

Select Sires Reaches New Genetic Heights In 1988

PLAIN CITY, OH — "An organization is measured by quality, and genetic quality is what Select Sires is all about," remarked Richard Chichester, general manager of Select Sires, Inc. at the cooperative's 1989 annual meeting. "I'm proud to report another all-time high in genetic quality here at Select Sires in 1988. Of all the proven dairy sire semen that was sold, the average blend of all breeds was +1,171 PDM, +\$138 and +1.14 PDT. Every single one of these numbers is an all-time high in the history of this organization.

These inspiring comments from Chichester generated enthusiasm among those attending Select's annual meeting, March 29-30, 1989. Delegates and directors from Select's 12 member co-ops gathered at the organization's Plain City facilities to review the federation's progress.

Chichester also reminded the

group of the milestone achieved in 1988. "Clearly, the highlight of 1988 was the occupation of the Howard C. Kellgren Production Center. I greatly appreciate the efforts of Stan Cameron, vice president of Purchasing and plant manager, Howard Kellgren, vice president of Production, the Building Committee, and others who played a role in completing this state-of-the-art facility."

The cooperative's goals were summarized by this inspiring challenge from Chichester. "Select Sires is a respected name everywhere you go, whether it be in Europe, Asia, or South America. We are looked upon as a source of not only superior, but reliable genetics. Directors, I pledge to you that, we as employees, will give our very best effort in upholding this reputation."

The Year In Review

International marketing highlighted Select's banner year with semen being exported to 55 different countries around the world. "Record sales were made internationally in 1988 with a 28.3% unit and a 55.3% dollar increase over Select's previous best sales year of 1987," commented Blaine Crosser, vice president Select International.

Brazil was the top unit sales country in 1988. West Germany finished as top dollar country again followed closely by Italy and Holland. Excellent gains were also made in Argentina, Canada, Denmark, Hungary and Japan.

Beef sales for 1988 gained a unit increase of 23% over 1987. Roy Wallace, vice president in charge of Beef Programs, reported on these tremendous gains. "The combination of the genetics available through Select Sires and ser-

vices provided by Select and its member organizations made 1988 a banner year for Select Sire beef sales."

Embryo freezing and exporting continue to dominate sales for Select Embryos. "Every indication is that this trend will only increase," comments Dr. Tye Henschel, general manager of Select Embryos. "In addition to the European market, we made some significant inroads into the South American market in 1988 through the dedicated efforts of Jerry Fickle, Latin America sales coordinator.

Special Recognition Extended

This year's meeting was dedicated to retiring president, Fred Friday, Hamilton, OH. Friday was devoted many years to Select, serving as a director since 1971 and president since 1984.

Friday comments on his service

to Select, "One of the great success stories in the entire livestock industry is the initial formation and later growth of the Select Sires federation. It has been a source of genuine satisfaction to me to watch steady progress in the development of this organization. It is a story of dedicated employees, capable board members, and cooperative member organizations working together towards a common goal. The common goal, of course, is genetic improvement from a constant and reliable supply of superior sires."

Select's Board of Directors elected Clarence Boyke, Fond du Lac, WI, as the sixth president of the industry's largest A.I. cooperative. Prior to his new post, Boyke served as vice president, chairman of the Budget and Finance Committee, and a member of the Building Committee. His business knowledge and experience with member co-op, East Central/Select Sires, also enhance his new leadership role.

Bill Genasci, All-West/Select Sires, will serve as first vice president. VA-NC/Select Sires board member Walter Kingery Jr., was elected second vice president.

PGA Recognition Awards are presented annually to the member cooperatives that most efficiently manage the young sire program in their service areas. East Central/Select Sires received the plaque for distributing the fewest units of PGA semen to generate the most identified young sire heifers (Heifer Efficiency Award). Minnesota/Select Sires was awarded the Cow Efficiency Award for identified milking daughters of PGA sires.

Select Sires, Inc., is a family of 12 farmer-owned and controlled cooperatives, serving the largest number of co-op members in the United States. 7H980 Walkway Chief Mark, the most extraordinary type and production sire of the decade, is an example of the superior genetics Select Sires offers. These results assist the federation in achieving its basic objective - to supply livestock breeders with the industry's top genetics.

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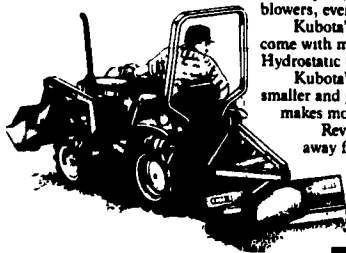
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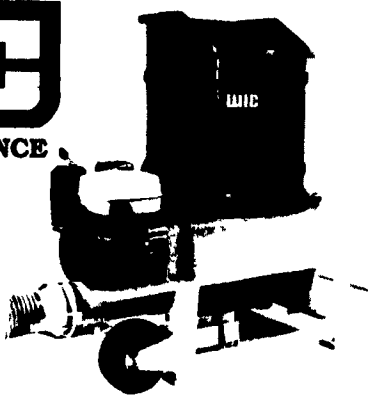
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