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Member Highlight

IceBlue Genetics & Fit Genetics

IceBlue Genetics and Fit Genetics are two different partnerships between Kentucky breeders working to advance the Holstein breed through development of heat-tolerant and high indexing females.

IceBlue Genetics is a partnership between Jeffrey Bewley and Michael Hunt of H&S Dairy in Morgantown, Kentucky. The team began working together in 2018 with a focus on producing high genetic merit, robust, healthy, fertile, heat-tolerant animals. Their program explores the idea of using genetics to make cows more tolerant of the high Kentucky heat. Through the use of IVF, the pair is confident in the continued success and advancement of heat tolerance through novel phenotypic evaluation, the slick gene, and potentially incorporation of both recessive and dominant red genes. TTM IceBlue Silver Slick-ET is one of the highest indexing slick heifers in the breed right now.

Fit Genetics is a partnership, beginning in 2019, between Jeffrey Bewley, David Corbin (with Casey Whitlock overseeing calf management) and Tony Cowherd (with Billy Wilcher overseeing the recipient and genetic selection) of Campbellsville, KY. The group, while they do have some slick females, is more focused on developing high GTPI and NM\$ females that also combine great health, dairy wellness, and reproductive traits. They have the highest TPI dominant red heifer in the breed right now, MS Comf Fit Siena-Red-ET.

Both partnerships are still quite young, but with several promising donors, members of this group are excited for the future. **To view a list of IceBlue and Fit Genetics donors, visit their breeder page at HolsteinPlaza.com/Ice-Blue-Fit-Genetics.**



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March Newsletter

March Intermediate Proof Run

TOP 5 NEW GENOMIC FEMALES

1. **Bomaz Conway 10056-ET**
Conway x Legacy x AltaTopshot
+3160 GTPI
Bomaz Inc.
2. **Ladys-Manor Huey Opera-ET**
Parfect x Huey x Granite
+3120 GTPI
Ladys Manor LLC
3. **OCD Ahead Fortune 64329-ET**
Ahead x Legacy x Dynamo
+3107 GTPI
Oakfield Corners Dairy
4. **Peak 83723-ET**
AltaPlinko x Solution x Gatedancer
+3085 GTPI
Alta Genetic Peak Program
5. **Badger S-S-I 16163 17134-ET**
Top Dog x Big Al x Mayflower
+3075 GTPI
Larry & Jeff Meyer

IOWA HOLSTEIN DISTINGUISHED SERVICE AWARD



Congratulations to Tom Simon of Farnear Holsteins on receiving the Iowa Holstein Association's Distinguished Service Award.

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HOLSTEIN CANADA ANNOUNCES CONTENDERS FOR 2020 COW OF THE YEAR

Holstein Canada has announced the final four contenders in the race for the 2020 Cow of the Year title.

Hendercroft Fever Bazooka
EX-96-4E-CAN 3* (15/0)
41* in the Family.

Knonaudale Jasmine
EX-96-4E-CAN 7* (11/25)
33* in the Family

Idee Windbrook Lynzi
EX-95-2E-CAN
59* in the Family

Walnutlawn McCutchen Summer
EX-94-2E-CAN 8* (5/38)
136* in the Family

BRIGEEN FARMS CONSIGNS TO MA BLUE RIBBON CALF SALE



Brigeen Farms has announced their consignment to the Massachusetts Blue Ribbon Calf Sale on April 10th.. Brigeen Hancock Wish-ET is a full aged September calf direct from EX-92 Juniper Wish Come True. Wish scores nearly +3.00 PTAT, over +2.20 UDC, and over +1.00 FLC. Don't miss this great opportunity to buy into a great cow family!

2021 NATIONAL HOLSTEIN CONVENTION PLANS ANNOUNCED

The 2021 National Holstein Convention is planned for June 20 – 24, 2021 in Lancaster, Penn. The in-person event will follow all site, local, state, and federal health and safety guidelines.

Convention activities will take place at the Lancaster Marriott at Penn Square and Lancaster County Convention Center. The Annual Meeting will be held on Thursday, June 24 at the Lancaster County Convention Center. During the meeting, the Holstein Association USA's prestigious Elite Breeder, Distinguished Leader, and Distinguished Young Holstein Breeder awards will be presented.

For junior members, the speech contest and Distinguished Junior Member interviews will take place on Monday, June 21. The Dairy Bowl competition will be held on Tuesday, June 22 followed by the Dairy Jeopardy contest on Wednesday, June 23. Spectators at all junior events will be restricted to ensure health and safety guidelines are followed. The folding display, state banner, and state scrapbook contests will not be held in 2021.

Both adult and junior members will be able to attend a variety of fun tours throughout convention ranging from the Pennsylvania Breeders' Tour to Hershey Park. Visit www.2021nationalholsteinconvention.com for more details about the convention schedule, tours, and accommodations.

All site, local, state, and federal health and safety guidelines will be followed during the 2021 National Holstein Convention. Guidelines will be closely monitored, and the schedule and events are subject to change. We look forward to gathering safely in Pennsylvania for the 2021 National Holstein Convention.

Source: Holstein USA

HOLSTEIN CANADA AWARD WINNERS ANNOUNCED

Holstein Canada has announced results for the new annual Holstein Canada Awards. These awards are given to individual animals and herds owned by Holstein Canada members, and will be announced on March 1st of each year. Awards are based on lactations terminated in the previous calendar year. The total production for the entire lactation is indicated and animals must be registered with greater than or equal to 75% purity. Award categories include Daily Production Champion, Outstanding Production Champions, and Herd of Distinction Awards.

To be eligible for the Daily Production Champion Award, animals must be 60 months of age or older and have completed a minimum of four lactations. Animals are ranked in order of top kilograms of milk per day of life. Total milk, fat and protein values are divided by the number of days of life (birthdate to completion of lactation). Awards are based on lactations completed in 2020.

Outstanding Production Champions are determined by the total milk produced by age at completion of their last lactation in 2020, and awarded within each age group.

Evaluation of all cows in the herd having completed a lactation in 2020 is done to determine winners of the Herd of Distinction Award. Lifetime milk production of all animals in the herd who have completed a lactation in 2020 are used to calculate the Milk Herd average. Awards are then grouped by herd size (herd size = number of animals completing a lactation in 2020).

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**SUCCESSFUL SALE WITH MN
YOUNG ADULT COMMITTEE**



The Minnesota Holstein Association Young Adult Committee consigned a group of offerings to the Holstein Plaza Online Embryo Auction ending on February 25. Each year the MN YAC teams up with Holstein Plaza to raise funds for educational experiences and social events for the young dairy breeders and enthusiasts of Minnesota through an embryo sale! Their offerings were highlighted as the first lots of the sale and averaged \$500 per embryo with part of the proceeds going back to the Young Adult Committee.

Holstein Plaza would like to thank the Minnesota Holstein Association, their consigners, and all who placed bids to support this great cause.

Place an advertisement on our website or in our monthly newsletter to promote your farm, event, or sale!

Contact us today!

info@holsteinplaza.com



Industry Events

- April 1-3
- April 1-3
- April 1
- April 2-3
- April 3
- April 5-10
- April 6
- April 6-8
- April 7-8
- April 9-15**
- April 9-11
- April 10
- April 10
- April 15-16
- April 17
- April 17
- April 17
- April 19-23
- April 21
- April 21-22
- April 21-22
- April 21-24
- April 22-23
- April 23-29**
- April 23
- April 24
- April 24
- April 28-May 1
- May 1
- May 1
- May 1
- May 7-13**
- May 7-8
- May 8
- May 8
- May 10-18
- May 12
- May 13
- May 13-14
- May 15-16

May 21-27

Share your event details with thousands of industry members across North America. Contact us today to have your event added to our monthly newsletter and advertised on our website!

- Ohio Spring Dairy Expo
- New York Spring Dairy Carousel
- Mid-East Spring National Holstein Show
- Fraeland Online Frenzy Sale
- Northeast Spring National Holstein Show
- Southern National Holstein & Jersey Show
- Official Genetic Evaluation Release
- Dairy Calf & Heifer Association Annual Conference
- Virtual Canadian Dairy Expo
- Holstein Plaza Online Embryo Auction**
- New England Spring Classic Tag Sale
- Illinois PDCA Sale
- Barron Spring Classic Sale
- Clanman Spring Tag Sale
- Indiana Holstein State Sale
- Quest for the Franchise Kind at Maple-Leigh
- Banner Breeder's Sale at Cashell's Cattle Care
- Quebec Spring Show
- Woodmansees Top 100 Sale
- Ontario Spring Discovery Show
- Michigan All-Breeds Spring Show & Sale
- Holstein Canada National Convention
- Selections at Skycrest Sale
- Holstein Plaza Online Embryo Auction**
- Brood Cow Heritage Sale
- Born to Show Sale
- Bricco's Talk of the Town Sale
- Wisconsin Dairy Showcase
- Midwest Spring National Holstein Show
- Pennsylvania Spring Show
- Catoctin Mountain All Breed Calf Sale
- Holstein Plaza Online Embryo Auction**
- Wisconsin Jersey Spring Spectacular Show
- Heart of the Wheel Sale
- The Best of Triple-T & Heath Sale
- Northeast All-Breeds Spring Show
- Western National Heritage Sale
- Mayerplane Celebrating Excellents Sale
- Western Spring National Holstein Show
- Midwest Quality Colors Spring Show
- Holstein Plaza Online Embryo Auction**



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