



Business News

Bjelland Promoted At Genex

SHAWANO, Wis. — Tom Bjelland was recently promoted to vice president of domestic marketing for Genex Cooperative, Inc.

Bjelland is a dairy science graduate of Iowa State University and began employment with the cooperative as a relief technician in 1973. Following work as a resident technician, he became an area sales representative. He moved to northeast Iowa where he was district sales manager and, in 1988, was named District Sales Manager of the Year.

In 1989, Bjelland moved to Shawano to become administrative assistant member marketing and, in 1995, vice president of member marketing for 21st Century Genetics. Most recently, he has been associate vice president of marketing in the Midwest.

Bjelland's achievements for unit growth, people development, and receivable management have been excellent. His 29 years of domestic marketing experience in every phase of market programming

is a tremendous asset.

He has been active in the Wisconsin Federation of Cooperatives' Government Affairs Committee, the Minnesota Dairy Roundtable, and numerous committees. He is past president of Shawano Kiwanis, and active in church and the 4-H program. He and his wife, Mary, have four children, Matt, Joe, Jenny, and Doug.

Genex Cooperative Inc., a subsidiary of Cooperative Resources International, is a member-owned cattle breeding cooperative with worldwide headquarters in Shawano.

Sexed Semen: Not Ready For Mass Market

Sexed semen may become commercially available later this year for the first time in the U.S., which could increase heifer supplies and cut replacement costs over time by allowing producers to choose whether cows produce a male or female calf.

Despite key advantages, however, the high costs of producing sexed semen and lower fertility rates will not make sexed semen a mass market product for some time, if ever, say geneticists.

— From Dairy Profit Weekly

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