



WORLD BROWN SWISS CONFERENCE

2022



MADISON • WISCONSIN • USA



SCAN ME

Schedule of Events*

*Please wear your badge at all times during the conference. Farm Tours with Welcome Reception, Guest Tour, and World Dairy Expo will require separate wristbands. The Sunday Reception and Gala Dinner require separate tickets. Wristbands and tickets are attached to your badge if registered. Attire – Business Casual for Farm Tours, Welcome Reception, Conference, and World Dairy Expo. Business dress for Sunday Reception and Gala.

FRIDAY, SEPTEMBER 30

5:00pm - 7:00pm Registration Desk Open Monona Terrace - Registration Counter 2

SATURDAY, OCTOBER 1

7:00am - 8:00am Continental Breakfast Box Hilton Hotel - The Liberty Room (Lobby)
 7:00am - 4:00pm Registration Desk Open Monona Terrace - Registration Counter 2
 8:00am Bus Departs for Farm Tours Hilton Hotel - Lobby
 9:15am - 11:15am Farm Tour - Cozy Nook Farm, Waukesha, Wisconsin (S11 W30780 Summit Avenue, Waukesha, WI 53188)
 11:00am Lunch (Box Lunch pick up at Cozy Nook and take on bus)
 1:15pm - 3:15pm Farm Tour - Triangle Acres Farm, Freeport, Illinois (800 West Elm Road, Freeport, IL 61032)
 4:30pm - 6:00pm Farm Tour - Voegeli Farms, Monticello, Wisconsin (N7190 State Road 69, Monticello, WI 53570)
 6:00pm - 8:00pm Welcome Reception with The Jimmy's Voegeli Farms, Monticello, Wisconsin
 9:00pm Bus Arrives from Farm Tours & Welcome Reception Hilton Hotel - Lobby

SUNDAY, OCTOBER 2

7:00am - 7:45am Continental Breakfast Box Hilton Hotel - The Liberty Room (Lobby)
 7:45am Bus Departs for Farm Tour Hilton Hotel - Lobby
 7:00am - 9:00am Registration Desk Open Monona Terrace - Registration Counter 2
 11:15am - 2:30pm Farm Tour with Lunch Hilltop Acres Farm, Calmar, Iowa (1701 253rd Avenue, Calmar, IA 52132)
 5:00pm - 7:00pm Registration Desk Open Monona Terrace - Registration Counter 2
 5:30pm Bus Arrives from Farm Tour Hilton Hotel - Lobby
 6:30pm - 8:00pm Reception Monona Terrace - Grand Terrace

MONDAY, OCTOBER 3

7:00am - 7:00pm Registration Desk Open Monona Terrace - Registration Counter 2
 7:00am - 8:00am Breakfast Buffet Monona Terrace - Ballroom
 8:30am - 5:00pm* Accompanying Guest Tour * Meet at 8:15am Departs from Hilton Hotel - Lobby
 8:00am - 10:00am Conference Sessions Monona Terrace - Hall of Ideas
 10:00am - 10:30am Break with Sponsors Monona Terrace - Capitol Promenade
 10:30am - 12:00pm Conference Sessions Monona Terrace - Hall of Ideas
 12:00pm - 1:15pm Lunch Monona Terrace - Ballroom
 1:30pm - 3:00pm Conference Sessions Monona Terrace - Hall of Ideas
 3:00pm - 3:30pm Break with Sponsors Monona Terrace - Capitol Promenade
 3:30pm - 5:15pm Conference Sessions Monona Terrace - Hall of Ideas
 6:30pm - 7:30pm Gala Cocktail Reception Monona Terrace - Ballroom
 7:30pm - 10:00pm Closing Gala Dinner, Presentation by Jack Britt & Entertainment Monona Terrace - Ballroom

TUESDAY, OCTOBER 4

7:00am - 8:30am Registration Desk Open Monona Terrace - Registration Counter 2
 7:00am - 8:00am Continental Breakfast Box Hilton Hotel - The Liberty Room (Lobby)
 8:00am - 10:00am World Federation Meeting Hilton Hotel - The Lafollette Room (2nd Floor)
 8:30am Bus Departs for World Dairy Expo Hilton Hotel - Lobby
 8:45am - 8:00pm World Dairy Expo Trade Show World Dairy Expo
 Int'l Brown Swiss Heifer Show
 Lunch & Dinner on own
 8:00pm* Bus Departs for Hilton Hotel World Dairy Expo
 * Departure time depends on when the Show ends

WEDNESDAY, OCTOBER 5

6:00am - 7:00am Continental Breakfast Box Hilton Hotel - The Liberty Room (Lobby)
 6:30am Bus Departs for World Dairy Expo Hilton Hotel - Lobby
 6:45am - 7:00pm* World Dairy Expo Trade Show World Dairy Expo
 Int'l Brown Swiss Cow Show
 * Departure time depends on when Sale ends
 12:00pm - 3:00pm Lunch World Dairy Expo - Sale Tent
 3:00pm - end World Premier Sale World Dairy Expo - Sale Tent
 Dinner on own
 7:00pm* Bus Departs for Hilton Hotel World Dairy Expo
 * Departure time depends on when Sale ends



Welcome to Brown Swiss USA!

The Brown Swiss Cattle Breeders' Association of the USA is pleased to host the 11th World Brown Swiss Conference of the Brown Swiss Breeders 2022. The five days of October 1-5th will be filled with discussion of the strengths, challenges and opportunities the breed offers.

As US Brown Swiss Breeders, this event will give you direct contact with those seeking information on the advantages of US genetics on a global stage. The 2022 conference comes at a great time in our agricultural industry when Brown Swiss genetics continue to gain in popularity worldwide. Global breed interest is a direct result of component pricing, heat tolerance, calm temperament, milk quality, sire selection, and a pure love for the Brown Swiss cow. Our farm tours will highlight a variety of dairy operations with top quality Brown Swiss. The 2022 World Brown Swiss Conference highlights also include the International Brown Swiss Show and World Premier Sale during World Dairy Expo.

By coming together to share goals and initiatives at the World Brown Swiss Conference, breeders can grow and unite with better knowledge and strategies for our breed as a whole.

The demand for US genetics worldwide is ever present. Within the United States, the population is growing in terms of registrations and yearly production. The US breeders and the Brown Swiss Cattle Breeders' Association of the USA have a great appreciation and respect for continued international cooperation and exchanges. We look forward to sharing this time with our Brown Swiss friends from all over the World.

Best Regards,

Norman C. Magnussen
Executive Secretary
Brown Swiss Cattle Breeders' of the USA



State of Wisconsin
Governor Tony Evers

Department of Agriculture, Trade and Consumer Protection
Secretary Randy Romanski

Welcome to Wisconsin!

We are both proud to serve as the host state of the 2022 World Brown Swiss Conference, and honored to welcome you, a distinguished group of industry leaders, to Wisconsin. Known as America's Dairyland, it is fitting that this event is held in our state this year.

In Wisconsin, dairy is a vital part of our state's heritage and a tremendous contributor to our economy. From hard working dairy farmers that are dedicated to sustainability to dedicated processors that craft artisan cheeses, the dairy industry alone contributes \$45.6 billion to our state's economy annually. Wisconsin is home to more dairy farms than any other state and approximately 1.28 million dairy cows that produce high-quality milk. Our state's nearly 1,200 licensed cheesemakers produce more than 600 types, styles, and varieties of cheese utilizing this high-quality milk, almost double the number of any other state. These cheesemakers make 25% of the nation's cheese, placing Wisconsin first in the nation for the production of cheese.

We are proud to share our high quality products, industry knowledge, and expertise with people around the world. Wisconsin exported almost \$4 billion of agricultural and food products in 2021 to 146 countries, and ranks first in the nation for the export of bovine semen and specialty cheeses. We are also home to world-class events such as World Dairy Expo, which allow the dairy industry to exchange ideas, technology, and expertise.

Thank you for visiting our state. I hope you have an enjoyable and productive visit as you share ideas, make memories, and see all that Wisconsin has to offer. I have no doubt your experience will be 'legen-dairy'!

Sincerely,

Randy Romanski
Secretary

Wisconsin Department of Agriculture, Trade and Consumer Protection

Wisconsin - America's Dairyland

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Farm Tours

Cozy Nook Farm – Waukesha, Wisconsin

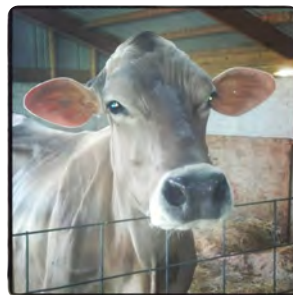
Welcome to Cozy Nook Farm, we are known in the neighborhood as home to cows, pumpkins and Christmas Trees. Cozy Nook was founded by Joan's ancestors in the 1840's and was located in a suburb of Milwaukee. They moved to the current location in 1958. Tom and Joan joined the operation in 1985 and brought the first Brown Swiss, Twin Gate Milly's Margaret -EX90 323,000 lifetime milk and Grandam of Monopoly. On 1-1-2020, Tom and Joan's son Charlie and "cow lover" Dan Gerrits have joined the management team.

We are currently milking 75 Brown Swiss and Guernseys, our management goals revolve around high producing cows with minimal health problems. Our all-time favorite and most influential cow was Cozy Nook Pronto Twilight EX92, 4E, lifetime production 324,000M, 11,958P. She currently has 14 sons, grandsons and great-grandsons on the top 150 list in the US and many daughters, granddaughters and great-granddaughters milking at Cozy Nook. One of her favorite daughters is Cozy Nook Payssli Treacherous Ex90 with 3 sons in AI, Tenaacious, Toby and Trek. At 3-01 she made in 365D 32,575M and 2786CFP.

Cozy Nook is located in a very urban area which gives us lots of opportunities to share our dairy story. We raise 20 acres of pumpkins, Indian Corn, gourds and squash for our roadside fall market. Fall is also a popular time for school field trips, about 1200 children enjoy an educational farm tour and hayride to the pumpkin patch. We also sell 1800 Christmas trees, wreaths, and garland after Thanksgiving.

We look forward to your visit during the World Conference.

Tom & Joan Oberhaus, Charlie & Dan



Hilltop Acres Farm – Calmar, Iowa



Hilltop Acres Farm, owned by Dennis & Barb Mashek and their sons, Joshua and Tanner are a 7th-generation family farm located in NE Iowa. The farm was homesteaded in 1854 after being purchased from the US government. The farm has quite the history behind it with 7 generations already and the 8th generation are started with Josh & Gina's two sons, Parker & Paxton.

Dennis oversees the entire operation. Barb takes care of the baby calves, book work, and yard work. Josh is the farm's mechanic and assists Dennis with crop production. Tanner is the Herdsman for the farm and assists in fields when needed. The farm also has 4 full-time employees and a couple part-time as well.

Hilltop Acres Farm – Calmar, Iowa continued

Hilltop Acres owns 470 acres of land and another 500 rented acres, growing all corn and alfalfa. The farm consists of 450 milking and dry cows. The milking & dry cows are housed in a free stall barn and milked in a double-12 parallel parlor 3 times a day. The current Rolling Herd Average on the cows is 28,102M 4.5F 1264F 3.4P 961P. The farm grows all the replacement heifers and breeding bulls for about 900 head total. Milk cows, dry cows, heifers, and bulls are all fed a TMR ration. Animals under 5 months old are housed in our calf barn. Baby calves are fed in individual pens until about 7-10 days old and then are adapted to automatic feeding machines. Heifers and bulls each have their own plans to weaning. Calves after weaning are grouped in pens and are fed a grain mix and hay.



Hilltop Acres is known worldwide! It probably started with Hilltop Acres Blend Jillette and Hilltop Acres Jetway Dixie, back in the early 80's. Jillette's most popular bull was Jolt. The Jetway Dixie family put many popular bulls in AI including Dominate, Dynasty, and Driver. The exciting thing about the Jetway Dixie family is that it is a huge part of the genomic game today as our popular Cadence Paula traces back to Jetway Dixie.

Visitors will have the opportunity to see some of the top genomic cow families of the breed today. All of our high genomic animals will be on display for visitors to see, including cows and heifers.



Some special Cows that will be on display:

- **Cadence Paula** - one of the best bull dams the breed has seen with 10 sons in AI today. Many of Paula's daughters will be on display on the farm.
- **Kickstart Princess** (daughter of Paula) - will be having 2 high genomic sons getting released in the fall/winter of 2022: one by Jonmar and one by Silver Coin. As of the December 2021 proofs, Princess has 3 daughters that rank in the top 30 of the genomic heifer lists.
- **Majeste Teresa** (#7 genomic heifer December 2021) - Teresa is a Majeste daughter that traces back to the very popular Cozy Nook Pronto Twilight. Teresa has many high genomic bulls and heifers being born.

We are excited to welcome everyone to the World Brown Swiss Conference and our farm, Hilltop Acres!

You can also check us out at www.hilltopacresfarmcalmaria.com.

Triangle Acres Farm – Freeport, Illinois



We want to welcome you to Triangle Acres, still the Home of Blonde-Haired Kids and Big Brown Cows. We are honored and excited to be one of the tours during the upcoming 2022 World Brown Swiss Conference.

We have been a family-owned-and-operated dairy for over 75 years, milking 87 head of Registered Brown Swiss with a sprinkle of Holstein and Ayrshire now. Our rolling herd average is 24,370m 1029f 862p. We manage 200 acres of pasture and crop ground, growing mainly corn, barley, and alfalfa. The farm was started by Russel and Eva Korth in 1942, milking registered Brown Swiss in a tie-stall facility where we still milk our herd today. John and Wendy started transitioning into the operation in the early 80's while raising

their family on the farm - Rebecca (Becky), Elizabeth, Amanda, and Benjamin (Ben). Each of the children aided in the day-to-day chores.

Triangle Acres Farm – Freeport, Illinois continued

Today, both the farm and the family have grown with the 3rd generation taking on a larger part in the dairy's operation and management. We're fortunate enough to be raising the 4th generation on the farm as well. Their love for the animals, tractor rides, and overall lifestyle is a valuable motivation to continue moving forward. Triangle Acres is currently operated by John and Wendy Korth, their son Ben, daughter Becky, and life-long employee Tim Ritschard. John and Wendy still do the majority of the milking twice a day. John manages the day-to-day operations and overall animal health. Wendy cares for all of the newborn to 2-month-old calves and takes care of all the bookkeeping, registrations, and records. Ben is in charge of the crops and managing the fieldwork. He's also taken on more responsibilities in the breeding program. Both Ben and Tim aid in the day-to-day activities and share the responsibility of mixing and feeding the milking herd's daily ration. Becky handles the daily care of the youngstock from weaned calves to springing heifers, the show cattle, as well as the transitioning dry cows.

Nutrition, a sound breeding program, and herd health are just 3 of the things we focus on at Triangle Acres. We work closely with our nutritionist to maintain a diet that promotes production and herd health. The milking herd is fed a TMR ration on a daily basis

including haylage, corn silage, gluten, whey, and dry hay. Seasonally our milking herd has access to pasture for grazing and exercise and additional dry hay is added as a direct feed in their diet. The philosophy of our breeding program is a balance of type and production. We look to use bulls that offer good components, a positive DPR, udder quality, and good feet and legs. Timed breeding has improved our program. We've also shifted towards using our breeding age heifers as recipients more often to capitalize on offspring from our higher end cattle. We have regular herd checks to confirm pregnancies or open cattle faster. Some of our success in maintaining our herd health includes administering calfhood vaccinations, Bovishield Gold prior to breeding, and routine hoof care and maintenance.

Our main goal is to be as close to a self-sustaining operation as we possibly can. This has come with some challenges in the current economy and our growing herd, so finding different ways of bringing in income has been a vital play to the operation. Marketing young stock for sale has become a priority along with cross breeding to Angus which adds a premium value to our feeder calf program.

At the end of the day, we enjoy a healthy milk check, but we still want to enjoy caring for a herd full of beauties. We look forward to sharing more about our operation and showing you around the farm this fall!



Cows

Variety is the spice of life and that is no exception on the Triangle. Not only have we diversified a bit in our breed of cattle, we're gradually exhibiting more of our ladies in the show ring including the big top - World Dairy Expo. You will have the opportunity to see several different milking daughters and youngstock here including Cadence, Biver, Richard, Get Lucky, Flash, All In, Silver, Juke, Doboy, Famous, and Trek - just to name a few.

The majority of our herd stems from and is most well-known for the Collection Polly family. Polly was a very profitable cow both in production and reproduction. Triangle Acres Payoff with Accelerated Genetics and Polo with Select Sires were 2 popular sons that have had an impact worldwide. Today, we have several branches of the Polly family, the most well-known being the Prelude Zeus Peace and the Vigor Peach lines. These two families have produced several of our current herd favorites including Richard Pandora EX93-4X Nominated All American (granddaughter of Prelude Zeus Peace) and Seaman Peadazzle EX92 (daughter of Vigor Peach). Both of these exceptional cows and several of their family members have produced multiple records over 30,000lbs of milk. Triangle Acres Fact Prosper with NGG is a Fact X Brookings Poplar (daughter of Vigor Peach). He boasts super health traits.

A few years ago, we invested in a very special young heifer from the Cozy Nook Twylight family-Brookings Terrific-2E91. Terrific is still with us and we've been fortunate enough to see this family grow within our herd as well. She has daughters by Kannon, Falco, and Daredevil and granddaughters by Juke and Dynamite. All super dairy, stylish cattle with the will to put it in the tank!

Another Triangle family that has grown in recent popularity is the Jupiter (Dirk X Pursue X Powerplay) family. Although we've sadly lost Jupiter-EX94, her son Juke (New Generation Genetics) is carrying on in a big way. We're seeing a lot of Jupiter's qualities in the Juke offspring, so we know she transmits! We have a daughter by Doboy which looks to be very promising, a son X Phantom that we will be using, and ETs by Daredevil that we look forward to.

Voegeli Farms, Inc. – Monticello, Wisconsin



Voegeli Farms was established in 1854 during the Swiss migration to USA. The Voegeli family came from the Glarus area in Switzerland and settled near the village of New Glarus, WI. The family then started milking the native cattle, but in 1895 they bought their first registered Brown Swiss cow and have been solely Brown Swiss since.

Voegeli Farms operates 1,300 acres of crop ground. The Farm now consists of 250 milking cows with a rolling herd average of 22,025 pounds of milk, 965 pounds of fat, and 754 pounds of protein. The milk is used to make award-winning Chalet Cheese and Yodelay Yogurt. There are close to over 600 total animals.

The farm has had National Total Performance Winners in 2012, 2013, and 2018, all of which came from former WDE Brown Swiss Champions. Voegeli Farms have also had over 250 Nominated All-Americans. Additionally, it is home to the breed's longest consecutively scored Excellent pedigree, the Madora family, whose streak is currently at 16 straight generations with potential for more.

Currently the farm is being operated by Bryan, Jimmy, and Christopher. Jimmy is in charge of repairs on the equipment when he is not on the road touring with his band, "The Jimmys." Their mother, Alice, who is the Matriarch, still resides at the farm. Christopher and Hilary are in charge of genetics, herd health and field work. Carrie is in charge of the calves, and Brie and her husband, David, help clip and work at cattle shows.

Along with family help, there is great help from employees Brain Sherman, who is in charge of nutrition and field work, Beiker Vasquez who is in charge of the milk parlor, Rick Ritschard who helps with field work. Also, there is a great part time staff of young students.

We would like to welcome you all to the Brown Swiss World Conference and look forward to having you out to Voegeli farms!

Cows to see:

Tea Family:

VB HP Norwin Teanna Ex91 Res. AA

VB HP Norwin Trya Ex 91 Nom. AA

VB HP Kickstart Top Tier VG 89 (max score)

Nominated All American 2021

VB HP Fact Tea Pot VG 87

(Dam of Bull VB Jonmar Top Gun at NGG)

Numerous Daughters from the Madora Family.

Up to 16 continuous generations of Ex cows.

Other Cows to see:

Rosey D Legacy Pearl Ex92 2-time Nom. AA

VB CV BV Tequila Devika Ex93 (max score)

La Rainbow Daredevil Vanna Ex90

VB HP Beacon Wapatulie VG88 Nom AA



Conference Day Schedule

8:00am – 8:15am	Welcome	Norm Magnussen & Corey Geiger
8:15am – 8:35am	A Success Monitoring of Genomics in the Swiss Breeding Program Session Description: In recent years, the number of Brown Swiss females genotyped in Switzerland has increased substantially. Currently, one out of five heifer calves is genotyped within the Brown Swiss breed in Switzerland. The genotyping of herds is supported by the herdbook-program “Bruna Data.” By grouping females according to their former genomic breeding values before calving, the relation to their later phenotypic performances have been analyzed. Learning Objectives: - Get an overview on the use of genomics in Switzerland - See a practical approach on the benefits of genomic breeding values - Review awaiting challenges	Martin Rust, Braunvieh Schweiz, Switzerland
8:35am – 8:55am	How Genomic Data Performs in Real Herds	David Erf, Zoetis, USA
8:55am – 9:20am	Genomics at ST	David Kendall, STgenetics, USA
9:20am – 9:50am	Single-Step – Next Generation of Genomic Selection for Brown Swiss in Germany and Austria Session Description: In the past five years, the collaboration of Brown Swiss organizations in Germany and Austria put much effort in projects for genotyping females in contracted herds together with collecting phenotypic data for new and conventional traits. The optimization of genomic evaluation was necessary to exploit this new data, to achieve better genetic progress, and to improve the quality of estimated genomic breeding values. In April 2021, routine evaluation for all traits using single-step genomic evaluations was introduced for the joint German and Austrian population. The single-step model makes maximum use of the available information, because all genotyped animals are analyzed together with the whole phenotyped population. Our experiences from development and first routine runs are summarized to give an overview of the current single-step evaluation in Germany and Austria.	Dr. Reiner Emmerling, Germany
9:50am – 10:00am	Discussion	
10:00am – 10:30am	Morning Break with Sponsors	
10:30am – 11:00am	Genomic Improvements from Swiss COW Projects Learning Objectives: - Genomic selection - Cattle breeding	Franz Seefried, Qualitas AG, Switzerland
11:00am – 11:20am	Genetic evaluations for calf survival and resistance to ketosis in Swiss Brown Swiss cattle Session Description: In the Swiss Brown Swiss breeding program, functional traits are becoming increasingly important as they reflect important components of the whole costs in milk production. In this context, genetic evaluations for two additional functional traits - calf survival and resistance to ketosis – have recently been developed. The GE calf survival is based on data from the Swiss animal-tracing data-base, and the GE resistance to ketosis is based on analysis results of DHI milk samples. For both traits, the definition of the actual phenotypes to be analyzed with linear mixed effects models was an important step. At the moment, only pedigree-based EBVs are published, but the development of single-step genomic evaluations is currently underway.	Urs Schuler, Qualitas AG, Switzerland
11:20am – 11:40am	New Health Trait Evaluations in the United States	Joao Durr, CDCB, USA
11:40am – 12:00pm	Discussion	
12:00pm – 1:15pm	Lunch with More than Milk presentation	Olivier Bulot/Aurore Grave, France

1:30pm – 2:00pm **Brown Swiss Herd and Crossbreeding in
Colombia and Latin America**

Franciska von Fedak, Colombia

Session Description: The management of beef and dairy farming in Colombia, the progress that has been made in the low, medium, and high tropics of the country. Information on exports of milk and meat and trade agreements with the US, Europe, and other countries in Latin America. History and evolution of the Brown Swiss in Latin America through specific cases in four countries of the regions. Identifying challenges overcome and technologies implemented up to the latest technologies in genomics. Crossbreeding model of the Brown Swiss breed with Zebu breeds for dairy farming in the Colombian low tropics, characterized by hot, humid climate and external parasites. Additionally, the experiences that have been had in dual-purpose livestock will be commented through numbers and figures. Vision of the future of profitable dairy farming with Brown Swiss cattle in Colombia and Latin America.

Learner Objectives:

- Get to know how developed activities are in Latin America
- Learn why the Brown Swiss breed is successful and profitable in the milk and meat production in geographies with adverse climates (the Tropics)
- Learn about insights of the Crossbreeding model with Zebu breeds
- The importance and effects of Genomics in the process of functional and genetic improvements for the future in the Dairy industry in Colombia

2:00pm – 2:20pm **Dairy cows' resistance to heat:
a challenge and an opportunity**

Enrico Santus, Italian Brown Swiss
Assoc. & Synergy, Italy

Session Description: The mitigation of global climate change in dairy farming could need a new strategy for finding livestock breeds that are resistant to High temperature. It is well known that heat stress affects dairy performance in multiple ways, physiological, behavioral, reproductive, and productive. The idea behind some studies has been to check if a threshold in temperature and humidity (summarized by an index called THI) exists for multiple milk production traits. When Brown Swiss cows start to suffer from heat? Are Brown Swiss cows more resistant than other breeds? What are the main physiological mechanisms behind heat stress? And more in general what is heat stress? These will be some of the topics covered in this session.

2:20pm – 2:45pm **Strategies to Expand the Benefits of
Brown Swiss Genetics through Crossbreeding**

Kevin Ziembra, STgenetics, USA

Session Description: Overview of the benefits of genetic progress seen within the Brown Swiss breed and how these translate to crossbreeding programs. Crossbreeding has become a staple on many United States dairies, as well as worldwide, to capture added-value through heterosis. Whether utilizing a 2-way or 3-way-cross strategy, the Brown Swiss value must be explored. Added longevity, herd health, reduced culling and added solids all come from using Brown Swiss as a cross option.

Learning Objectives:

- Understanding Heterosis/Hybrid Vigor
- Traits that make Brown Swiss unique as an added-value genetic stream to crossbreeding
- The benefits of Brown Swiss in beef x dairy cross calves' values

2:45pm – 3:00pm **Discussion**

3:00pm – 3:30pm **Afternoon Break with Sponsors**

3:30pm – 5:00pm **Dairyman Roundtable:
Why Brown Swiss is your program?**

Clement Sevin, France
Tanner Mashek, USA
Josef Muller, Germany
Jonny Lockheed, Scotland
Joe Loehr, USA

5:00pm – 5:15pm **Final Discussion**

Special Presenter, Jack Britt, at Gala Dinner

Speakers

Jack Britt – USA



Jack Britt was a member of a dairy farm family in south-central Kentucky. He completed a BS degree at Western Kentucky University. Later he completed a PhD degree at North Carolina State University, working with dairy cattle. He served in faculty and administrative positions at Michigan State University, North Carolina State University and The University of Tennessee. He has over 600 scientific and technical publications and has worked in 22 countries. He recruited and leads an international team that has focused on dairy farming 50 years in the future. He lives in the mountains of North Carolina and works regularly with dairy projects worldwide.

João Dürr, CDCB – USA



João Dürr was born in a small town of German immigrants in Southern Brazil, where most of the wealth comes from agriculture. The family moved to the state capital when João was 7 and there he grew up counting the days for the summer vacations when he would spend almost two months at the grandparents' farm. His father had a successful career as president and CEO of the largest dairy coop in Southern Brazil, a fact that definitely incited João's interest for the dairy sector. With a BSc in agriculture from the Federal University of Rio Grande do Sul, in 1992 João married his sweetheart, Thaís, and they decided to start their life together in Montreal, where João had been accepted as grad student at the Animal Science department of McGill University. In 1997, João obtained his PhD in Animal Breeding and Genetics and returned to Brazil to teach in the

Vet school at the University at Passo Fundo in his home state. There he also served as the university milk analysis lab manager, running both milk recording and milk quality programs. João served as the Brazilian Milk Quality Council president and actively participated as a consultant to develop new federal legislation on milk quality. From 2008 to 2014, João was the executive director of the Interbull Centre in Sweden, and then was hired to establish the services currently provided by the CDCB as its first CEO. Recently, João has been elected vice-president of ICAR.

David Erf, Zoetis – USA



David Erf is a member of the Zoetis Dairy Technical Services team as a dairy geneticist. In this role, he assists with the CLARIFIDE dairy genomic testing program. He helps customers realize the full potential of genomic testing. He received a Bachelor's degree in Dairy Science from Ohio State and a Master's degree in Animal Breeding at the University of Minnesota. David has over 20 years' experience in the Artificial Insemination industry and has served on numerous boards and committees dealing with genetics in the dairy industry. He was born and raised on a dairy in North Central Ohio and now resides with his family in the Twin Cities area of Minnesota.

Dr. Reiner Emmerling, Bavarian State Research Center for Agriculture – Germany



Reiner Emmerling is a senior geneticist at the Institute of animal breeding of the Bavarian State Research Center for Agriculture (LfL) in Grub. He is leader of the working group on 'genetic evaluation in production traits and genomic statistics. He earned a PhD in quantitative genetics at Technische Universität München under supervision of Prof. Leo Dempfle. He spent 15 months at the Finnish MTT Agrifood Research Centre in Jokioinen in 2000 and 2001 where he developed the random regression test day model with heterogeneous variances for the joint alpine genetic evaluation of Germany and Austria.

Ever since, his focus has been on the improvement of genetic evaluation systems. In the last decade, the implementation of genomic selection, the design of national bull and cow calibration sets and the implementation of single-step genomic evaluation in collaboration with the joint research team in Germany and Austria have been milestones of his work. Parts of the Brown Swiss routine evaluation and some educational work is also covered by his group in Grub.

Franciska Von Fedak – Columbia



Franciska von Fedak is a Brown Swiss breeder with dairies in both Venezuela and Colombia. El Vergel in Colombia has celebrated 60 years of breeding Brown Swiss and has garnered best breeder and exhibitor 8 times at major shows. El Vergel is well known for its strong type and also very productive cattle with the ability to walk long distances to and from pasture. Franciska freely offers her farm for seminars, classification workshops, and visitors interested in Brown Swiss. Franciska and her husband Daniel also own and operate Avia Service International, an aviation company.

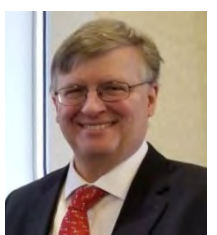
Corey Geiger, Hoard's Dairyman – USA (Emcee)



Corey is a graduate of the University of Wisconsin-Madison with degrees in agricultural economics and dairy science, Geiger has been a member of the Hoard's Dairyman editorial team since 1995 where he has been the lead editor for over a decade. In 2018, Geiger spearheaded the effort that brought Hoard's Dairyman China to the marketplace joining its English, Japanese and Spanish editions. Geiger's award-winning book, *On a Wisconsin Family Farm, Historic Tales of Character, Community, and Culture*, was named a finalist in the 2022 National Indie Excellence Awards Competition. The book is in its third press run.

Corey was elected the 65th President of Holstein Association USA and served a combined 11 years on the board of directors and a three-year term on the Council on Dairy Cattle Breeding. He also serves on the board of directors for World Dairy Expo where he chairs the Education Committee.

David Kendall, STgenetics – USA



David Kendall is the Director of Genetic Advancement with STgenetics where he works to promote and advance their genetic services and R&D developments. Prior to joining STgenetics he was the Director of Genetic Development for Taurus Service and was the Executive Director of the Brown Swiss Cattle Breeders Association and American Milking Shorthorn Society. He has also served as a past Chair of the Council of Dairy Cattle Breeding and is currently a member of the NAAB-Dairy Sire Evaluation Committee and Inherited Biochemical Defects, as well as the National Animal Germ Plasma-Dairy Committee (ARS). David's passion for dairy genetics has taken him around the world traveling to numerous countries all for the purpose of helping dairy producers achieve their genetic goals.

Jonny Lockhead, Dairy Farm– Scotland



Jonny Lochhead owns and runs the Kedar Brown Swiss herd based in Scotland. He farms around 300 acres, with 100 Milkers and 150 followers. After foot and mouth disease took the cross bred herd in 2001, Jonny and his parents restocked with pure Brown Swiss from Bavaria and Switzerland. Making a few key purchases including 2 daughters of Snickerdoodle, the herd has developed and won many shows, including the National Show the past 3 years with 3 different cows. The herd average is currently around 8000 liters on a grass-based system grazing 7 months of the year.

Joe Loehr, Loehr Dairy LLC – USA



Joe and his brother Mark (along with their families), have managed to continue the family tradition of milking cows for more than four generations on this century-old family farm. They have a team of twelve employees. Their children help out with various tasks such as picking stones, daily calf feeding, and tending to a small hog operation. While the majority of the herd is registered Holsteins (over 500 currently milking), there are approximately 45 Brown Swiss milking as well. Current rolling herd average is 27,800 Holstein, and 24,000 Brown Swiss. Joe belongs to the Farm Bureau and the Fond du Lac Agribusiness Council. Joe has served as a delegate for AgSource, serves on the steering committee for Discovery Farms, and coaches the Fond du Lac County dairy judging team.

Tanner Mashek, Hilltop Acres Farm – USA



Tanner Mashek is a 7th generation farmer. He, his parents Dennis and Barb and brother Josh run Hilltop Acres numbering 450 Brown Swiss and 1,000 acres. Tanner is responsible for day-to-day herd management as well as genetics. Josh is the farm mechanic and is in charge of crop work. Barb manages the calves while Dennis oversees all phases. Tanner graduated Northeast Iowa Community College in 2015 with a degree in Ag business, interned at Swissgenetics in 2015 for 3 months, then returned to the family farm in April of 2015.

Josef Muller, Dairy Farm – Germany



Josef Müller is a trained farmer with a master's certificate and an enthusiastic Brown Swiss breeder in Germany. Together with his wife Caroline and their three children, he runs a dairy farm with 100 Brown Swiss cows and a herd performance of 10,000 kg in Oberostendorf in the district of Ostallgäu in the Bavarian Alpine foothills. In his free time, Josef is a passionate musician and was already a professional ski instructor at a young age. In addition to dairy farming, he has also built his business on renewable energies and real estate. His greatest breeding success so far has been the Bavarian victory with Jongleur Rihana at the Central Agricultural Festival ZLF 2016 in Munich. He also attaches great importance to public relations work for agriculture. Winning the CERES AWARD in the DAIRY FARMING category in

2018 as FARMER OF THE YEAR was therefore a special distinction for him.

Martin Rust, Braunvieh Schweiz – Switzerland



Martin Rust is vice director of Braunvieh Schweiz, the Brown Swiss association of Switzerland. He leads the breeding department at the association, which covers the sections milk recording, herdbook, linear classification and breeding program. He has finished the university of applied sciences HAFL in Zollikofen. As a trained farmer, he likes to confirm data into valuable information for the breeders.

Enrico Santus, Italian Brown Swiss Association & Synergy – Italy



Enrico Santus is the General Manager of the Italian Brown Swiss Association and President of Synergy a newborn service association providing technical support for 15 populations of cattle, horses and Buffaloes in Italy. He earned a M.S. in quantitative genetics at Cornell University (NY, USA) under the supervision of Prof. Bob Everett. He acted as member of the Interbull Steering Committee for 25 years. He is now the chairman of the Interbull working group "SNP Mace" dealing with the possibility of sharing genomic information (SNP effects) among international populations without sharing actual genotypes and phenotypes.

He has always been involved in genetic and genomic evaluations at international levels facilitating the foundation of "Intergenomics", the worldwide initiative that permits Brown Swiss populations to have a common genotype pool for genomic evaluation. He is member of the ICAR board since 2022.

Clement Sevin, Dairy Farm – France



My name is Clément Sévin, I am 39 years old and the father of two children. I am a dairy farmer, leading a Brown Swiss herd of 80 dairy cows for 15 years.

Passionate about the mechanics of life, I have a keen interest in geology, the plant world and animal genetics. I very quickly oriented my studies to become a dairy farmer. After a work experience on dairy farms in Ireland and in France, I am now working on the development of Brown Swiss; within our family dairy farm where the breed has been present for nearly 30 years, but also as Co-President of our local Brown Swiss association as well member of the board of the Western Brown Swiss Regional Federation. I also take part in the board of my local cooperative of farm equipment.

Urs Schuler, Qualitas AG – Switzerland



Born and raised on a farm in Switzerland, Urs Schuler received degrees in animal science and applied statistics from ETH Zurich. After working in agricultural education, he works since several years as geneticist for Qualitas AG where he is in charge of R&D activities for animal health related topics and of operations of genetic evaluations.

Franz Seefried, Qualitas AG – Switzerland



Franz Seefried holds a position as senior geneticist at QUALITAS, the national evaluation center of IT and quantitative animal genetics for Swiss livestock. All through his career, he has been involved in designing pipelines and workflows in the field of genomic selection, especially for cattle. This role enabled his deep knowledge of analyzing large-scale genotyping data.

With his PhD in Animal Breeding received at TU Munich, he has been publishing and working in the field of applied and translational research. Thereby, he has made significant contributions to several collaborative projects in the framework of animal breeding and population genetics.

Kevin Ziemba, STgenetics – USA



Kevin Ziemba is the Eastern Region Manager and part of the Genetic Development Team for STgenetics, where he and his team provide genetic support and resources to dairy producers. Born and raised on a dairy, Kevin has spent his entire life in genetics. Kevin graduated from Cornell University where he earned a master's degree in quantitative genetics. After college, Kevin managed Advanced Dairy Genetics for three years and then held a management role at a genetics company for 17 years, providing genetic and reproduction solutions to dairy producers. During this time, he also was partner in a 3,000-cow dairy in northern New York.

Kevin is a very active Cornell alumna, returning to Cornell to guest lecture the Dairy Genetics class each year and has coached the Cornell dairy judging team for the past 9 years. In 2021, his team won the National Intercollegiate Dairy Judging Contest at Madison.

Kevin resides in Durhamville, New York, with his wife, Barb, and son, Mason. Barb is a Genetic Services Specialist for STgenetics as well, and Mason is an avid dairy enthusiast, having his own breeding program working with Holsteins, Jerseys, Brown Swiss and Guernseys.



Funding for this was made possible, in part, by the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP). The views expressed in written materials, publications, speakers, and moderators do not necessarily reflect the official policies of DATCP; nor does any mention of trade names, commercial practices, or organization imply endorsement by the State of Wisconsin.

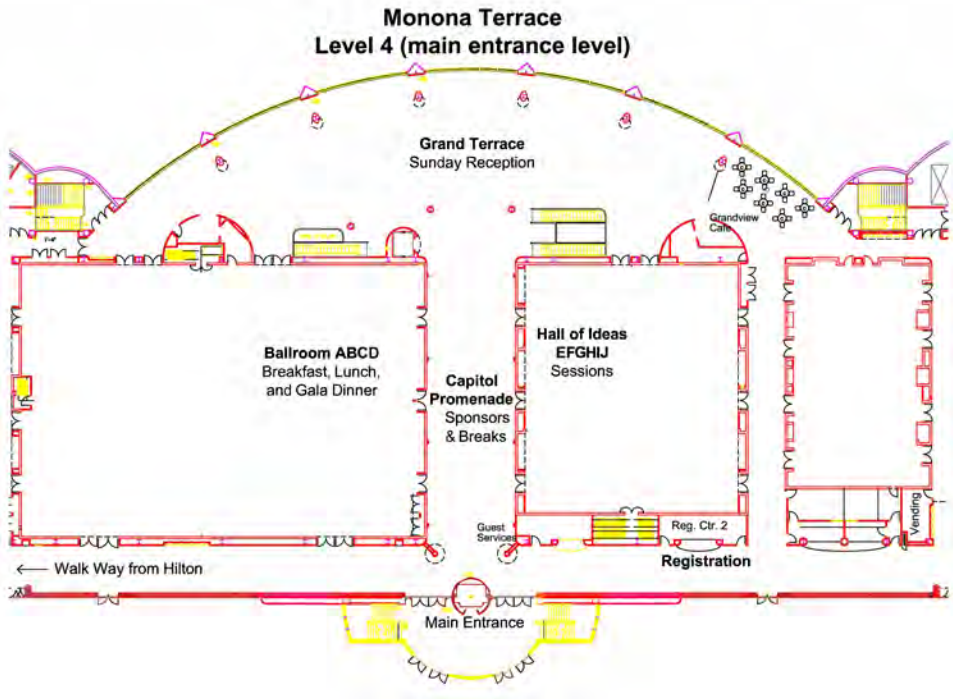


The Brown Swiss Cattle Breeders' Association of the USA is a member of U.S. Livestock Genetics Export Inc., a cooperator with FAS/USDA. Funding for this was made possible, in part, with Federal funds.



Monona Terrace & Hilton Maps

- **Monona Terrace – Sunday Reception & Monday Conference Day**

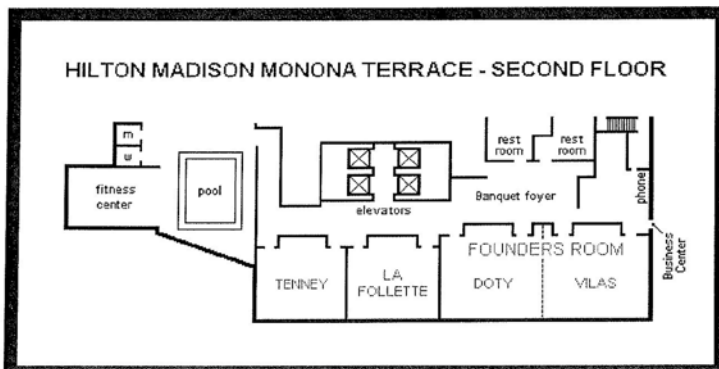


- **Hilton – Continental Breakfast, Bus Transportation, and World Federation Meeting**

Lobby – The Liberty Room

Location of all Continental Breakfasts and meeting location for bus transportation to the Farm Tours and World Dairy Expo.

2nd Floor (World Federation Meeting on Tuesday)



Conference & Madison Area Information

•Conference Contact Information –

World Brown Swiss Conference Committee

Phone: 608-889-0012 (available 9/30 - 10/6/2022)

Volunteers will be wearing bright green long sleeve shirts to assist attendees.

•Venue –

Monona Terrace Community & Convention

One John Nolen Drive
Madison, WI 53703

•Hotel –

Hilton Madison Monona Terrace Hotel

9 East Wilson Street
Madison, WI 53703
Phone: 608-255-5100

•World Dairy Expo –

Alliant Energy Center

1919 Alliant Energy Center Way
Madison, WI 53713

•Airport –

Dane County Regional Airport (MSN)

4000 International Lane
Madison, WI 53704

•Transportation –

- **Uber** – www.uber.com or App

- **Lyft** – www.lyft.com or App

- **Union Cab of Madison**

www.unioncab.com

Phone: (608) 242-2000

- **Green Cab of Madison**

www.greencabmadison.com

Phone: (608) 255-1234

•Banks –

BMO Harris Bank

1 W Main Street
Madison, WI
Phone: 608-252-5800

Chase Bank

22 E Mifflin Street
Madison, WI
Phone: 608-282-6020

Park Bank

33 E Main Street
Madison, WI
Phone: 608-395-2500

Old National Bank

23 W Main Street
Madison, WI
Phone: 608-354-0018

•Hospitals and Clinics –

UnityPoint Health - Meriter

202 S. Park Street
Madison, WI
Phone: 608-417-6000

SSM Health St. Mary's Hospital

700 Brooks Street
Madison, WI
Phone: 608-251-6100

University Hospital

600 Highland
Madison, WI
Phone: 608-263-6400

•Toiletries, Supplies, Etc. –

Walgreens

15 E. Main Street
Madison, WI
Phone: 608-257-3814

Walmart

2151 Royal Avenue
Madison, WI
Phone: 608-226-0913

Staples

6580 Monona Drive
Madison, WI
Phone: 608-216-0931

•Wheel Chairs / Scooters:

Motorized Scooters –

800-924-2273 (Home Health United) or
608-383-5331 (Miller Mobility Products Madison)

Manual Wheelchairs –

608-277-0402 (Community Home Medical Equipment)
877-273-1197 (Buit Mobility Solutions)



Brown Swiss Cattle Breeders' Association of the USA

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