

2019 National Director Candidates

District 9

Name: Brian Pacheco

Farm Name/ Address: Pacheco Dairy, Inc., 19950 W. Belmont Ave., Kerman, CA 93630

Family Members: Alena Pacheco, wife; Anthony Pacheco, son 21; Danielle Pacheco, daughter 19; Matthew Pacheco, son 16.

Previous & Current Work

Experience: Currently in a Partnership with my parents operating Pacheco Dairy, Inc.

Educational Background:

Bachelor of Science in Ag Economics from University of California-Davis.

Farm Operation Background & Current Operation Details:

of head: 1,400 commercial and purebred Holstein herd. 70 purebred milking Brown Swiss

R.H.A.: Holstein 30,311 ECM; Brown Swiss 24,768 ECM

Herd Classification Averages: Holstein BAA 106

Other Details of the Farm: I am the fourth generation of our family farm. In addition to our dairy, we have a diversified farming operation consisting of almonds, Thompson vines, and row crops.

Outstanding Herd/Show Recognition Received:

1st Place Junior 3yr old & Reserve Intermediate Champion International Show World Dairy Expo 2018

2nd Place Summer Yearling International Show World Dairy Expo 2018

Brown Swiss Activities & Honors:

2018 All American Junior 3yr old & Reserve All American Summer Yearling

2018 Reserve National Bell Ringer Senior 3yr old & Honorable Mention National Bell Ringer Winter Calf.

California Brown Swiss Assoc. Board of Directors.

Other Dairy-Related Activities & Honors:

Top Production Herd in the San Joaquin Valley, CA for two decades

Former Chairman CA Dairies, Inc. Milk Cooperative

Director of Fresno DHIA for over 20 years

Activities/Interests Outside of the Farm:

Serving 2nd term as Fresno County Supervisor



Farm Operation Background & Current Operation Details:

head, herd R.H.A., herd classification averages, other details of the farm

Milking 1300 3 times a day. Currently 48% Brown Swiss and 52% Holstein, Crossbreds and others. Oversee herd health, breed heifers and genetics.

Outstanding Herd/Show Recognition Received:

Premier Breeder & Exhibitor 2018, Southwest National. Premier Breeder 2018 NAILE.

Brown Swiss Activities & Honors: Served out the last 2 years for Gary Overstreet in the National Brown Swiss Board.

Other Dairy-Related Activities & Honors:

Certificate of Quality of milk from DFA for 11 years.

Activities/Interests Outside of the Farm: Sports and family.

District 2

Name: Joy N Widerman,

41 years old

92 Whisler Road Gettysburg, PA 17325 (home Address)

Farm Name/ Address: JoBo Farm LLC, 200 Tall Oaks Road, Gettysburg, PA 17325 (Farm Address)

brjowiderman@gmail.com
email address

717-752-5871 cell number

Family Members: I married Brock Widerman on June 1st, 2002. We have 3 beautiful children, JT is 15, Ellie is 14, and Ryan is 13.

Previous & Current Work Experience: Today, I am in a partnership with my parents, sister Josie Riser, Brother John Hess and my Brother-in-law Dale Brown (married to my oldest sister Jennie) operating JoBo Farm LLC.

Educational Background: I graduated from New Oxford High School in 1996. While in high school, I was very active in the FFA. After graduating, I served as Pennsylvania FFA President from 1997 to 1998. Missing the farm over my year of travel with FFA, I decided not to go to college and go home to work on my family farm.

Farm Operation Background & Current Operation Details:

My family and I own and operate JoBo Farm LLC, home of JoBo and Champion View Registered Holstein and Brown Swiss. My parents moved from Lancaster County, PA, to Gettysburg, PA, in 1970, milking 35 cows. By the end of 1971, they were milking 70 cows; then in 1986, they expanded to 200 cows. In 1997, they grew to 500 cows and invited my 4 older siblings to join the partnership. I am 5 to 10 years younger than my siblings, so at the time he didn't feel I was old enough to make the decision/commitment. In 2002, I joined the partnership. In 2007, we expanded the herd to 900 cows; currently, we are milking 1000 cows of which 65 are Brown Swiss and we have 120 head of dry cows and 850 head of heifers.

My area of the farm is the herdsmen. I care for all aspects of herd health, including fresh cows, reproduction of the cows, and managing the mastitis protocol and somatic cell count. I also handle the genetics of the herd. We currently are running a 26,240 lb herd average, with 4.0 fat and 3.2 protein with 86,000 somatic cell count. Our repro is currently running 26%



District 8

Name: Marc Wailes

Farm Name/Address: Double W Farm Dairy, 18285 County Road 37, Holyoke, CO 80734

Family Members (names, children ages): wife: Janel Wailes; Sons: Sheldon Wailes 31, Andrew Wailes 29 & Colby Wailes 28. Step Son; Chris Colglazier 42.

Previous & Current Work Experience (if not a full-time breeder): Owner & Partner of Double W Farm Dairy with Gregg Wailes and Glenn Huwa, (3rd generation owner).

Educational Background: Studied Animal Science at Colorado State University.



pregnancy rate. I take great pride in our cows, as anyone that wants to come walk through the cows with me will quickly learn, I could walk and talk cows all day!! Our herd is 95% registered. Our current BAA for the Holsteins is 103 and our average score for our Brown Swiss is 86. My motto on breeding cows is you breed for type and feed for production. I also feel that a TRULY good cow, should be able to walk from the freestall barn to show ring.

Brown Swiss Activities & Honors:

We have had a little luck with developing a few high genomic animals, (with the advice of Brian Garrison). We've had a few bulls make it into stud over the years: "Bosephus", "Bush", both at Select Sires, and "Brute" at Genex. We had a few others that haven't made it in the current lineup. Their dam, Front Line Pronto Bess ET, was purchased with a group of Brown Swiss we bought from H. E. Heindel & Sons. I remember when we purchased her, she had calved at 1-09 and was very little, but she had an exciting pedigree, being from the "Bounty" family of Top Acres. I knew we had to take a chance on her. As a 2-year-old, she only classified 80 points, but she only got better every day. As a 3-year-old she went 90, and just developed from there. Her final classification score was 2E92 with a 93-point mammary. She caught the eye of Brian Garrison when he came to the farm on a Select Sires tour, and well, the rest is history. Today, we have several descendants in the herd.

We had the Cow for All Seasons in 2014, IE Champion View Vigor 3849, she went on to make over 301,000 lbs. of milk lifetime. She scored 3E93, and competed very well at several shows, winning 1st at All American in the component merit class in 2014 and placing 7th at World Dairy Expo. We have 5 daughters of her, a Brookings, 3 Thunder daughters and a Carter daughter. Her Thunder daughters are due to calve in May and August. Her Carter daughter is just now breeding age.

Other exciting cow families in our herd are, we have families that trace back to 5E Pricilla of Top Acres, 5E 93 Whizzbang of Top Acres, 3E94 Treats of Elite Dairy, 3E94 River of Elite Dairy, 2E 92 Kara of Blessing Farm, same family as 3E95 Grace of Elite Dairy, and last but not least, same family that produced Snickerdoodle. The bulls I currently use on our Swiss herd are, Dynamite, Martini, Woody, Tequila, Winning Formula, Richard, Rampage, Cadence. When choosing a Brown Swiss bull, I like to study the pedigrees.

Other Dairy-Related Activities & Honors:

I have been 4H Dairy Club leader for 15 years. I serve on the Dairy Speakers Bureau for Pennsylvania. I was the 2012 outstanding young farmer in Pennsylvania; I was a top-8 finalist in the Faces in Agriculture in 2016. I am a PDCA-certified judge, previously judging shows in Pennsylvania, New Jersey and Maryland.

Activities/Interests Outside of the Farm:

Beyond cows, I love watching my kids play Baseball, Softball, and participate in 4H and FFA. In my very little free time, I enjoy drawing.

Candidate Responses

1. *The use of genomic evaluation has become a daily reality and a common tool for many breeders. What is your experience with genomic evaluations and how important do you feel this is for the future of the breed?*

PACHECO: Currently our dairy relies on linear evaluations. We are just starting to become familiar with genomic

evaluations. I believe both methods of evaluations are necessary for the future of the breed.

WAILES: We use genomic evaluation every day, it's information that you cannot ignore.

WIDERMAN: We have done a handful of genomic work in the past, having some success with it; however, with the current economy we haven't done as much. We would like to start doing every Brown Swiss in the herd, as the milk price improves. As for the use of it, if you want to compete in the AI world, I think it's a must, however if you're into show or just enjoy milking beautiful Brown Swiss, then I think it should be used as a management tool. I think it is a management tool much like, PG shots, Oxytocin and BST. All things that could be used in your farm management team.

2. *Eastern Kentucky University and South Dakota State University have Brown Swiss herds in their programs. What current programs or studies would you like to continue to work with or what research would you suggest that we pursue to differentiate or promote Brown Swiss cattle and milk? How would you approach the universities to do the studies and how do we fund the studies?*

PACHECO: The Innovation Center for U.S. Dairy is working with several milk organizations throughout the country to address barriers and opportunities to develop new products for milk and increase sales. Universities could collaborate with the Innovation Center and share ideas to further advance the benefits of Brown Swiss milk. Funding is always a challenge, because the universities usually require grant funding in order to do their research. The United States Department of Agriculture as well as the various milk advisory boards and commissions throughout the states are possible sources of funding.

WAILES: We need to still explore how milk benefits people's health. HBS is still a mystery, figuring it out would be a help to Swiss Breeders. Study udder texture in Swiss cows, if it relates to milk letdown and greater production. Reach out to private and government grant money as well as people who are willing and able to help.

WIDERMAN: The number 1 problem I have with the great Brown Cow, is their DPR or conception rate. We milk 1000 Holsteins and have 65 Brown Swiss throughout the herd. We have several great cow families; however, we continue to struggle to get our Swiss bred, the Brown Swiss have very little health problems or feet & legs issues. In our herd, the reason for culling Brown Swiss is almost always reproduction. I would ask the university to study this more, including why Brown Swiss don't show heats as well as other breeds. As for funding, I'm not sure how to accomplish it, but we could try to put heads together to figure it out.

3. *What are some long-term goals that you feel you can help the association achieve regarding improving the commercial market? How can the association promote the purchasing of registered cattle and registering their offspring and/or enrolling in the ID program and registering their offspring?*

PACHECO: As a large commercial breeder, I am familiar with the commercial market. The Brown Swiss breed must improve its production per cow while increasing the protein and butter fat content of its milk in order to be a viable option in the commercial market. The association's current BSA and PTPR programs provide incentives in registering and identifying Brown Swiss offspring. A more aggressive sliding scale of fees could be used

to incentivize breeders to register and identify more Brown Swiss animals. Another option could be the use of a one-time program with a reduced rate to catch up on overdue registrations.

WAILES: We need to promote the true value of Swiss milk. Breeding for and promoting Swiss milk with high incidence of Kappa and beta casein. It's what processors prefer and Swiss milk just tastes better. Crossbreeding to Swiss needs to be promoted to commercial herds. And youth, of course. As an industry all milk producers need to stand up for cow's milk.

WIDERMAN: For those of you that knew me, know I hate the word "commercial", most people that hear the word commercial when talking dairy cows, think of small, big-uddered cows that make a lot of milk and only live a few years. Well I think we need to eliminate the word commercial, because we should be striving for excellence in all of our herds large or small, whether in the show ring, bulk tank, or genomics. We need to show the large dairies as myself that the Brown Swiss will work well in any herd, helping with components yields and longevity. We also need to promote cross breeding on a larger scale. If you can get the health traits, feet and legs of Brown Swiss, mixed in just about any breed, could be an awesome mix, with a great upside. Our Brown Swiss/Holstein Crosses are some of the best cows in our barn. As for promoting the registered side of the Brown Swiss, I think we as breeders are the best ones for that, we need to start conversations with other dairymen about the great qualities of Brown Swiss. Also, being friendly breeders, make for more dairymen to want to try a Brown Swiss. I feel that most people will fall in love with their Brown Swiss cattle and only want more, being a great group of people to work with, will only influence that.

4. *As a future Director, what is your vision for communication between employees, Executive Secretary, Board of Directors and membership?*

PACHECO: I have served on many boards in various settings. As a director, it is my belief that the board sets the policies and the Executive Secretary carries out the wishes of the board. While I have always been accessible to the employees, I believe that the board members should go through the Executive Secretary when communicating with the employees. In terms of our membership, I am old school in that I like direct communication. However, we must embrace technology and communicate through the internet and social media in addition to all of the traditional means of communication.

WAILES: We have an office staffed with excellence people who are efficient with the resources available to them. Communication is their top priority, as it should be for everyone.

WIDERMAN: I envision a great working relationship with all staff, and board members in the Brown Swiss Association. I also think that we need to make sure our members are hearing and learning about the benefits of the Association.

5. *What are your proposals for increasing the Brown Swiss Association's revenue stream?*

PACHECO: The Brown Swiss Association must use the same techniques as a large commercial herd. We must either increase our numbers to gain volume and efficiencies or we will be forced to raise our fees in order to increase the Association's revenue stream.

WAILES: Always keep registrations current. Work with other breeds when possible. Explore other markets for services. Promote crossbreeding with Swiss. Promote our best cows, cows like

Sugar and Delilah, are two of the best cows alive in the world and both are Brown Swiss.

WIDERMAN: I'm not sure I can answer this question fairly, as I don't know enough about the Association's revenue to say how I would encourage or improve it. However, I would love the opportunity to be a part of it.

6. *As a board member, you will be required to make decisions (sometimes tough decisions) on behalf of other Brown Swiss breeders. What experiences, skills and strengths do you possess that will enable you to make decisions for the betterment of the breed? What will be your means of communication to the membership?*

PACHECO: I have a very diverse and extensive background. I have served on a Farm Credit Bank Board, a local School Board, a Hospital Board, Chairman of the second largest milk cooperative in the United States, President of a County Farm Bureau, and currently serve as a Supervisor of Fresno County with a population of a million people. In all of these capacities, I have faced difficult decisions. I have always tried to build consensus among all of the people involved. While I will use all methods of communication available to the organization to communicate with our membership, I still believe that direct communication is the best on an individual basis.

WAILES: Always be fair, hear both sides. Make sound business decisions. Communicate by email, phone or person.

WIDERMAN: I'm not sure what skills I will bring to help with tough decisions; however, I'm not shy or worried about expressing my thoughts and making sure our breeders/members voices are heard. I have milked cows all my life, and I truly love the "Dairy Cow", so I will do everything I can to promote the Brown Swiss and the dairy industry. I will do my best to have open communication with the membership.