

Marketing Genetics



Beth Ney pours liquid nitrogen into an embryo freezing device container. Measuring sensors and gauges are connected.

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old. Her first lactation record was 28,316 pounds milk, 3.6 percent, or 1,033 pounds of fat and 3.4 percent, or 976 pounds of protein.

Her five oldest daughters — all from 12 to 13 months of age — are under contract.

"She's well known overseas, she has 73 pounds protein on index," Kirby said. She has three Mountain sons, three Merrill sons, one Elvin sons, and one Bellwood son.

As far as Rosebud, during a recent flush done by Next Generation Inc., of Lancaster, 13 embryos in all were recovered, 10 of which were fertilized and six of which graded out to No.1 quality, carrying a value ranging from \$1,200 to \$1,500.

During a previous flush, Rosebud produced 14 embryos and nine

of them were good. Horst said he will probably flush her four or five more times. Her first 365-day lactation record was 20,300 pounds of milk, 4 percent, or 1,100 pounds of fat, and 3.6 percent, or 1,000 pounds of protein.

Her dam has 3.9 protein average and the grandam had a 3.5 percent average.

Rosebud classified in May as a Very Good 87 with a Very Good mammary.

According to Bea McGrath, DVM, who has been working with Next Generation for three years, business has been growing in the field and expanding.

She said that between Dr. Allen Rushimer, owner of Next Generation, and her working part time, the business has been averaging two to three flushings per day.

Incidentally, New Generation

and McGrath had been involved in the first implanting of a European dairy cattle embryo into an American recipient.

While some people have flushed cows to boost herd genetics from a specific cow family or families, the Horsts have been flushing almost purely to fill demand orders.

"It is an investment," Kirby said, Cheryl agreeing. They said that's what people have to understand when they spend what might seem like a lot of money on a specific animal.

"There's no guarantee that you'll get any eggs," Kirby said.

However, he said that with luck, enough eggs of high enough quality can be harvested and sold to pay for the expense of the flushing and to make a profit.

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Having just found out how many and what quality embryos he had just gotten from one of his best cows, Kirby Horst talks over the phone with an exporter to let him know what's available.

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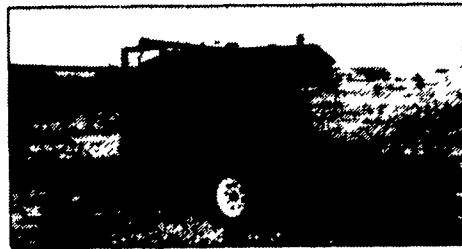
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