Cosmopolitan with a GTPI of +2062 and has numerous contracts and already high tested genomic sons and daughters.

Our Cover Girl Chenoa

The next generation of the Juror Chanel's calved in at Larcrest this past fall and easily scored Very Good-86 with a beautiful mammary, Planet Chenoa! Chenoa has already attracted attention worldwide with numerous bull and embryo contracts. She has daughters genomic tested by Robust (GTPI+2505 US 2/12), Kramer (GTPI+2374 US 2/12), Freddie (GTPI+2338 US 1/12) and other daughters and sons by Gold Chip, Lewis, Kramer and Robust awaiting results.

The early Chenoa embryos exported to Europe through Diamond Genetics resulted in a heifer calf, Bacchus Chennin (GTPI +2226 US 12/11). Chennin has two full brothers in Europe one which will sell in the May 2012 edition of the Online Elite Bull Sale organized by Diamond Genetics and the other tested in Germany and debuted with a sky-high index of gRZG +157, which makes him one of the highest genomic tested bulls in Germany.

The Cosmopolitans in Europe

The worldwide popularity of this family is evident in the demand for embryos. The interest in genetics from this elite maternal line has been very high especially in Europe where the family continues to expand and find its way to the top of the charts.



Paul Trapp, Regional Sire Analyst, ABS Global Inc.

"I started stopping at Larcrest Holsteins about 10 years ago to see Juror Chanel who developed into an EX-93 cow at 9-06 with over 250,000 lifetime and became the cornerstone of their world famous cow family. Jon and Ann are wonderful people that are honest, hard working with great family values. I truly value their friendship."



When it comes to breeding cows, Jon is extremely opened minded to use the best bulls from around the world and make the best possible mating each time. ABS has several popular active bulls from the Juror Chanel cow family including 29H011931 Larcrest Control and 29H013829 Larcrest Chandon #74 TPI Bull. Currently, ABS has over 20 Larcrest bulls awaiting proofs plus more young sires standing at ABS waiting to be sampled, bulls on farm and contract matings to be born.

The Larcrest/ABS relationship has been very successful and due the track record of the Juror Chanel cow family combined with the integrity of Jon and Ann Larson - this relationship will continue for a long time," shared Trapp.

O-Cosmopolitan is currently the #1 GTPI Planet son worldwide with a GTPI of +2472 and PTAT+3.61. A son of Shottle Cosmopolitan he is currently being used heavily in Europe and is now making his way to North America.

The #2 GTPI Planet daughter in Europe and the #5 GTPI Planet daughter worldwide is a full sister to O-Cosmopolitan, Neerduist Planet Cherso GTPI+2429. Cherso is owned by Neerduist Holsteins and Diamond Genetics and is one of the hottest and most interesting heifers in Europe right now. Another daughter straight out of Larcrest Cosmopolitan is Drouner AJDH Cosmo, she is the #2 GTPI Freddie daughter in Europe and the #5 Freddie worldwide! In regards to type, she is one of the greatest Freddie daughters in the breed and sells in the 2012 Eurogenes Online Heifer Sale starting March 19.

Roccafarm Beacon Chrissy GTPI+2270 is the #1 GTPI Beacon in Europe and the daughter of Larcrest Chenile-ET Very Good-86-2YR. Chrissy sold for € 20.500 in the Eurogenes Online Heifer Sale to Rossetti, Diamond Genetics and DJM Genetics.

"We have really enjoyed meeting the visitors that have come from many countries. It has been very rewarding to see other people having success with our cattle, especially those who have helped us from the start. When a bull makes the active line-up or seeing the animals that have developed from the embryos exported go on to do great things it makes the hard work worthwhile," Jon and Ann shared.

Market Interest to Drive the Future

With the non-stop embryo and bull contracts, Jon admits that it has driven the flush program at Larcrest Holsteins and greatly influenced the mating decisions.

When asked, Jon quickly credited Steve Berland, Scott Culbertson and Paul Trapp who have helped with the marketing of the Juror Chanels

since the beginning. "It is a group decision when we sell a high one or decide to offer a first choice female," Jon shared. All selections go through them.

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When it comes to breeding cows, Jon is extremely opened minded to use the best bulls from around the world and make the best possible mating each time. Jon and Ann have developed the wonderful Juror Chanel cow family that excels in transmitting outstanding type, modern health traits with high components.

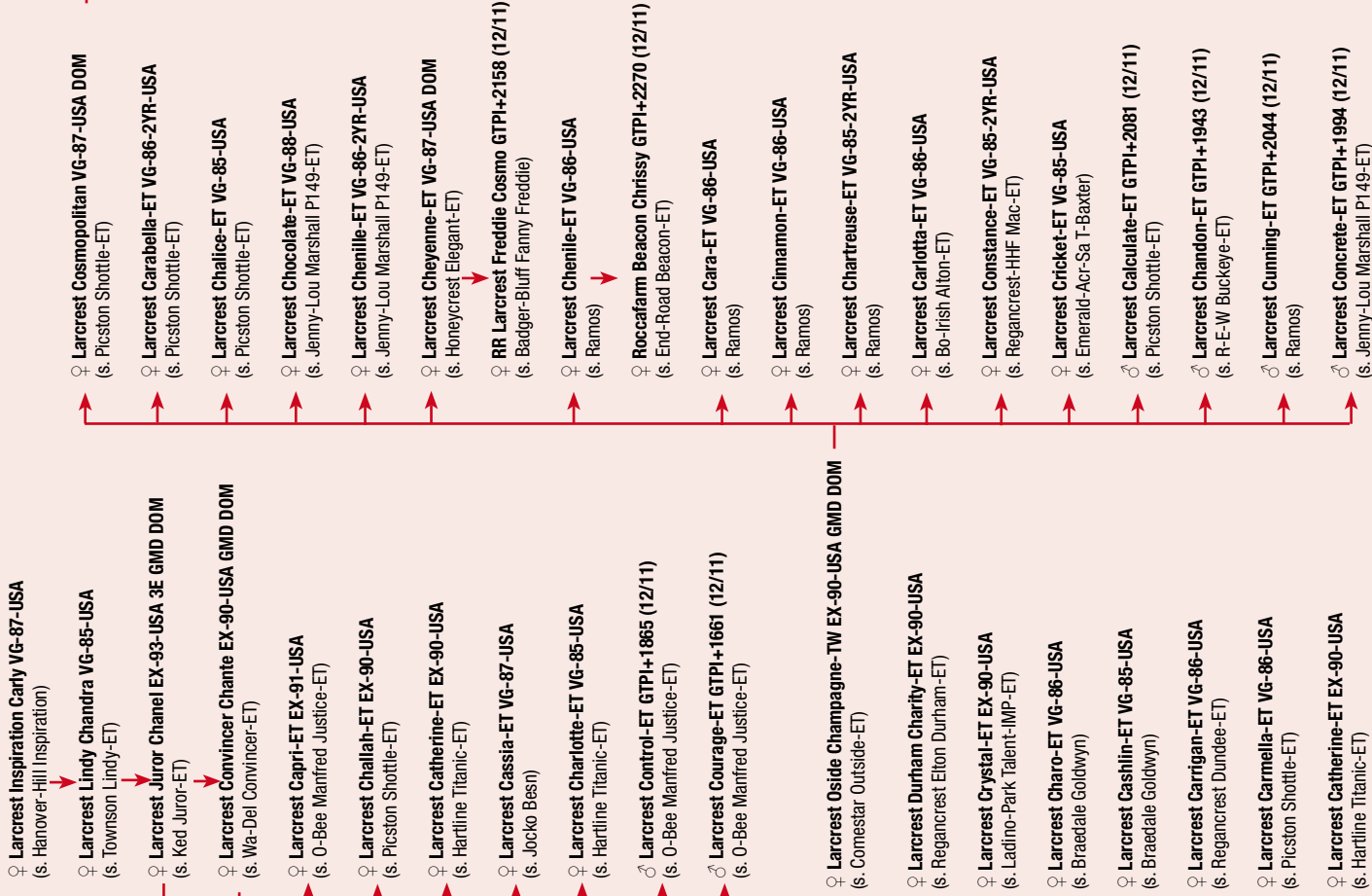
ABS has several popular active bulls from the Juror Chanel cow family including 29H011931 Larcrest Control (O-Man x Convincer Chante EX-90) and 29H013829 Larcrest Chandon #74 TPI Bull (Buckeye x Outside Champagne EX-90). Currently, ABS has over 20 Larcrest bulls awaiting proofs plus more young sires standing at ABS waiting to be sampled, bulls on farm and contract matings to be born. ABS is proud to market Larcrest Cancun 2321 GTPI (Planet x Cosmo) and 29H016113 Larcrest Capitalize 2269 GTPI (Super x Cosmo) as ABS Primetime Sires. The Larcrest/ABS relationship has been very successful and due the track record of the Juror Chanel cow family combined with the integrity of Jon and Ann Larson - this relationship will continue for a long time," shared Paul Trapp, Regional Sire Analyst, ABS Global, Inc.

The industry certainly has a lot of admiration and respect for this emerging brood cow family at Larcrest. It has been exciting to watch generation after generation the next great emerge and with bulls like Numero Uno and Mogul being used on Cale, Chenoa and Crimson the future looks bright for this southern Minnesota herd.

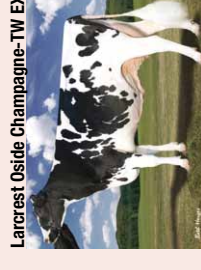
High Ranking Cosmopolitan Sons

Name	Sire	Index	Details	A.I. Stud
O-Cosmopolitan-ET	Ensenada Taboo Planet-ET	GTPI+2472 PTAT+3.61 US 12/11	#1 Planet son available worldwide	Taurus Zooservis
Cosmo-ET	Long-Langs Oman Oman-ET	GTPI+2471 PTAT+3.04 US 12/11	#2 Man-O-Man son in the breed	Select Sires, Inc.
Larcrest Creative-ETS	Badger-Bluff Fanny Freddie	GTPI+2366 PTAT+2.12 US 12/11	Top 10 Freddie available	Select Sires, Inc.
Larcrest Capitalize-ET	Charlesdale Superstition-ET	GTPI+2269 PTAT+2.63 US 12/11	Cosmopolitan's highest Super son	ABS Global, Inc
Larcrest Casablanca-ET	Macomber O-Man Bogart	GTPI+2244 PTAT+2.68 US 12/11	#4 GTPI Bogart son worldwide	Select Sires, Inc.
Larcrest Contrast-ET	Golden-Oaks St Alexander-ET	GTPI+2212 PTAT+3.86 US 12/11	#2 GTPI Alexander son worldwide	Semex
Larcrest Constantine-ET	Regan-Alh Dragon-ET	GTPI+2234 PTAT+2.39 US 12/11	#1 GTPI Dragon son worldwide	Select Sires, Inc.
Larcrest Clifton-ET	Lylehaven Lightning	GTPI+2171 PTAT+2.37 US 12/11	#1 GTPI Lightning son worldwide	Select Sires, Inc.
Larcrest Custom-ET	Langs-Twin-B Digital-ET	GTPI+2135 PTAT+3.04 US 12/11	#1 Digital son worldwide	ABS Global, Inc
Larcrest Cheech-ETS	Vieuxsaule Malicieux-ET	GTPI+2073 PTAT+3.47 US 12/11	#1 Malicieux son worldwide	Semex
Huijben DG Earn Omo-ET	Brandt-View Z Earnit CRI-ET	GTPI+2053 PTAT+2.26 US 12/11	#2 GTPI Earnit son worldwide	TWG/Sexing Technologies

LARCREST JUROR CHANEL FAMILY



Larcrest Juror Chanel EX-93 3E



Larcrest Oside Champagne-TW EX-90



Larcrest Chenille-ET VG-86



Larcrest Carabella-ET VG-86-2YR



Larcrest Cheyenne-ET VG-87 DOM



Larcrest Countess-ET VG-85-2YR



Larcrest Comet-ETS GP-84-2YR