

Your invitation to join us.



Holstein
A U S T R A L I A

Breeding a better business



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If you like breeding dairy cows, then it's time to take your passion to another level.

Holstein Australia has all the tools you need to accelerate genetic improvement in your herd and get the most from your investment in genetics.

You'll benefit from breeding high production, trouble-free and long-lasting cows that are a pleasure to milk.

In the longer term, you'll significantly increase the marketability of your surplus cows and heifers – and the value of your herd.

Along the way, you'll enjoy the company and fellowship of like-minded producers throughout Australia and right around the world!

This is your invitation to join us and start breeding a better business today.



Tools for success

The benchmark of quality

Registration is the first step to breeding a better business. Listing your cows in the Holstein Australia Herdbook and Appendix acknowledges their compliance with the Holstein Breed Standard and establishes their pedigree. Registration is the international benchmark for quality – and there's always a market for quality dairy animals.

Breeding your type of cow

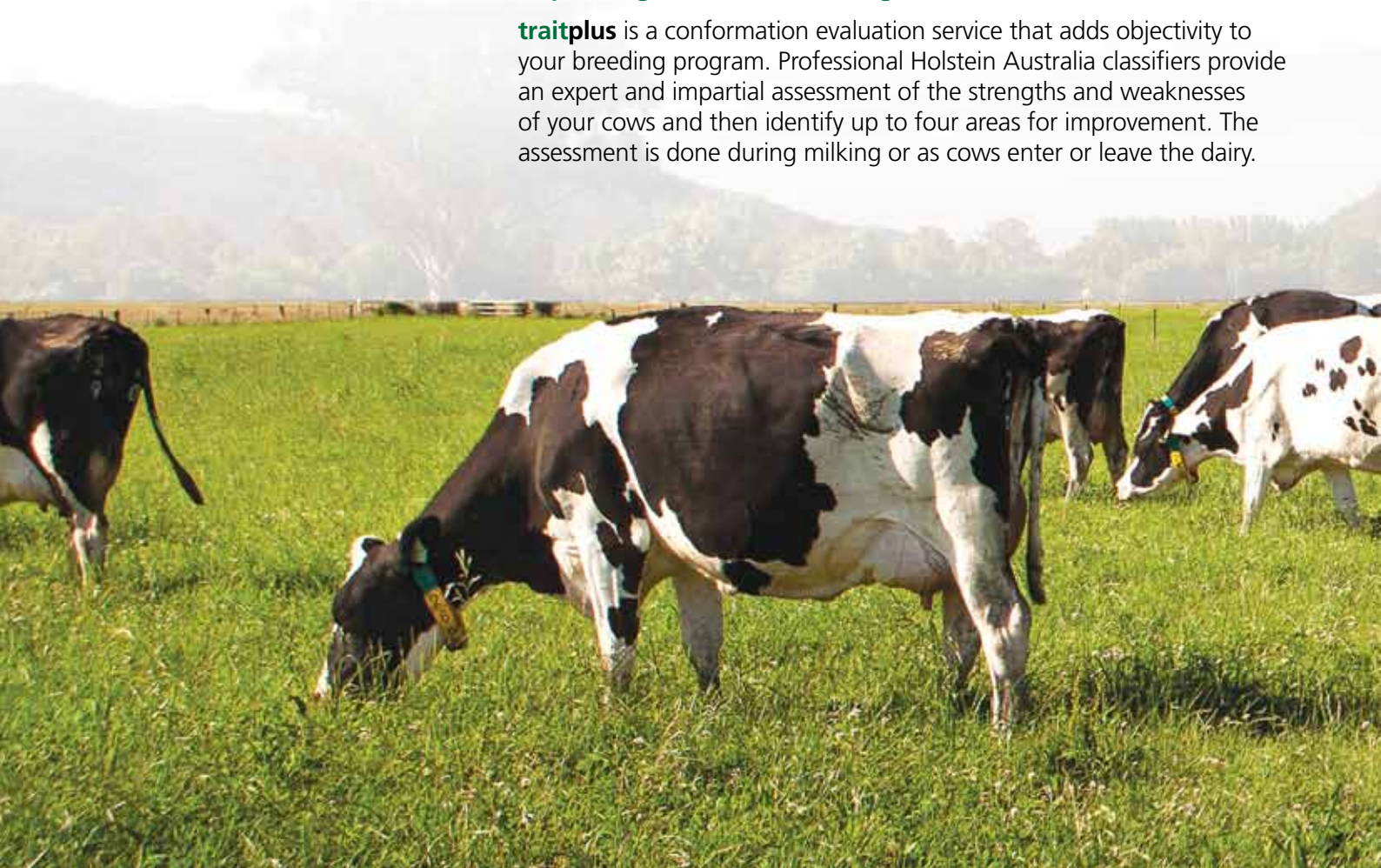
Classification provides a completely objective assessment of the structural correctness of your cows. This process compares each animal to the Holstein 'True Type', the internationally-recognised yardstick of structural correctness for Holstein cows. Our professional classifiers assess more than 50,000 animals throughout Australia every year.

Professional breeding advice

mateplus™ is an independent mating program that is suitable for all dairy herds and all dairy breeds. It carefully matches your chosen sires to each cow based on your herd records, conformation data, Australian genetic evaluation data and your budget. Holstein Australia advisors can help you to formulate your breeding objectives, assess your cows (via **traitplus™**) and select a sire team using ADHIS' Selectabull if desired.

Improving conformation in grade cows

traitplus is a conformation evaluation service that adds objectivity to your breeding program. Professional Holstein Australia classifiers provide an expert and impartial assessment of the strengths and weaknesses of your cows and then identify up to four areas for improvement. The assessment is done during milking or as cows enter or leave the dairy.



Measuring your progress

Milestones of your success

Holstein Australia awards provide objective assessment of the progress of your breeding program. From recognition of superior production in a single lactation right through to all-round excellence in production and conformation over a lifetime, these awards are credible evidence of the merit of individual animals, their families and your entire herd.

The spirit of competition

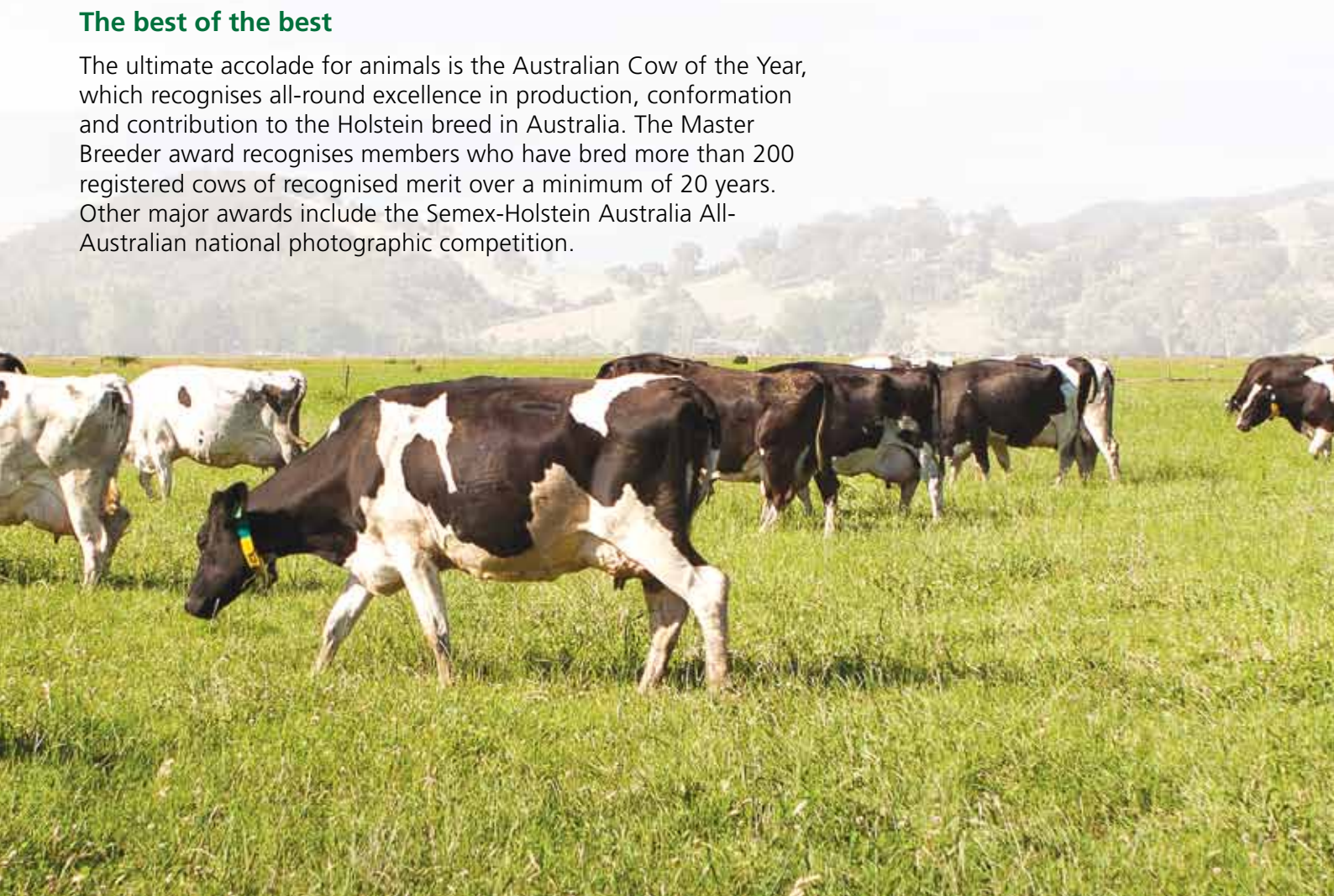
Whether you're motivated by self-satisfaction or public recognition, showing is a great way to assess the progress of your breeding program. Ask anyone who's ever shown cattle – locally, at a 'Royal' or International Dairy Week – and they'll tell you it's not about winning. It's about the camaraderie of competition.

Semex-Holstein Australia On-Farm Competition

The Semex-Holstein Australia On-Farm Competition is the largest dairy livestock judging competition in the southern hemisphere, attracting more than 2,500 entries across the country every year. The unique format enables registered and commercial breeders to compete against the best in their region or state on an equal basis. You don't even have to leave your property to participate!

The best of the best

The ultimate accolade for animals is the Australian Cow of the Year, which recognises all-round excellence in production, conformation and contribution to the Holstein breed in Australia. The Master Breeder award recognises members who have bred more than 200 registered cows of recognised merit over a minimum of 20 years. Other major awards include the Semex-Holstein Australia All-Australian national photographic competition.



Friendships for life



A global community

As a member of Holstein Australia, you'll enjoy the fellowship of thousands of dairy breeding enthusiasts throughout Australia and right around the world! Holstein Australia conducts a busy calendar of local, state and national events. Highlights include the Holstein Australia Annual General Meeting and Awards Conference, the Semex-Holstein Australia On-Farm Competition and our participation in International Dairy Week.

Stay in touch

Holstein Australia members receive a complimentary subscription to Holstein Journal and access to the on-line animal/member database. The Holstein Australia website also contains all the latest news, show results, classifications, awards and other information.

Holstein Youth

Holstein Youth is a youth development and social network program that aims to develop future leaders and foster a successful and positive future for Holstein Australia. Membership is free and includes participation in calf and cattle shows, youth camps, study tours and a wide range of social events throughout the year. Participants also learn valuable skills for life, such as leadership, communication and public speaking.



Maximising your profitability

Holstein Australia is the largest cattle breed society in Australia. Established in 1914, it is committed to maximising the profitability of its 2000 members via the provision of world-class information, services and community.

Holstein Australia is recognised as a world leader in the provision of registration, classification and genetic improvement services for dairy producers. Its Herdbook and Appendix contains the records of more than one million animals, with 60,000 new registrations and 50,000 classifications each year.

Holstein Australia represents its members on numerous organisations, including the Australian Dairy Herd Improvement Scheme, National Herd Improvement Association and the World Holstein Friesian Federation. It also provides an independent voice on matters affecting genetic improvement in the Australian dairy industry.

How Holstein Australia can help you breed a better business

- Improve your knowledge of breeding
- Make better breeding decisions
- Accelerate your genetic improvement program
- Improve the value of surplus cows and heifers
- Identify genetically superior individuals and families
- Add significant long-term value to your herd
- Provide internationally recognised records
- Join a community of like-minded breeding enthusiasts
- Enjoy social events throughout the year



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