

## Holstein Association launches centennial observance

BRATTLEBORO, Vt. — In 1985, the Holstein Association of America will celebrate 100 years of developing a dairy breed which has startled the world with its superior performance as a food supplier.

To recognize the remarkable growth in the U.S. Holstein breed

and to commemorate the anniversary, the Association has announced several special events planned for the coming year:

\* Centennial Convention, scheduled for the Parkview Hilton, Hartford, Conn., June 23-26, 1985. Four thousand members and 300 international guests are expected.

\* Convention Host Day Trip to Brattleboro, slated for June 24, 1985. The New England Holstein Association, host for the 1985 Convention, is planning three tour options for members, including a trip to the home office.

\* A new Association movie will be released during the centennial

year. It will feature individual member benefits provided by the marketing and management services of the Association.

\* A selection of centennial commemorative keepsakes has been designed and made available to members. The commemoratives include prints of original paintings, caps, bumper stickers, T-shirts, milk mugs,

jewelry, desk ornaments, and Holstein model cow desk lamps.

\* Holstein WORLD is publishing a new history book which will cover the first 100 years of the Association, along with facts on evolution of public auction sales, show winners, state associations, breed publications and influential sires and cow families.

The Holstein Association Centennial provides an opportunity for its members and others to tell a story that's been 100 years in the making. It is a colorful history, rich in innovation and achievements which have built a recognized position of world dairy industry leadership for the organization.

### Early Importers Establish Holstein Breed

In 1852, gentleman farmer Winthrop Chenery of Belmont, Mass. purchased a Holland cow from a sailing captain and won credit for the establishment of Dutch cattle in this country. By 1861, Chenery had formed the foundation of a Holstein herd. Chenery continued to breed with success until his death in 1877.

In 1869, Gerrit Miller of Peterboro, N.Y., imported a bull and three cows from Friesland. In many respects this was the most important of early importations.

The animals were prolific and productive; among them was the cow Dowager, a producer, in 365 days, of 12,681 pounds milk. It was the first record for a complete year to be made.

### Need For Formal Holstein Association

Anxious to protect and develop the Dutch breed, cattlemen formed the Association of Breeders of Thoroughbred Holstein Cattle in 1871 with Winthrop Chenery as president. At its first meeting, a call was sounded for a Holstein Herd Book to be published by authority of the Association, containing pedigrees of all animals approved by the group.

And so it was, that the Association published its first herd book, recording 128 animals. It later incorporated under the title of Holstein Breeders Association of America.

Breeders, dissatisfied with the name Holstein as a designation for these cattle, decided to form their own group, the Dutch Friesian Association, in 1877. After years of rivalry, the two associations settled their differences and merged into one association. On May 25, 1885, with 284 charter members, the Holstein-Friesian Association of America, Inc., was founded in Buffalo, N.Y.

Some 7,700 Holsteins had been imported into the United States before importations stopped in 1905 because of the outbreak of cattle disease in Europe.

Today, Holsteins produce 90% of all milk consumed in the U.S. Unexcelled production, physical adaptability to commercial conditions and greater income over feed costs contribute to this popularity and dominance of the breed.

While in 1885, a few Holsteins were recognized for top annual milk yield per cow of 12,000 pounds, today the stars of the breed range well over 50,000 pounds per cow annually.

The original 128 registered animals recorded at the beginning of the Holstein Association herd-book have now reached an accumulative 14 million Holsteins with registry certificates.

The Association has its home office in Brattleboro, Vt., with four area offices in Pa., Ky., Wis. and Colo. Consultants and animal classifiers serve a large portion of the current 44,000 members. The size of its membership makes the Association the world's largest livestock organization active in domestic and international herd management.

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