



MANAWATU 2022

HOLSTEIN FRIESIAN NEW ZEALAND ANNUAL CONFERENCE 2022

Sunday 19 – Wednesday 22 June 2022
Copthorne Hotel, Palmerston North



MANAWATU

Branch of Holstein Friesian New Zealand

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Ruanui

Strathallan

WELCOME

A very warm welcome to the Manawatu for the 2022 Holstein Friesian NZ Annual Conference.

The Manawatu Branch welcomes you to our region. We look forward to hosting delegates from around New Zealand and overseas. We have a great programme planned and invite you to enjoy the Manawatu hospitality as you renew old friendships and develop new ones.

The Manawatu region boasts some of the top genetics in the show ring and production stakes and index. Elite stock will be transported to central properties to allow more than just the one stud to be viewed at a stop. This will allow you the opportunity to see most of the influential cow families from breeders' herds. We have included breeders within our Ward 5 area in this conference programme, so we will also travel over the Ruahine and Tararua Ranges to the eastern side of the island to partake in some Tui Country hospitality.

Palmerston North, at the centre of the region, is home to many established agricultural institutions such as Massey University, Ag Research, Agriculture Greenhouse Gas Research Centre and Fonterra Research & Development Centre. We aim to give you a tour of a couple of these facilities and hope you will leave with some new insights, as we now seem to be farming in a constant state of change and new challenges.

We have assembled a selection of local, national and international genetics for our sale on the final afternoon, so you can take home more than just great memories.

Manawatu Branch Conference Committee

Barry Manderson (Chairman), Kelly Powell (Secretary), John Cunliffe (Treasurer), John & Wendy Allen, Selwyn Donald, Isaac Kelsen, Brad Powell, Holly Powell, Craig Rowe, David Thompson, Hennie Verwaayen.

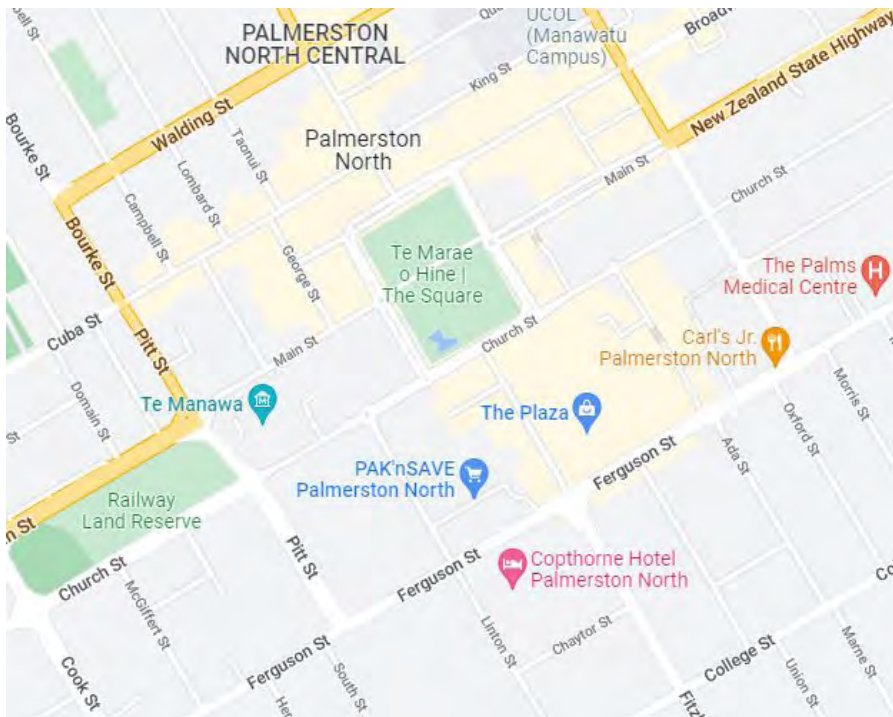
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This catalogue was designed by
Holstein Friesian New Zealand.

MAP



CONFERENCE VENUE

The Copthorne Hotel
110 Fitzherbert Avenue,
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PROGRAMME

SUNDAY 19TH JUNE

- 12.00pm – 2.00pm Registration (tea & coffee)
2.00pm – 4.00pm Farm visit featuring stock from: Lightburn, Joyclas, Hukaview, Rotodale, Hillbrae
5.00pm Happy Hour
6.00pm Dinner (Copthorne Hotel)
Dress standard: smart casual
Official Opening: Palmerston North Mayor, Grant Smith
Semex Awards
Guest speaker Dr Dave Baldwin (The Flying Doctor)

MONDAY 20TH JUNE

- 9.00am – 12.30pm AGM or
9.00am – 2.00pm Mystery Bus Trip
2.00pm – 3.00pm Greenhouse Gas Research Centre Presentation
3.00pm – 4.00pm 10-pin Bowling
5.00pm Happy Hour
6.00pm Allflex Dinner (Copthorne Hotel)
Dress standard: smart casual
HFNZ Awards Night

TUESDAY 21ST JUNE

- 8.30am – 4.00pm Bus trip via the Saddle Road to Woodville & Dannevirke
Te Apiti Wind Farm and new Manawatū Tararua Highway
Farm visits featuring stock from: Mokoia, Fromdale, Flathills, My-Luck, Lakeview, Ruanui
Lunch at Tui Brewery
Massey Vet Teaching Hospital
5.00pm Happy Hour
6.00pm LIC Dinner (Copthorne Hotel)
Dress standard: smart casual
Federated Farmers National President Andrew Hoggard
Black & White Youth Auction

WEDNESDAY 22ND JUNE

- 8.30am – 1.30pm NZ Rugby Museum
Valhalla Seed Treatment
Farm visit featuring stock from: Maire, Findowrie, Radly, Campbelltown, Strathallan
2.00pm – 4.30pm Elite Genetics Sale
5.30pm Happy Hour
6.30pm Ballance Dinner & Dance with band 'Forté' (Copthorne Hotel)
Theme: Your favourite Kiwi Icon

DR DAVE BALDWIN

GUEST SPEAKER, SUNDAY 19TH JUNE



Introducing Dr Dave Baldwin - the self-proclaimed "First World President of the International Healthy Bastards Club". This Club is all about communication and trying to get good health messages across to "them's that haven't been listening"! It has now become Dr Dave's real passion because of its huge potential to "make a difference" in improving health in this country.

Just so you know he's a real doctor, here's some background: Dr Dave completed a Bachelor of Science degree at Massey University, then gained a medical degree at Otago University and completed his vocational training in General Practice to become a Fellow of the Royal New Zealand College of General Practitioners.

Dr Dave's sub-specialty is aviation medicine which involves dealing with the medical issues associated with personnel working in the aviation environment. He gained the appropriate experience through a posting to RNZAF Base Ohakea in 1989 as the Base Medical Officer to the RNZAF Air Combat Force. Three years later, he left the RNZAF and began developing the Bulls Medical Centre located in Bulls.

He has developed two truly unique "other" jobs: the first is his "Bulls Flying Doctor Service" which provides a mobile aviation medical service to pilots throughout the rural South Island.

The second "other" job is developing his non-PC form of health communication called the "Healthy Bastards Campaign". It began because he just got sick of going to the morgue to sign off young people he'd known as a GP who'd died early from preventable diseases like premature heart attacks and diabetes mellitus. It became clear to him that the traditional health promotional strategies weren't being taken notice of by many of these people. Dr Dave then decided to give it a go at promoting good health to what he calls "the great unwashed" by doing lots of non-PC health talks, a movie, writing articles for magazines and four books, along with producing YouTubes and a Healthy Bastards Facebook.

All of his material is online at www.flyingdoctor.co.nz. What is really interesting about this bloke is that he reckons that his life has turned into one big adventure working on his three "jobs" and retirement is not an option.

MASSEY UNIVERSITY VET TEACHING HOSPITAL

TUESDAY 21ST JUNE

Massey Vets is New Zealand's only veterinary teaching hospital. Students work alongside expert staff, treating a range of animals from cats and dogs to horses and livestock. A brand new state-of-the-art Veterinary Teaching Hospital is currently being built.

Introducing Dr Kristina Mueller

My name is Kristina Mueller and I'm a Veterinary Specialist in Cattle Management and Diseases. I'm originally from Germany where I completed my veterinary training, followed by a doctorate degree and international specialist degree. In 2013, I spent some time working at Massey which is where I fell in love with New Zealand, working with cows in a pasture-based system and with my Kiwi partner James. I moved to New Zealand permanently in 2014 and have been working as Senior Veterinarian in the Farm Animal Clinic of the Massey Veterinary Teaching Hospital since then.

My day-to-day job involves treating cows, sheep or goats on farm and teaching final-year students all about how to do that, and how to communicate with the clients.



NZ AGRICULTURAL GREENHOUSE GAS RESEARCH CENTRE

MONDAY 20TH JUNE

The NZAGRC was created in 2009 to build on existing research, partnering with others to bring cost-effective, simple solutions to New Zealand farms and contribute world-leading results to the international science community.

The NZAGRC's goal is to discover, develop and make available practical and cost-effective technologies and practices for New Zealand farmers and growers to reduce agricultural greenhouse gas emissions.



NZ RUGBY MUSEUM

WEDNESDAY 22ND JUNE



The New Zealand Rugby Museum became the first public museum devoted to rugby. The NZRM gallery was opened for visits in 1977. Early work was focused on building the museum's collection into an internationally significant one.

In 1991 the NZRM was relocated, the displays developed and the

breadth of the museum's collection began to attract national and international recognition. The NZRM became the only tourist attraction from Palmerston North recognised in the AA's 101 things to do in New Zealand and was rated as an attraction for Palmerston North in the Lonely Planet.

In 2011 the NZRM relocated to its current premises in the Te Manawa complex. The reopening was timed to perfection, one month before the kick-off of RWC 2011. The new facilities are in a climate-controlled building, with superior light, humidity and security controls. The revamped storylines follow a chronological history of rugby in New Zealand at the same time covering social developments in New Zealand as a whole.

The NZRM is viewed as the leading sports museum in New Zealand, with a collection in excess of 40,000 items, world class displays and activities and strong visitor numbers. Approximately 10,000 visitors went through the museum in the 2019 year.

VALHALLA SEED LTD

WEDNESDAY 22ND JUNE

Valhalla Seed Ltd has the latest state of the art colour sorting machine for the very highest quality, yields and product security.

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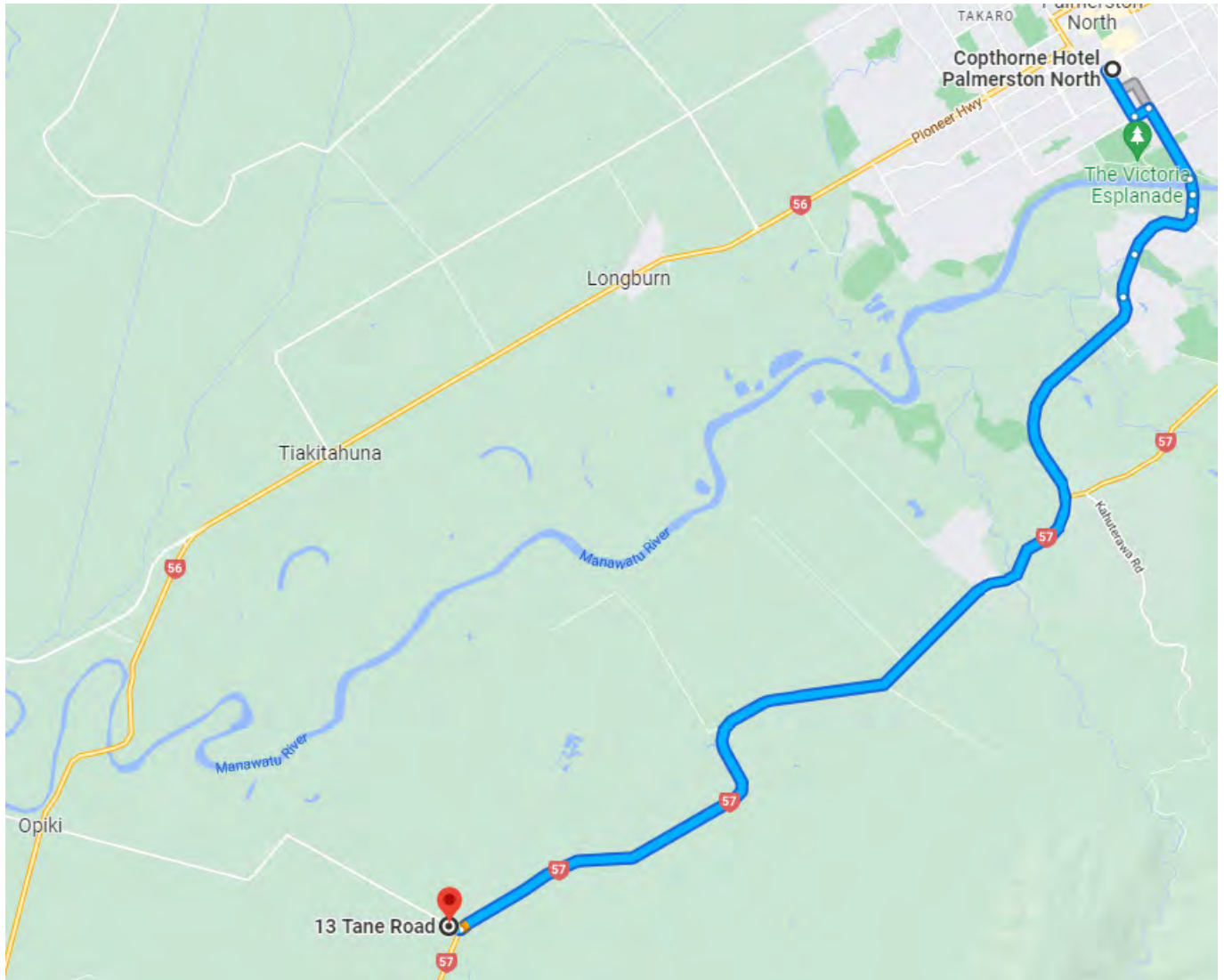


FARM VISITS

SUNDAY 19TH JUNE

JOHN & WENDY ALLEN, 13 TANE ROAD, TOKOMARU, SUPPLY NO. OCD 26479

Featuring stock from: Lightburn, Joyclas, Rotodale, Hukaview, Hillbrae



Joyclas Sammy Moo EX

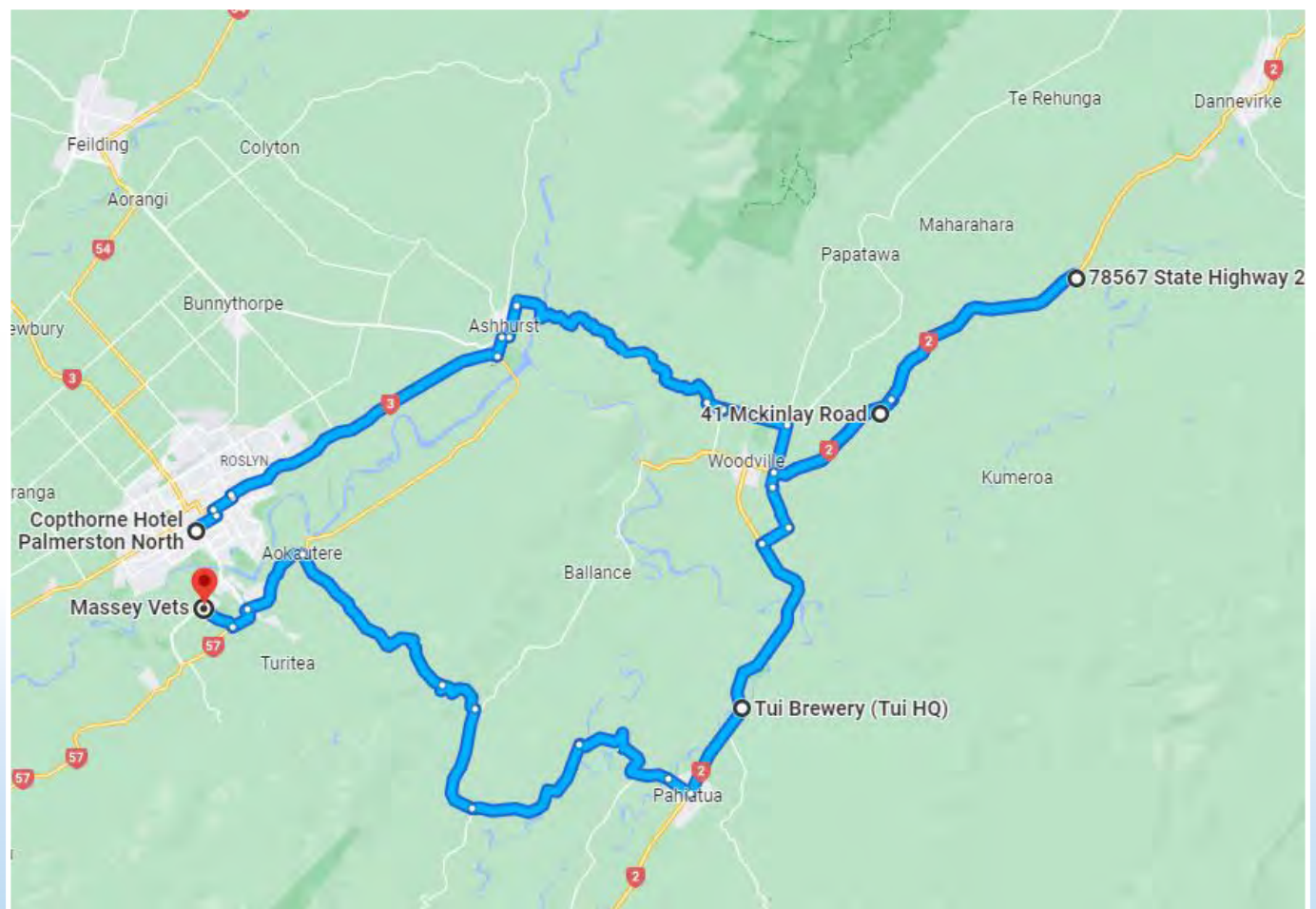
“WORK HARD IN
SILENCE, LET SUCCESS
MAKE THE NOISE.”

TUESDAY 21ST JUNE

FRED & MARILYN BLATCHFORD, 41 MCKINLAY ROAD, WOODVILLE, SUPPLY NO. 47079

VERWAAYEN FAMILY, 78567 STATE HIGHWAY 2, DANNEVIRKE, SUPPLY NO. 47086

Featuring stock from: Mokoia, Fromdale, Flathills, My-Luck, Lakeview, Ruanui



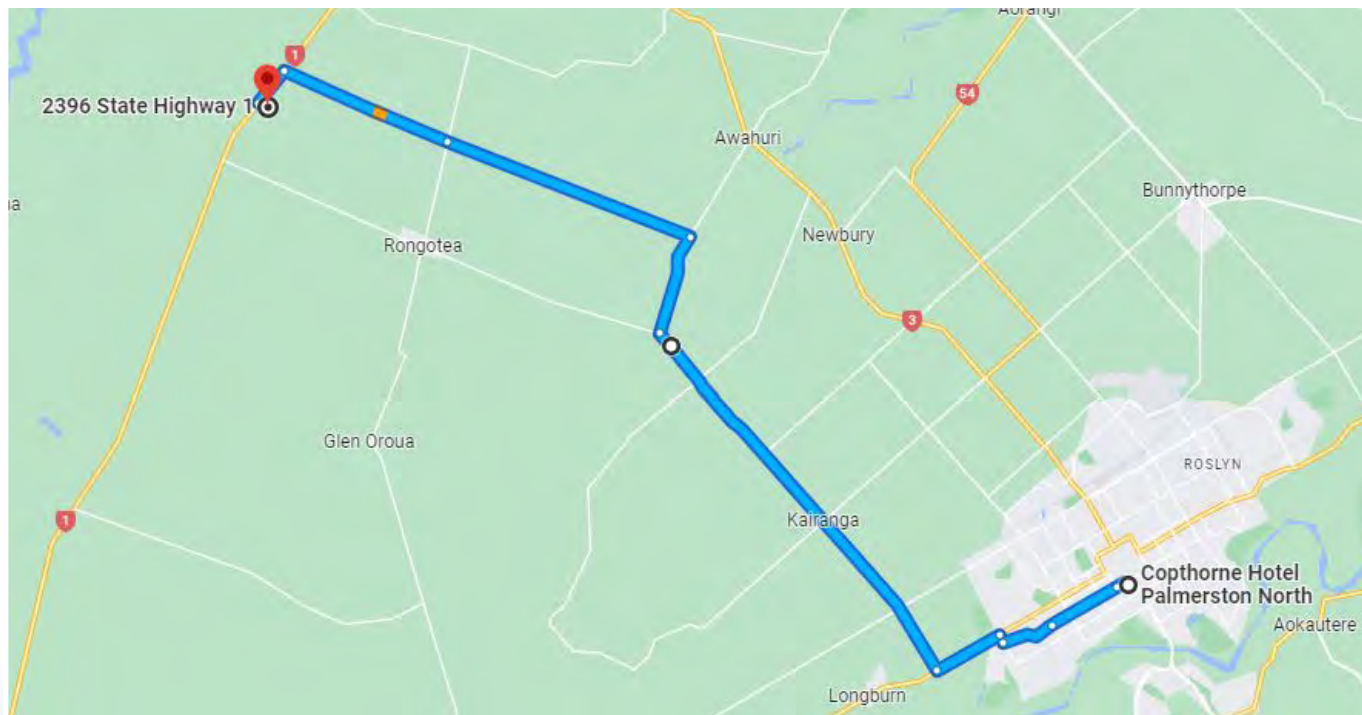
MORNING TEA SUPPLIED BY FONTERRA



WEDNESDAY 22ND JUNE

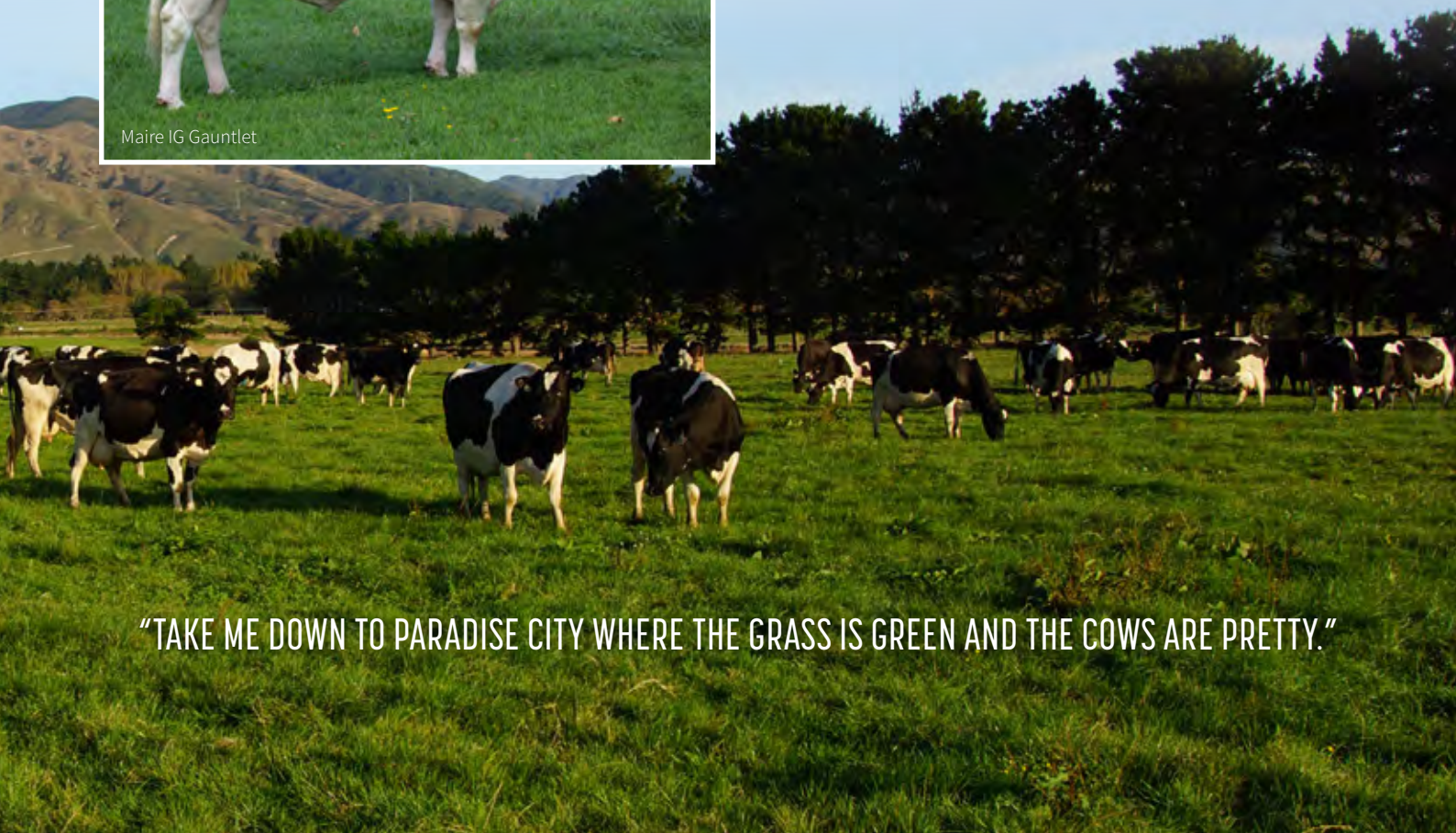
CRAIG & CHANTELE ROWE, 2396 STATE HIGHWAY 1, RONGOTEA, SUPPLY NO. 45035

Featuring stock from: Maire, Findowrie, Radly, Campbelltown, Strathallan



Maire IG Gauntlet

LUNCH SUPPLIED BY FARM SOURCE



"TAKE ME DOWN TO PARADISE CITY WHERE THE GRASS IS GREEN AND THE COWS ARE PRETTY."



SPONSORS

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MEMBERS

THANKS TO CONTRIBUTIONS FROM THE FOLLOWING MANAWATU & HAWKES BAY MEMBERS:

CAMPBELLTOWN

Jeremy & Deb Gloyn, Rongotea

EDENMORE

Norm & Del Atkins, Norsewood

FINDOWRIE

Cunliffe family, Bulls

FROMDALE

Verwaayen family, Dannevirke

HILLBRAE

Mark & Haylie Gledhill, Tokomaru

JOYCLAS

Lawrence & Judi Satherley, Robbie & Anna James, Linton

LAKEVIEW

Isaac & Emma Kelsen, Dannevirke

LIGHTBURN

John & Wendy Allen, Tokomaru

LUCKY HOLLOW

Barry Manderson, Tokomaru

MAIRE

Craig & Chantelle Rowe, Rongotea

MOKOIA

Fred & Marilyn Blatchford, Woodville

RADLY

Powell family, Rongotea

ROTODALE

Rodney & Sarah Hudson, Levin

SAN RAY

Ray & Sandra Hocking, Carterton

SEERDEN

Seerden family, Tutira

STRATHALLAN

David & Fiona Thompson, Feilding





PROFILES

LANDELL + ARRAN = AISLIN

KAREN FITZGERALD & SELWYN DONALD AND FAMILIES, SANSON

This year two former Wairarapa Studs became one, now both residing in the Manawatu.

Karen Fitzgerald's Landell and Selwyn Donald's Arran combined to milk 680 cows between them on two properties. Karen and her family shifted to Mt Stewart six years ago to 50/50 sharemilk and purchased the 65ha farm nine months later, milking 220 cows all year round and supplying OCD. Selwyn shifted over four years ago and he, along with Karen, 50/50 sharemilk the property next door, a 162ha farm with a 44-bail rotary. They milk 480 cows, with 200 cows winter milked; this farm supplies Fonterra.

Both farms are challenging with rolling hills and heavy clay soil types. This is challenging in winter and summer, especially with no irrigation. Autumn calving lends itself well and going forward their winter herds will increase to capture grass growth and winter milk premiums. Karen's farm has a 200-cow feed barn and the 50/50 has a large feed pad.

Between both farms they employ three full-time staff plus themselves, and Karen's children pitch in to help; they also have a couple of relief staff to call on if needed.

Both farms are mostly Holstein Friesian, plus Jerseys, Ayrshires, Shorthorns, and a couple of Swiss.

Karen's farm milks the high-end Holsteins, and the sharemilking herd is more commercial.

Cows are moved from herd to herd at times for showing purposes or feed requirements.

Their aim is to fully feed year-round to maximise pasture, and they use some bought-in feed when required to fill the gaps. Summer crops of turnips and chicory have proven very beneficial. Maize silage is used over winter, plus some PKE.



Landell has consistently produced 500kgMS/cow and Arran over 400kgMS/cow last season.

Breeding decisions make for lively discussions as they both love breeding good cows. Their ideal cow is a trouble-free, easy-care, functionally well-put-together cow that will last many lactations.

Karen and Selwyn both love showing cows and entering On Farm competitions, and they always look forward to classification time.

The stud cow is their passion, and through her deeds in the milking shed, and her offspring, they have met like-minded people and formed lifelong friendships.

Karen and Selwyn hope you enjoy your time in the Mighty Manawatu.



CAMPBELLTOWN

JEREMY & DEB GLOYN, RONGOTEA

The base for this herd began in 1948, with the use of Terling Brabazon and many of his sons; with a herd code of 23, you can see it has been going for a while. My first purchases in the stud world were Rangitoto Pe Marge and Kurrahe Star Princina EX; both of these cows still have members in the herd today. Princina was flushed several times and had two Chief Mark sons in AI.

I married Deborah Blatchford in 1989 and began a sharemilking position in the Kairanga, where we made our first big investment with the purchase of Tahora Star Prina Red EX. She was flushed multiple times and has left a large family within the stud.

Showing has always been a passion and as the children grew, so did the show team. Winning classes and championships at the NZ Dairy Event is a major highlight. The herd moved to my family farm and production has steadily improved to 500kgMS/cow. We have been most fortunate to have had a few bulls go into AI, but this has never been a breeding goal. We are striving to breed BIG, not tall, functional cows that are trouble-free and fertile. Doorman, Mogul, Silver, Frazzle, Hangtime, Renegade, Solution, Doc, Rubicon and Duke make up most of the sires used, and we are looking forward to using the NXT Gen bulls in 2022. The finish line is in sight and with a solid breeding plan, "SOMETHING FOR EVERYONE COME AUCTION DAY."



Above: Jeremy Gloyn with Campbelltown GC Whisper



Left: Brandon Gloyn with Campbelltown GE Poetry-ET VG88

EDENMORE

NORM & DEL ATKINS, NORSEWOOD

Edenmore Holstein-Friesians is a small herd of 68 cows in a mixed-breed herd of about 370. It is a once-a-day herd on challenging dairy country: half hills and daily crossings of a small gorge created by the Makotuku stream, east of Norsewood on the edge of the hot, dry Takapau plains. Despite this, the Black and Whites lead the way for production - currently 286kgMS/cow in 170 days to December 7, at three cows/ha.

We started registering in 2006 and shortly after won the Sherriff Memorial Trophy for the highest scoring two-year-olds, mainly Pierre daughters. We consistently classify well. This season the two-year-olds had an average Udder Overall of 6 and Dairy Conformation of 6.4, compared to national average of 5.4 and 5.7. Currently the herd has three EX, 37 VG and 13 GP mature cows. Best families are our Tui/Huias, and one coming down from Manganui Justin Pearl. Also, the Tahora Linmack Leyma family and our Seagulls graded up from a very good Gerris cow.

Our breeding policy is mainly using New Zealand genetics with a proven superiority for pasture harvesting and seasonal spring calving fertility, with natural selection pressures going on for over a century now. A more compact cow is necessary on this class of country. However, American-type genetics have always been incorporated, as they have been nationally, with bulls like Singing Brook Mascot, Dalton To-Mar Blackstar and more recently, Oman and Shottle. In recent years heavy emphasis has been placed on polling the herd using mainly Costers bulls, but it has been

necessary to reinforce the gene using American bulls such as Earnhardt and sons of Powerball.

We used to farm next to the old Mahoe dairy at Turakina and have a strong affinity to the Manawatu, farming as we do in the headwaters of the Manawatu River system, with family working at Massey and the recent use of several bulls from Maire and Lightburn.



Edenmore Mint Parade EX and her sister Edenmore SRB Parade S3F VG86

FINDOWRIE

JOHN & BARBARA, SAM & RACHEL CUNLIFFE, BULLS

The Findowrie Holstein stud was established in 1955 by Jack and Helen Cunliffe on their 40ha returned serviceman block at Santoft, in the coastal Rangitikei region. Pedigree cows were purchased primarily from the Greencroft, Mahoe and Kauwhata herds.

Jack and Helen's son John and his wife Barbara formed a partnership with Jack and Helen in 1971. The Holstein lines continued to be improved upon and the farming operation expanded with the purchase of surrounding properties to the 290ha farmed today.

In 2014 a new 32-a-side shed was built, and John and Barbara's son Sam and his wife Rachel joined the operation. Currently the farm milks 220 cows, 100% of which are registered Holstein Friesians. The farm is a system 2/3 farm with grain fed in-shed and maize silage, grass silage and lucerne baleage grown on farm to supplement pasture. As of the 2022 season the herd will be switching to a full autumn-calving herd to take advantage of the mild winters and to sidestep the hot dry summers.

Past sires that have made an impact on the herd include Linmack, Broker, Storm, Leader, Talent and Goldwyn. Current sires which will hopefully have a big influence going forward include Alcove, Rager, Avenger and Doc. The 'E' family dominates the herd. It started with Findowrie Broker Empress EX2, and then through her daughter Ti Kouka Goldwyn Empress-ET EX2* who has left many high calibre offspring.



FROMDALE / FLATHILLS / MY-LUCK

HENNIE & KERRI, HARVEY AND LUCY VERWAAYEN, DANNEVIRKE

Our family operates three prefixes: Fromdale (Verwaayen Family prefix), Flathills (our son Harvey's prefix) and My-Luck (our daughter Lucy's prefix). We farm a 145ha dairy platform 10km south of the Dannevirke township on State Highway 2, milking around 360 Holstein Friesian cows, split-calving and system 5. The farm has two support blocks (128ha lease block and 97ha run-off)

that are used for growing maize and grass silage, replacements, beef steers and winter grazing, as well as a beef herd with calf at foot.

The breeding of the herd is half New Zealand genetics and half North American/European genetics. Lately more overseas genetics have been used to give us better opportunities to improve functional traits. Our best producers at the moment are cows by Gillette Windbrook, Pirolo Goldwyn Wyman and Bouw Snowfever. More recently our top heifers were by Mr Edg Cyprus Jaguar, Lindenright Megawatt and Stantons Sixpack. The New Zealand part of the herd has good heifers by Fire-up, Gauntlet and Golddigger.

The majority of the herd has been bred up from cows we bought when we started out, and a few families that we've bought into over the years. The cow family with the biggest impact has been from five embryos that Harvey brought back from his stint at Luck-E Holsteins in the USA in 2014. The two cows we got from these embryos have several progeny in the herd, and the bull Flathills Awe Kix-Red (when we first started genomic testing) has got progeny in Australia and USA and left us some very good animals that have also had show successes (My-Luck Kix Nitz-Red S1F VG87 and Flathills Kix Lara VG87).



My-Luck Kix Nitz-Red S1F VG87

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JOYCLAS

LAWRENCE & JUDI SATHERLEY, ROBBIE & ANNA JAMES, LINTON

After a long hiatus from a focus on pedigree cows and the show ring, it was a thrill for the entire family to have five-year-old Joyclas Sammy Moo EX awarded the Supreme All Breeds exhibit at this year's NZ Dairy Event. This was extremely special given Lawrence and Judi's involvement in the NZ Dairy Event since its inception.

Moo, as she is affectionately known to us, was Charlie's first ever calf at 18-months-old. At the time he was not to be outdone by his sisters who were preparing calves for calf club, so we picked a calf from the mob that we thought had some promise. Fast forward a few years and with encouragement and support from Isaac and Emma Kelsen, which we are extremely grateful for, the love of showing has been instilled in Robbie and the children, which enables Lawrence's passion to live on.

Currently the family are milking 300 cows on 150ha, including young stock, at Linton on the boundary of Palmerston North. The current herd includes 60 registered Holstein Friesians, which is an area Robbie is passionate about growing. Drawing on the knowledge of Lawrence, Isaac and other supporting breeders Robbie, who was a builder, has found his passion in dairying and pedigree cows, so together with Lawrence and their families they look forward to continuing on this journey.



The Satherley/James family with NZ Dairy Event Holstein Friesian Supreme Champion Joyclas Sammy Moo S3F EX

LAKEVIEW

ISAAC, EMMA, AND CHARLIE KELSEN, DANNEVIRKE



Charlie, Emma and Isaac Kelsen

Isaac is the Lower North Island Area Manager for Semex NZ and Emma has just finished working a season for Ruanui Holsteins, Robert and Stephanie Trainor.

Lakeview was established in 2013 and the Kelsens went on to purchase their first Holstein Friesian, Aldersyde Sid Adrina, at the NZ Dairy Event Summer Sensation Sale in 2014. In 2015 their first registered Holstein Friesian heifer was born, Lakeview O'Kaliber Addington, and this was the start to the 'A' family for Lakeview. Addington has brought them much joy and success in the show ring. Highlights for the Kelsens with her include: being named 2020 All New Zealand Intermediate Cow for the Holstein Friesian NZ photo competition, and 2021 North Island Champion Cow at the North Island Championships. At the 2021 Autumn Harvest Sale, the Kelsens sold a daughter of Addington Lakeview Chief Ascot to Doug and Lorraine Courtman.

Isaac is a keen cow fitter, which has seen him venture around New Zealand working with some of the best animals. Isaac has a huge passion for breeding cows and helping his clients achieve great results. The Kelsens love breeding their small group of cows and really enjoy showing them with their family. Going forward, Emma has now giving up dairy farming to focus on their family and will welcome their second child in spring this year.

LIGHTBURN

JOHN & WENDY ALLEN, TOKOMARU

We farm 350 Holstein Friesian cows on 178ha of mainly peat soils south of Palmerston North. We operate a closed herd with all young stock and bulls raised on the farm, and cows wintered at home as well. Our herd was sourced from many Holstein Friesian studs as we increased in size during the 17 years we sharemilked, including Busy Brook, Maire, Scotts, Waitiro, Moata, Turitoa, Shalom and Valden. In 2016, we sold the mature cows to purchase the property at Tokomaru, retaining the culls and heifers to start the herd again.

Using ET work to expand the elite families has helped rebuild the bull breeding programme. Since 2007, we have had 78 Lightburn bulls enrolled at NZAEL with five different breeding companies. Our proven successes include Gusto, Malbec, Harlee and Ranbo. Sales of Lightburn females have also bred many more sires.

Herd sires are selected for genetic diversity with both domestic and overseas sires used. We breed for functional type, including capacity and udder, and high milksolids production. Breeding Values are a key tool to our mating programme, with every cow correctively mated to nominated semen. All cows not meeting our breeding objectives are mated to Charolais or Belgian Blue.

Cows are fed with a mixer wagon on a feed pad most days of the year. Supplements include grass and maize silage, fodder beet, DDG, PKE and molasses. Chicory is cropped for summer feed. Production last season was 216,900kgMS at the factory and 180 calves were reared on vat milk.



Top: Lightburn Blade Gusto

BW 292, Dairy Conformation +0.78, Udder Overall +0.88

Bottom: Lightburn B Malbec-ET S3F

BW 292, Dairy Conformation +0.93, Udder Overall +1.20

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STAGE 2

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STAGE 3

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MAIRE

CRAIG & CHANTELLE ROWE, RONGOTEA

Maire Farms is a Holstein Friesian stud owned and operated by the Rowe family on State Highway 1 just south of Sanson in the Manawatu. They are currently milking 700 spring-calving cows and rearing 650 calves. This includes 175 replacement heifers, approximately 100 surplus heifer calves being exported, and a few heifers sold supporting local sales. Of the 300 bulls reared,



about 150 are sold as service bulls and the balance culled from March through to May at 300kg carcass weight. The balance of the calves reared are beef cross, which the heifers are used as embryo recipients and males steered for beef.

The Maire stud has had good success over the past 20 years with large numbers of bulls being widely used throughout the dairy industry and seen in many three generation pedigrees.

Maire has won the Mahoe trophy three times:

| | |
|------|----------------------|
| 2017 | Maire IG Gauntlet-ET |
| 2018 | Maire FI Golddigger |
| 2020 | Maire Mint Fire- Up |

Maire has also done well with a great group of Fairmont Mint-Edition cows in the HFNZ-Boehringer Ingelheim Progeny Competition:

| | |
|------|-----------------------------|
| 2017 | 2 nd Senior Team |
| 2019 | 1 st Senior Team |
| 2020 | 1 st Senior Team |
| 2021 | 2 nd Senior Team |

Maire enjoyed seeing other breeders having success in 2021 with the top three placings in the Junior Progeny competition all sired by Maire bulls.

MOKOIA

FRED & MARILYN BLATCHFORD, WOODVILLE

First of all, we would like to thank the Manawatu Branch for the opportunity to participate in the Holstein Friesian New Zealand Annual Conference.

Fred's seed was planted when we went to the Royal Show in Palmerston North 1974. He saw a cow he did not know existed, Tahora Linmack Lara, and thought, WOW! Being from a sheep stud, both Romneys and Southdowns, he thought he would like to breed a cow like her. At the 1977 Woodville Lamb and Calf Club Fred talked to the judge – Lawrence Satherley. This resulted in the beginning of our stud. Lawrence took him to four stud sales and four heifers were purchased. We now have 250 registered cows including 30 EX and 102 VG. Type has always been paramount, as has production.

We had ten annual sales, and our showing in those early years was exciting. Our proudest achievements include Royal Champions, North Island Champions, New Zealand Dairy Expo Breed and All Breed winners; production highlights include winning the New Zealand progeny competition and having three cows achieve over 800kg in the last year.

Enjoy your stay in our area. Come again, you are always welcome.



Top: Fred & Marilyn Blatchford Bottom: Mokoia Mark Rae-ET EX3

RADLY

BRAD & KELLY POWELL, RONGOTEA

Radly Holsteins is located near Rongotea in the Manawatu region. Brad, Kelly and their three daughters run 400 pedigree Holstein Friesians out of a 470-cow herd, through a 38-aside herringbone shed. They farm off 266ha (including runoff) on sandy loam soils. The Radly family has had good success in the show ring and production awards over the years. Some of the standouts are Radly Impuls Beth S1F GP83 winning the New Zealand highest protein award in 2019 and producing a total of 4,742kgMS in her six lactations. The herd has averaged 650-670kgMS/cow over the last eight+ years. Another one of their highlights is Radly Meridian Ana-ET VG87 winning the 2019 Supreme All Breeds Royal

Champion title, and Radly Sidekick Dice placing first in the Youth Section Senior Yearling class at the NZ Dairy Event 2022.



ROTODALE

RODNEY & SARAH HUDSON, LEVIN

Rotodale Holsteins is farmed in the Horowhenua, milking 150 registered cows on a 50ha farm that is leased; they also lease a 15ha runoff. The Hudsons own the herd and strive to breed sound and functional cows that milk, using Canadian and American sires. The herd is conservatively fed PKE, baleage and summer turnips on seasonal supply basis, achieving 450kg/MS annually per cow.

Sarah works in administration at Otaki Vets and helps on the farm when she can. She feeds all the calves, with the day to day running done by Rodney. They have three children: Thomas (20), Riley (18) and Violet (15).

Rodney is still active on the local Levin show committee and has taken on Head Steward role this year. They are no longer active on the show circuit but competed competitively for years. Since the family stopped competing in Calf Club and the eldest boys started their new careers, it is harder to get away to shows and get animals broken in.

The Hudson's cows have been used for many commercials and movies over the years; the FMG ad was particularly fun to do. Their time off the farm is spent fishing.

The current farm they lease is in the path of the new Otaki to Levin Expressway, so the herd will be sold. However, this is yet to be finalised and dates yet to be confirmed. While they will miss the cows and lifestyle they are looking forward to a new direction and maybe a sleep in.



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RUANUI

ROB & STEPH TRAINOR, DANNEVIRKE

Hello everyone and welcome to the 2022 HFNZ Conference.

We have been farming in Dannevirke for 38 years on a farm that has been family owned for 100 years. We purchased our first pedigree heifers in 1988, and began using Semex and WWS bulls, along with a few New Zealand bulls. For the first few years we used only Canadian and USA bulls over our Holstein cows. In 2010 we began importing embryos from Canada and more recently, the USA as well. We really admire the cows we achieve from this. The cow families we have bought into include the Wilhermina, Alicia, Adeen, Barbie, Paradise, Hailey, Blackrose, Roxys, Apple and Arangatang families. We also have one female pregnancy from the Koba family at Bons Holsteins in Holland.

Our two dominant New Zealand cow families began with HSS Talent Soul EX who gave us five EX daughters, and Kauri Glen Lee Cindy EX from the Belrose Coralie family. Cindy has produced nine EX daughters from a total of 25 daughters. This family knows how to breed generation after generation.

In the immediate future, we are looking forward to embryos calving from the Kobas and Roxys, and an Altitude daughter of Apple. We have also purchased embryos from the former No. 1 conformation heifer in Canada and the No 2 conformation heifer in the world, JM Valley Crushtime Lady Girl. Her dam, JM Valley Sidekick Lady VG88 – recently sold for \$210,000.



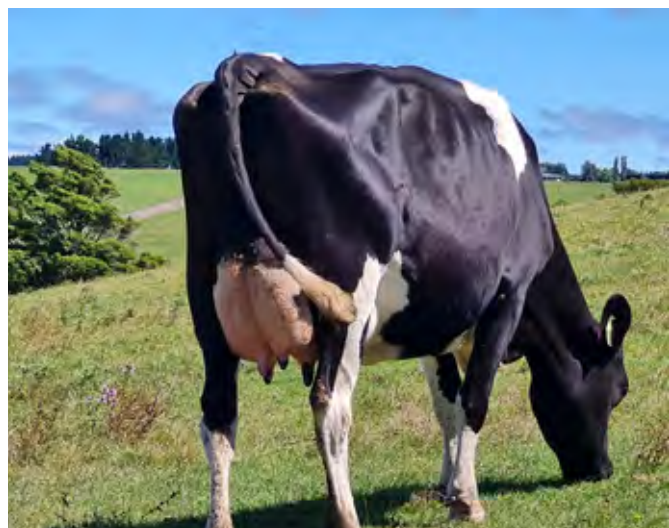
Busybrook Arangatang-ET VG87

STRATHALLAN

DAVID & FIONA THOMPSON, FEILDING

Fiona and I and our kids Toby (6) and Lexi (5) are in our sixth season 50/50 sharemilking, five minutes out of Feilding at Mt Biggs.

Milking 300 Holstein Friesian/Holstein Friesian-cross cows, the property is rolling in contour so we are breeding for a medium size cow as well as fat, udders and feet and legs. Current bulls being used are Motion, Cheese, Griff, Alpha, Radetzky, and Masnah.



A three-year-old VG87 Christmas daughter, one of our new cow families

We have 20 registered pedigrees. Our main cow family is the Carly family, which I bought back in 1995 off Trevor Schroder; it currently has eight milking and 10 young stock. I've started a few other cow families from the herd that we bought six years ago.



Toby and Lexi Thompson