

The Bulletin.

Four farms, one vision for herd improvement

Maximising potential: The Altavady Group's strategic use of sexed semen

MINDA[®] integrations behind the farm gate



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Introduction

Kia ora, welcome to the LIC Winter Bulletin.

It's been eight months since I joined LIC as the GM of NZ Markets, and my third tenure with the co-op. I first joined in 2001, as GeneMark's Technical and Lab Operations Manager, before returning to head up our Diagnostics team. I was then GM Biosystems, before CE of the LIC Automation subsidiary.

During this time, our testing and DNA was some of the best in the world, although it was much more simplified than it is today. Coming back, it is gratifying to see we have remained a leader in this area and that these services have continued to evolve to the point where we can access so much more data, so much earlier, in some cases right from birth. To me this is a great example of how far we've come as a dairy sector, but it also highlights the power these tools have to enable herd improvement at a scale we've never seen before, and most importantly to deliver tangible value to our farmer shareholders.

As genetics evolve, we are seeing less reliance on the traditional mating bull, allowing farmers to have more say over their herd's genetics. While all our services provide value to farmers, it's when these are combined, that we really start to see the possibilities.

Our expanded portfolio of dairy beef has been designed to deliver genetics that provide additional value to our farmers' dairy operations.

More farmers are taking advantage of the growing demand for dairy-beef calves with the increased market opportunities it offers. This season we have also seen some great results from sexed semen, with 18–24-day non-return rates now within 1% of conventional fresh semen. You can read more about this from our Head of Genetics, Izzy Willison, on page 22.

As we head into the second half of the year, our focus remains on supporting farmers to breed the herds of the future.

We know these herds need to be:

- Highly efficient, producing more from less
- Aligned with the needs of processors and global markets and
- Lower emitting and environmentally fit for purpose



Geoff Corbett,
LIC General Manager NZ Markets

Our farmers are at the heart of what we do and we look forward to continuing to work with you as we head into the busy calving and mating period. If you have any questions or comments please feel free to reach out to the team or connect with your Agri Manager.

Ngaa mihi
Geoff



L to R Christine Stevens and Chris Harworth of Tawa Ridge

Tawa Ridge

Four farms, one vision for herd improvement

For more than three decades, Chris Harworth and Christine Stevens of Tawa Ridge have been quietly, but purposefully, building a farming operation that has a relentless focus on profitability and efficiency.

From their home base in Hamurana, Rotorua, they've expanded their operation to encompass four herds, ranging from 460–580 cows.

"It's been built up over 40 years," Chris says. "It's a bit humbling when you stop and think about it."

They have one farm in Okoroire, Waikato, and the other three farms are relatively close in proximity to their home farm. However, these properties are separated, one by a road, and another by a gorge which makes the logistics of managing a herd of 1,500-cows complex. Instead, they've structured their operation into three distinct milking units, that enables smoother day-to-day

management while still allowing them to leverage shared resources and consistent herd strategies.

What sets Tawa Ridge apart isn't just its size, it's the way they approach decision-making. With support from their LIC Agri Manager Rosanna Dickson, Chris and Christine have developed a system that brings together technology, data, and long-term thinking to drive results.

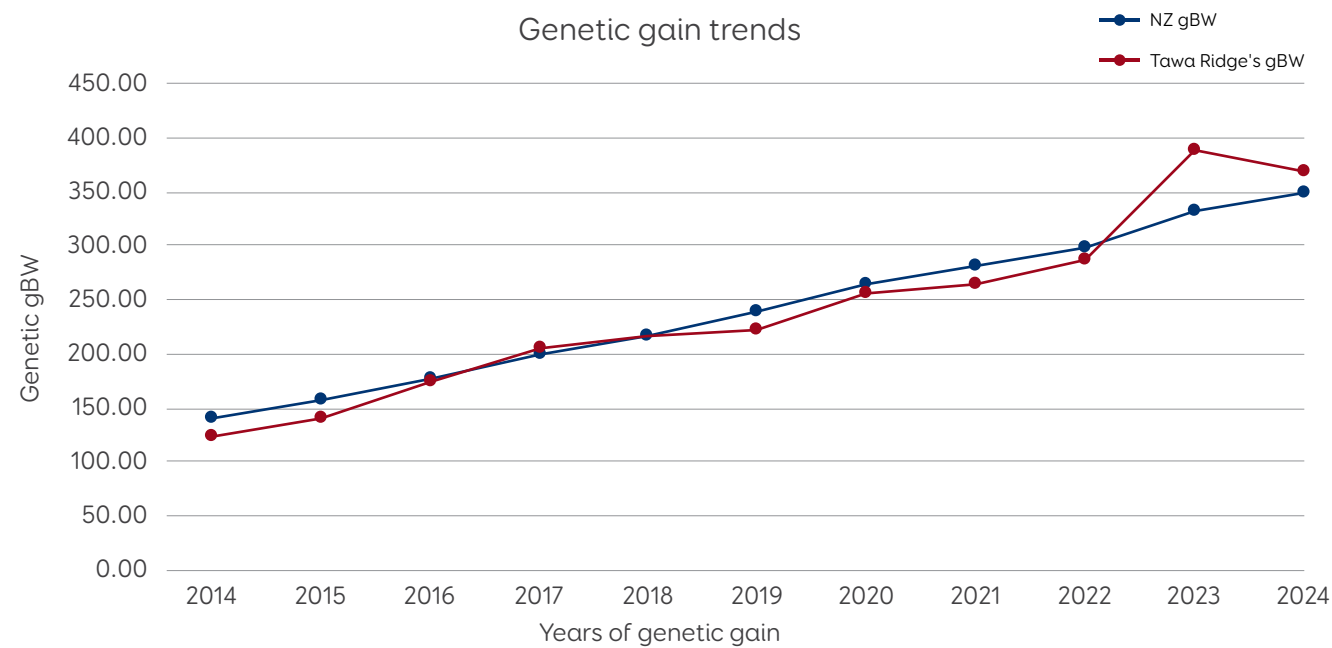
"Rosanna has become an integral part of our decision-making team, not just helping interpret the data, but working with us to develop strategies that align with our goals."

"Since she came on board, we've made exceptional herd improvement gains.

Rosanna really listens to what we're trying to achieve and builds our mating plans to suit. It's not one-size-fits-all, it's about what works for our system, and our herd," says Chris.

Over the past five years, Tawa Ridge has experienced an average gBW gain of 29, and in the last three years a 35% increase. This performance surpasses the industry average for gBW, which is approximately 19%.

Rosanna's ability to balance the technical insights with practicality has helped the Tawa Ridge team unlock new opportunities.



Blue line is the NZ gBW genetic gain average over the last decade. The red line is Tawa Ridge's gBW genetic gain. Tawa Ridge has seen significant gBW increase since Rosanna began working with Chris and Christine four seasons ago.

"They trust the process, and that makes all the difference," Rosanna says. "When you've got mutual respect and shared goals, that's when you really start to see results."

"Additionally, they like data," Rosanna says, "but like many farmers, they're often bombarded by it. That's where I come in, to help make sense of it and take action."

Rather than making mating decisions based solely on what semen is available, Chris and Christine start with a bigger question: What is the future of each calf born on the farm?

That thinking drives everything they do, from their mating plans to the structure of their replacement programme.

Their young stock programme has around 500-600 replacements reared annually across several runoff blocks. Long-standing relationships, like their calf grazier who has partnered with them for over 30 years, add depth to a system that's innovative and off-tradition.

While many farmers across New Zealand are leaning into dairy beef to boost returns, Chris and Christine are taking a different

route and instead increasing their use of sexed semen. Their goal? Maximise early calving replacements and sell surplus heifers into a market currently short on high-quality young cows.

"We've done up to 620 replacements some years," Chris notes. "This year it'll be over 600 again. It's a big job, but one that pays off in the long run. We only need approximately 400 replacements across our four operations, which allows us to be very selective in our replacement stock and sell the remaining as R1s."



Christine and Chris pictured with Tawa Ridge Operations Manager Scott McDonald and Farm Manager John Cacatian

This excess breeding is intentional and only possible because of their commitment to the "full nine yards of herd improvement tools and data, such as accurate herd testing, extensive use of DNA, and a commitment to health and safety which underpins everything they do. With this foundation, they're making exceptional culling decisions," Rosanna notes.



Rosanna Dickson,
Senior Agri Manager

"They once said to me, it feels wrong putting great cows on the truck," says Rosanna. "But I reminded them, they're not culling. They're supplying other farmers with some of the best replacements they'll ever buy. These cows are DNA tested, BVD-free, with high PW and BW."

This shift in strategy has also led them to use SGL Dairy® semen late in the AB period, creating compact calving and bringing cows forward in the calving pattern. It's a system that generates more days in milk, earlier calvers the following year, and allows for greater options to select top replacements.

"It's the compounding effect," says Rosanna. "Every year their herd gets more front-loaded, and that provides more opportunity, more revenue, and more progress."

At Tawa Ridge, herd improvement isn't a one-off decision, it's a system. And it's working. ●



Farm facts

Farm owners:

Chris Haworth and Christine Stevens

Four operations:

CPDN Tawa Ridge No.1 (2 sheds on PTPT) 1,000 cows, Hamurana, Bay of Plenty

KXBW Tawa Ridge No.2, 460 cows, Hamurana, Bay of Plenty

NCNH Tawa Ridge No.3, 500 cows, Okoroire, South Waikato

Herd improvement tools used:

- Sexed semen
- Genomic bulls (Forward Pack)
- Short Gestation Dairy
- Short Gestation Hereford
- Herd testing 4 x each shed

- Heat detection patches - Bulls-i
- Johne's disease testing
- GeneMark® Genomics - DNA testing
- MINDA® herd improvement platform

Anecdotes of SPS farmers of 40+ years: Change is the only constant

Taranaki farmers David and Sue Kowaleski, together with their son Paul and daughter-in-law Talia Kowaleski, have been members of LIC's Sire Proving Scheme (SPS) for more than 40 years.

David wants to get an exact date of his first SPS rebate. He turns to a table at the side of his dining room, accesses a faded manila folder, and flicks through several neatly typewritten sheets of A4 paper.

The Profit & Loss (P&L) accounts of the farm business from the early-80's are scrolled through; in particular, David's looking for the rebate line that'll recompense costs like his four herd tests of that year.

"In 1980 we were milking about 70-80 cows in a walk-through," David reminisces as he casts his eyes over the accounts.

The economic conditions of the time were dark and getting darker.

"Our income from milk that year was about \$18,000, and the year before it was \$17,000. We also made \$5,000 from potatoes we were dabbling-in at the time. A year later there was a natural flooding disaster in Rangitikei, and we made \$50,000 in potatoes."

"It was then we decided we'd be good for another year.

"We leased our farm, bought the neighbour's farm, and went from farming 100 acres to having 270 acres. We built a new cow shed, a 20-bail rotary, and suddenly we went from taking \$20,000 for milking cows to \$100,000 for milking cows. The business was going mad in those years.

"Then we believed potatoes were just too risky and we were cash poor. In those days SPS straws were at minimal cost, so that's why we went into Sire Proving."

All on-the-record

While David's recollections above provide fascinating context and history, the point of the above can't be lost: The ability to record, source, and interpret organised records – to reference exact dates, and to carefully cast an eye over data, line-by-line, to confirm what is what – those are the habits of

typically successful Sire Proving Scheme farmers.

They know their herd records. They also know traits-other-than-production scores, and health information, and calving events. Most of all, they know their cows.

Today the Kowaleski farm spans 240 effective hectares, 60ha of which are hilly, and 550 Holstein-Friesians will be wintered this year – down from a peak of 640 cows about 10 years ago.

However, production levels from a decade ago have largely been maintained, with the 50-bail rotary today seeing an average annual output of 225,000kg milksolids over recent years.

Despite straws being allocated to the herd by SPS (rather than having the choice to nominate bulls, for example), herd improvement clearly remains achievable for the Kowaleskis.



L to R David, Sue, Talia, Paul Kowaleski

The numbers, the approach

When it comes to genomic breeding worth (gBW) and production worth (PW), the Kowaleski herd is in the top 20% nationally, at 293gBW and 319PW respectively.

During the past decade the herd has averaged gains of 25gBW per year, but more impressive are the gains of the last five years, which average 38gBW (similarly, PW gains over the past decade averaged 27, but during the past five years this figure has jumped to 35PW per year).

David estimates the herd's top 40% of cows are doing the same milksolid production as the herd's bottom 60% of cows.

Meanwhile, Paul says he makes his picks based on the highest gBW calves: "We have freedom in terms of picking the ones we keep, but generally we'll keep them all – if we don't, we'll check (with SPS) before we sell any.

"The heifers are getting so good now, the new generations are just getting better and better, healthier and healthier; we get to test and monitor for disease and that means a proactive approach to health. We cull on PW."

The numbers back Paul up. The farm keeps nearly one-third of its replacements from the top quartile of the herd (based on gBW) and minimises calf selections from the bottom quartile.

"The main advantage of being an SPS farmer is that, genetically, you can be five years ahead of the market," Paul says.

"The DNA (genomic) technology has come a long way, and it's always quite pleasing to see the DNA (parentage) results to see how accurate your matching in the paddocks has been."

20th century vs. 21st century cows

David feels the influence of "big Dutch genetics" have gradually disappeared from Holstein-Friesian cows he's farmed over the years.

"Nowadays they're mid-sized, and more efficient in terms of liveweight to production. Conformation in our herd has got increasingly better over the years.

"The biggest change though is that you don't help calve cows anymore. Years ago, when there were 600-odd cows, you'd have to go out every night and you'd probably have to (assist) calve 60 or 70. Now you'd be lucky to assist only three."

Paul agrees, the increasing influence of new technologies such as SGL and wearables is allowing farmers to do more with less.

"We use MINDA® records, and our phone is great for looking up data. We've just got Halter collars so we'll be able to see if there's a cow in distress at calving time, or if there's any health concerns.

"With wearables we can do all-AB. As more farmers use this kind of technology people will be able to age their pregnancies based on milk pregnancy tests and AB dates, so it's less intrusive and disruptive to the cows."

Are the Kowaleskis open to change?

"Sometimes I wonder if we should mate just to the top 40% of our herd, and put the rest to something else," David says.

More change is perhaps on the horizon. ●



From the Breeding Desk

The Bull Acquisition team have recently completed another successful round of assessing potential bull dams across the country.



By Simon Worth,
LIC Livestock Selection Manager

This essential task is always a highlight, offering a unique opportunity to evaluate some of the finest cows in the industry, while fostering valuable connections with breeders.

We now shift focus to the pending embryo transfer programmes. These play a pivotal role in accelerating the progress of breeding initiatives. By creating multiple embryos from elite animals, we can optimise genetic outcomes and increase the rates of genetic gain.

We have also recently had the privilege of hosting our annual Breeders' Day event – a day to celebrate the breeders of the 2024 Premier Sires® bull teams and the incredible contribution they have made for the New Zealand dairy sector and on farms throughout the country. The icing on the cake was celebrating the

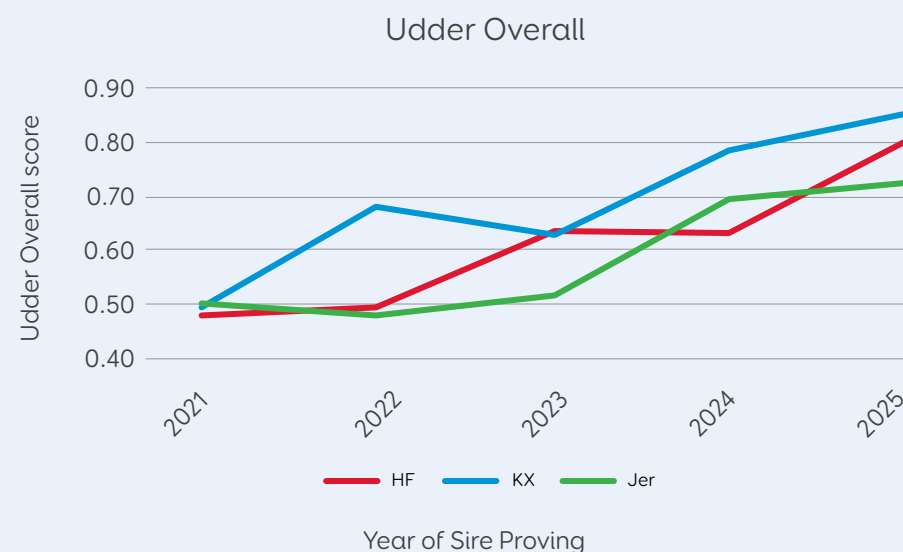
latest animal to be inducted into the Hall of Fame. Personally, it is an absolute honour to induct these animals, and this year was even more special given we recognised the second ever cow to make the honours list – Meander FMI April, bred by Robert and Annemarie Bruin.

April's influence has been hugely significant for the dairy sector. She has been a prolific producer of embryos leading to an extraordinary number of progeny. Some of which are making their mark, including six of her nine LIC sons earning places in elite teams. Her legacy extends through to her maternal and paternal grandsons, with 18 making various Holstein-Friesian and KiwiCross® bull teams. To date, her sons and grandsons have contributed an extraordinary number of inseminations. In fact, 1.15 million and still counting!

Before I wrap up, let's change tact. We refer to bulls awaiting daughter proofs as being "in the pipeline," and the latest cohort has been purchased and set to impact sire proving herds this spring. Among the many traits we track, udder quality remains a top priority — and it's especially encouraging to see the significant gains we continue to make in this critical area. These will include the bulls that are, or will in time, take their place in future teams.

I hope you enjoy the next few pages as the team highlights some standout individuals. It's clear that 2025 brings a wealth of options across all breeds, and there's no doubt many of these bulls are well positioned to make a lasting impact on the national herd.

All the very best for the months ahead. ●



Efficiency in every drop: The KiwiCross® advantage

Growing up on a farm where breeding was an interest but not the focus, I learned early that efficiency was key. My dad led a commercial herd with clear intent: keep the litres flowing.



By Kelli Buckley,
LIC Bull Acquisition Manager

By watching him balance decisions in the shed and paddock, my own passion for cows and farming began to take shape. Now, working alongside breeders nationwide, I see that same spark in others.

On a recent visit, I met a breeder's daughter, clipboard in hand, shadowing her mum and making her own assessments. That quiet enthusiasm for dairying grows with us, shaping how we now pursue progress and performance.

Back then, breeding was more survival of the fittest than precision, with the tanker docket as the judge. Today, it's all about efficiency, measured in milksolids per kilogram of liveweight. According to the latest NZ Dairy Statistics, in the early '90s, cows averaged 256kgMS from 468kg liveweight (55% efficiency). Now, they produce over 400kgMS from 492kg — exceeding 80%. That's a remarkable step, driven by smarter breeding and systems, and that has improved the productivity of our national herd and also strengthened New Zealand's competitive edge on the global stage.

The shift toward efficiency was also shaped by economic change. Historically, dairy operations relied heavily on capital gain, with herds seen as valuable assets and collateral by banks. It started bartering butter in the early days of settlement, progressing towards a more complex, co-operative driven model. The introduction of the A+B-C payment system shifted the focus towards milk components, specifically fat and protein, rather than volume alone.

No surprise then that nearly 60% of the national herd is now Holstein-Friesian/Jersey crossbred. These cows represent hybrid vigour — fertile, robust, and well-suited to pasture-based systems. With that lens in mind, I have taken a quality-over-quantity approach to selecting our 2025 KiwiCross contract dams. The standard was so strong that narrowing the list was harder than ever, but we've kept numbers in check and lifted the average gBW across the board.

This shift aligns with the retirement of the KiwiCross daughter-proven team and the resulting lift in expectations. It's a reminder that, in building the next generation of elite, efficient cows, sometimes less really is more.

And it's not just the dams — this year's KiwiCross bull team reflects the same depth and quality. A strong cohort of young sires is ready to make their mark. Here are a few of the exciting new additions to consider for your AB programme.

524064 RHANTANA CHIEFTAIN

Chieftain brings a powerful mix of efficiency, structure, and fertility. Bred by Anthony and Rhonda Vogels of Paeroa, this Tu-Meke son is out of a Gameplan dam who scored a 7 for both Udder Overall and Dairy Capacity under TOP — a clear reflection of the strength in his maternal line. His genomic profile backs this up, with a Capacity gBV of 0.60 and an Udder Overall gBV of 0.74, offering a balanced combination for farmers wanting functional, long-lasting cows. With a leading gBW of 619, it is clear Chieftain is more than just efficient — he is a depth-builder with real breeding value.



524064 RHANTANA CHIEFTAIN

524067 JULIAN ONIT

Onit delivers exactly what his name suggests, performance, strength, and plenty of potential. Bred by Kevin and Rachel Karen Julian of Ātiamuri, a Herald son out of a Beamer dam, with a maternal line known for longevity and excellent conformation. Onit brings a strong production profile, with a Fat gBV of 58kg and Protein gBV of 38kg, alongside a Liveweight gBV of 19kg. His Udder Overall gBV of 1.03 and Dairy Conformation gBV of 0.92 make him an ideal option for farmers looking to lift components while maintaining cow efficiency, structure, and style. A real asset for herds pushing for the next level of performance and reliability.



524067 JULIAN ONIT

524024 TONGATAHA TRAILBLAZER

Bred by Alan Butler of Hāwera, Trailblazer lives up to his name and is set to forge ahead in the 2025 KiwiCross team. An Air-Rifle-ET son and out of a Brimstone dam, he brings together strength, fertility, and functional conformation in one tidy package. Trailblazer is backed by excellent fertility, a moderate Liveweight, and a strong Capacity gBV of 0.72, ideal for farmers wanting efficient, low-maintenance cows that last. His Udder Overall gBV of 1.65 supports his ability to sire daughters with well-attached, easy-to-milk udders, and his Dairy Conformation gBV of 0.92 makes him one of the more stylish young sires in the team. A smart pick for those wanting hardworking, well-balanced cows.



524024 TONGATAHA TRAILBLAZER

524059 PLATEAU GRAYSON

Grayson, bred by Earl and Melissa McSweeney of Ashburton, is a Honenui son with plenty of promise. He combines impressive production with functional efficiency — boasting a Fat gBV of 61kg, Protein gBV of 39kg, and a Fertility gBV of 9.7. His moderate Liveweight gBV of 55kg and Capacity gBV of 0.67 make him well suited to systems focused on feed efficiency and profitability. With an Udder Overall gBV of 1.15 and Dairy Conformation gBV of 0.76, Grayson is a solid option for farmers looking to lift overall herd performance without compromising structure or balance.



524059 PLATEAU GRAYSON

To conclude, KiwiCross bulls continue to prove their value as a powerful driver of efficiency, structure, and profitability. These young sires represent the next step in that progression, backed by strong maternal lines, modern genomic profiles, and the traits that matter on New Zealand farms. ●

What are your non-negotiables?

I often jest that I'm trying to breed a polled unicorn – that is the perfect bull, but he also needs to be polled. Yet how do we truly define perfect?



By Michele van der Aa,
LIC Bull Acquisition Specialist

Desirable traits often differ from farm to farm, so for now at least, I seek balance. This is after all the foundation we build the Premier Sires teams on: bulls that appeal to most of our everyday farmers.

Another layer of complexity is that the traits farmers breed for don't always align with their culling decisions. That's not to say those decisions are right or wrong, but it does raise the question of how we prioritise one trait over another. Consider capacity: although frequently regarded as a non-negotiable trait, data from the past three seasons shows that fewer than 1% of cows were removed due to Unsuitable Type or Traits Other Than Production.

Don't get me wrong, I value capacity highly too, particularly as it underpins a cow's ability to thrive and produce year after year. But should it sit at the top of a breeding priority list? Or simply meet a modest threshold that protects your herd average? That one is up for you to decide.

With that in mind, let's take a closer look at a selection of Holstein-Friesian genomic bulls offering a range of strengths to suit different breeding goals.

124016 OAKLINE SG ENFORCER-ET S3F

Enforcer is the closest we've come to a true unicorn, at least in my eyes. Bred by Paul and Kristin Midgley of Hāwera, Enforcer hails from the powerhouse that is Oakline Maxima Emma S2F. The combination of being sired by Goliath, the king of capacity himself and coming from a maternal line boasting three generations of dams who have scored seven for both Udder Overall and Dairy Conformation, make his own figures no surprise: 0.88 Udder Overall and 0.83 Dairy Conformation.

An A2A2 sire, Enforcer delivers combined Fat and Protein of 111kg, all while keeping a moderate 62kg Liveweight gBV. Add in his positive fertility and negative somatic cell counts, and you have a sire destined to leave a lasting mark on any herd.

124025 LIGHTBURN ICARUS ROWDY

Bred by forward-thinking John and Wendy Allen of Palmerston North, Rowdy represents the best of innovative breeding. Sired by popular overseas bull Sandy Valley Icarus, Rowdy brings valuable genetic diversity to the breed without sacrificing Fertility or Capacity, both of which he has with positive gBVs at 1.7% and 0.33 respectively.

With a respectable 467 gBW, and impressive production figures of 64kg of Fat and 43kg of Protein, Rowdy's credentials are further strengthened by a strong Udder Overall gBV of 0.90. Rowdy is an excellent choice for those seeking an easier calving option for use over their heifers.



124016 OAKLINE SG ENFORCER-ET S3F



124025 LIGHTBURN ICARUS ROWDY

124077 MARQUEE GASOLINE LOKI-ET S3F

Loki is an exciting new addition for farmers looking to power up their breeding teams. Bred by John Harrison in Temuka, Loki combines the strength of two elite studs. His sire pathway doubles down on the renowned Lightburn genetics (Gasoline over Gusto) with his dam Busybrook Gusto Lass S2F, out of a robust maternal line from Busybrook. Lass impressed early classifying with an eight overall for both udder and Dairy Conformation as a two-year-old. Loki brings outstanding Fertility with a gBV of 6%, strong farmer traits, and backed by a modest 0.75 Udder Overall gBV. Compact and stylish, Loki is perfect for farmers keen to moderate the size of larger Friesians without compromising production or type.

124004 PAYNES MON INVINCIPOLL-P S2F

Invincipoll carries a rare and valuable maternal legacy, with his dam, Paynes Milkshake Ivy-ET S1F, lost early in her first lactation making this the only opportunity to tap into her unique genetics. Sired by the widely used Monopoll, Invincipoll's maternal line brings fresh influence through overseas sire Tag-Lane Milkshake and who classified a solid 7 for both Udder Overall and Dairy Conformation. This strength has clearly bred on, reflected in Invincipoll's outstanding Udder Overall gBV of 1.14. Furthermore, as his name suggests, Invincipoll is heterozygous polled, offering a 50% chance of passing on the polled gene to his progeny, and is also considered an easier calving option. Congratulations to Brad and Claire Payne of Cambridge for breeding such an exciting young bull.

Your non-negotiable breeding values will shape the future of your herd. By utilising this versatile lineup of sires, you will have the tools to breed a herd that will thrive today, and for many generations to come. ●



124077 MARQUEE GASOLINE LOKI-ET S3F



124004 PAYNES MON INVINCIPOLL-P S2F

Champions in the making

Over the past few months, I have had the privilege of inspecting potential contract mating females across New Zealand.



By Danie Swart,
LIC Bull Acquisition Manager

Despite some challenging drought conditions, once again the Jersey cows were top notch. The efficiency of the Jersey breed is hard to match, and this breed will continue to play a vital role in the dairy sector.

I am very pleased with the bull calves we purchased last season, which will go into SPS herds in 2025. The potential SPS team increases include, 48 gBV for Fat, 22 gBV for Protein and 0.72 for Udder Overall.

Our joint programme with Jersey NZ has been highly successful, with a good number of Jersey Future bulls featuring in the LIC catalogue and Premier Sires® teams. The cherry on the cake? That would have to be, our bull 'Montage' who is currently holding the top spot on the RAS list, as per the May AE run.

On the international front, I am pleased to advise that we are again collaborating with Danish farming co-operative Viking Genetics for the 2025 season. This collaboration drives greater diversity and outcross opportunities in the Jersey breed for New Zealand farmers.

For many years now inbreeding has been a challenge for the Jersey breed in New Zealand. This collaboration with Viking Genetics will enable us to import sexed semen from young genomic sires to use over high-BW Jersey cows here in New Zealand. We see this as a

great opportunity to generate outcross females that could be selected as bull dams in the future.

To celebrate the great achievements of some of our breeders, I'm thrilled to profile the following genomic bulls who also feature in our latest Genetics Catalogue.

324018 BENWORTH TM GRIFFINPOLL-P

Griffinpoll-P was bred by Nigel Brinkworth and Kristal Bennett, and his dam is an exceptional high production cow out of Horopito F Gym JC15PP. This boy is the highest gBW polled bull in the history of LIC bulls and is sired by Montage who, as I mentioned, is currently the number one bull on the RAS list (May 2025). Griffinpoll-P himself boasts a high Fat gBV of 57kg, a Protein gBV of 39kg and a great Liveweight gBV of -12kg. His special polled pedigree will also help with inbreeding challenges on some cows.

324012 GRALYN BURNLEY DURANGO

From the large high-production herd of Graham and Vanda Robinson, this bull's maternal line is stacked with great production. Durango is sired by Glanton KFP Burnley, from the well-proven B-family at Glanton, which certainly makes him an exciting prospect. Durango falls under the "good all-rounder" category, with high gBW, milk solids, fertility and Udder Overall gBV's.



324018 BENWORTH TM GRIFFINPOLL-P



324012 GRALYN BURNLEY DURANGO

Below are the gBV averages of the bulls highlighted: *As at 16 May 2025

Birth Id	AB code	Name	gBW (\$)	Fat gBV (kg)	Protein gBV (kg)	Liveweight (kg)	Fert gBV (%)	UddOver gBV	DairyConf gBV
HJPN-23-240	324018	BENWORTH TM GRIFFINPOLL-P JC15	659	57	39	-12	2.9	0.60	0.64
BKGC-23-202	324012	GRALYN BURNLEY DURANGO	585	48	22	-22	5.0	0.70	0.58
RRYL-23-7	324033	MONKS NOVAK SPITFIRE	579	46	25	-5	7.6	0.66	0.70
GMBR-23-436	324205	BUSYBROOK LAMAR BUSHWACKER	567	56	21	-39	2.3	0.72	0.44
Average			581	49	25	-21	4.7	0.77	0.61

324033 MONKS NOVAK SPITFIRE

Spitfire is the first bull I have profiled from Josh Monks and Victoria Bradshaw of Taupiri. He is sired by the high-ranking young bull Thornwood Profit Novak. Spitfire is a bull who is ticking a lot of boxes, with high Protein and Fat gBV’s, great Fertility, good Liveweight and a great Capacity gBV of 0.72. His high-index dam was a great production cow, with good overall TOP scores.

324205 BUSYBROOK LAMAR BUSHWACKER

The Busybrook stud of Nathan and Amanda Bayne is renowned for breeding exceptional bulls for the New Zealand dairy sector. Bushwacker is out of the high-production VG 85 cow Upland Park Hoss Bloom and is sired by the great proven bull Glenui Super Lamar. Bushwacker is a Jersey Future bull, and part of the joint programme with Jersey NZ. Great attributes of this bull include high Protein, Fat, milk volume, and an Udder Overall gBV of 0.72. ●



324033 MONKS NOVAK SPITFIRE



324205 BUSYBROOK LAMAR BUSHWACKER

PREMIER SIRES

Potential 2025 Spring Jersey **Sexed** Team (A2A2)

Sire		Sire	
323028	HAWTHORN GROVE L ZOLTIN-ET	323206	LYNBROOK TN TE ANAU
323008	TIRONUI BUZZ ZAZU	324001	KAIMATARAU NOVAK GOBLIN
323033	GLENHAVEN BRISBANE LONIC	324024	FREYDAN NOVAK ICONIC
322001	PAYNES TITUS EXCELSIOR-ET		
324032	MEADOWSTONE GB SLAMDUNK S3J		
323004	RIVERINA BAS ACHILLIES-ET S2J		
323050	PHILSAN ROXTON DATSUN		
323047	LYNBROOK BERKLY ORYX		
324021	CAW/DOR MATCH ON SUNDAY S3J		



gBW/Rel%

\$550/96

Milkfat

43 kgs

Protein

20 kgs

Milk

-270 Litres

Liveweight

-30 kgs

Functional Survival

3.3%

Milkfat %

6.0%

Protein %

4.5%

Heifer Calving Dif

-8.4%

Cow Calving Dif

-2.0%

Fertility

6.3%

SCC

-0.23

BCS

0.09

NB: the reliability of a team of bulls is always higher than using just one bull

Date

16/05/2025

HOOFPRINT®

Nitrogen Efficiency

Methane Efficiency

PREMIER SIRES

Potential 2025 Spring Jersey **Forward Pack** Team (A2A2)

Sire		Sire	
320029	ROCKLAND LQ BERKLY	323007	TIRONUJI ROXTON CORTEZ
321053	GREENMILE LQ TAKAHAE	324205	BUSYBROOK LAMAR BUSHWACKER
321203	NORLANDS PKC ROXTON ET	323201	WILLIAMS BRISBANE FRENZY
321022	ELLISON DEXTER ASH S3J	324017	HAWTHORN GROVE OM HIGHLANDER
324018	BENWORTH TM GRIFFINPOLL-P JC15	324023	ROSSUM LOTTO EXLO
324014	ROCKLAND PLUTO COLSON-ET	324020	CAWDOR PLUTO AQUARIUS
324012	GRALYN BURNLEY DURANGO	323024	PAYNES FIRST MECHANIC
322002	PAYNES RB GENERATION-ET		
324033	MONKS NOVAK SPITFIRE		



Conformation

-0.5

0

0.5

1

Stature

-0.59

tall

Capacity

0.49

capacious

Rump Angle

-0.31

sloping

Rump Width

-0.03

wide

Legs

0.06

curved

Udder Support

0.44

strong

Front Udder

0.50

strong

Rear Udder

0.64

high

Front Teat Placement

0.19

close

Rear Teat Placement

0.00

close

Teat Length

0.18

Long

Udder Overall

0.62

desirable

Dairy Conformation

0.46

desirable

gBW/Rel%

\$559/98

Milkfat

48 kgs

Protein

22 kgs

Milk

-192 Litres

Liveweight

-23 kgs

Functional Survival

2.9%

Milkfat %

6.1%

Protein %

4.5%

Heifer Calving Dif

-8.1%

Cow Calving Dif

-1.8%

Fertility

5.5%

SCC

-0.22

BCS

0.08

NB: the reliability of a team of bulls is always higher than using just one bull

Date

16/05/2025

HOOFPRINT®

Nitrogen Efficiency

Methane Efficiency

Potential 2025 Spring Holstein-Fresian **A2A2** Team (A2A2)

Sire		Sire
124030	WAITARIA MG KINGTIDE-ET S1F	123002 PAYNES GADSBY ELEMENT S1F
122056	MAH FINN SAGE-ET S1F	124068 GLENMEAD POLLMAN VELOCITY S1F
124008	BUNGAY LUCID MAINLAND S1F	124039 BALANTIS SAGE ENCHANter S1F
122082	MILLRIDGE MF GENTLEMAN-ET S1F	124032 MAHAREE ICARUS BARRETT S2F
123005	PAYNES MJ PROTECTIVE-ET S2F	122013 DICKSONS AR MONOPOLL-ET-P S2F
124066	RIDDOCH HIGHRISE LEO S2F	
124040	BAGWORTH FREE BANKSY S1F	
122065	PRATTLEYS LUCID FREE-STYLE S1F	
124004	PAYNES MON IN VINCI POLL-P S2F	

WEIGHTED AVERAGES OF PREMIER SIRES

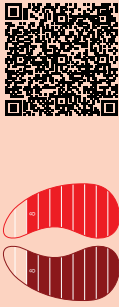
\$496/97%

Management	-0.5	0	0.5	1	gBW/Rel%	\$496/97
Adapts to Milking	0.34			quickly	Milkfat	54 kgs
Shed Temperament	0.34			placid	Protein	39 kgs
Milking Speed	0.26			fast	Milk	638 Litres
Overall Opinion	0.46			desirable	Liveweight	40 kgs
Conformation	-0.5	0	0.5	1	Functional Survival	3.5%
Stature	0.51			tall	Milkfat %	5.2%
Capacity	0.29			capacious	Protein %	4.1%
Rump Angle	-0.04			sloping	Heifer Calving Dif	6.1%
Rump Width	0.42			wide	Cow Calving Dif	0.8%
Legs	0.00			curved	Fertility	4.5%
Udder Support	0.65			strong	SCC	0.01
Front Udder	0.63			strong	BCS	0.05
Rear Udder	0.46			high	NB: the reliability of a team of bulls is always higher than using just one bull	
Front Teat Placement	0.34			close		
Rear Teat Placement	0.46			close		
Teat Length	-0.22			Long		
Udder Overall	0.69			desirable		
Dairy Conformation	0.38			desirable		

HOOFPRINT®

Nitrogen Efficiency

Methane Efficiency



Date 16/05/2025

Potential 2025 Spring Holstein-Fresian **Daughter Proven** Team (A2A2)

Sire		Sire
120003	SCOTTS BV DARIUS-ET	121051 BUSYBROOK MA GYPSYS 1F
121075	JONES TIGER FAITHFUL S2F	119077 BUSYBROOK CASHPOINT S1F
121092	PRATTLEYS RS IDEALIST S1F	121057 TRONNOCO E SAINI-ET S3F
121040	SPRING RIVER GG SPYRO S1F	
119002	BELLAMYS DM GALANT-ET S1F	
121083	MAIRE TS JAGER-ET S1F	
121022	WAITARIA SPEROS THOR S1F	
119079	BUSYBROOK DEALER-ET S2F	
121086	BELLAMYS GREAT-ESCAPE S3F	

WEIGHTED AVERAGES OF PREMIER SIRES

\$469/99%

Management	-0.5	0	0.5	1	gBW/Rel%	\$469/99
Adapts to Milking	0.38			quickly	Milkfat	58 kgs
Shed Temperament	0.38			placid	Protein	43 kgs
Milking Speed	0.20			fast	Milk	894 Litres
Overall Opinion	0.51			desirable	Liveweight	60 kgs
Conformation	-0.5	0	0.5	1	Functional Survival	2.9%
Stature	0.75			tall	Milkfat %	5.0%
Capacity	0.48			capacious	Protein %	4.0%
Rump Angle	0.02			sloping	Heifer Calving Dif	7.7%
Rump Width	0.58			wide	Cow Calving Dif	1.1%
Legs	-0.03			curved	Fertility	0.8%
Udder Support	0.59			strong	SCC	-0.05
Front Udder	0.46			strong	BCS	0.11
Rear Udder	0.46			high	NB: the reliability of a team of bulls is always higher than using just one bull	
Front Teat Placement	0.14			close		
Rear Teat Placement	0.28			close		
Teat Length	-0.22			Long		
Udder Overall	0.56			desirable		
Dairy Conformation	0.55			desirable		

HOOFPRINT®

Nitrogen Efficiency

Methane Efficiency



Date 16/05/2025

Potential 2025 Spring Holstein-Fresian **Sexed** Team (A2A2)

Sire		Sire
124016	OAKLINE SG ENFORCER-ET S3F	124036 MILLNERS PP LIFE-OF-RILEY S2F
124049	MEANDER POLLMAN WYATT S1F	123025 MATTAJUDE SAQ ASSURE-ET S2F
122008	DICKSONS FINN MINDSET-ET S1F	123037 MATTAJUDE SPYRO THRON-ET S1F
123004	PAYNES GADSBY ENTOURAGE S1F	124025 LIGHTBURN ICARUS ROWDY
123065	MEANDER SAQLAND MARK-ET S3F	124071 BUSYBROOK SVI PAYCHEQUE S3F
124077	MARQUEE GASOLINE LOKI-ET S3F	123079 MEANDER SPYRO ACCORD-ET S1F
123100	TRONNOCO SG SEVERYN-ET	123103 WAIMERO SAQUOON USBON S2F
123012	BELLAMYS MOJO GOLD CHIPS S2F	
123087	BUSYBROOK S SMOKIN GUN-ET S1F	

WEIGHTED AVERAGES OF PREMIER SIRES

\$505/97%

Management	-0.5	0	0.5	1	gBW/Rel%	\$505/97
Adapts to Milking	0.40			quickly	Milkfat	56 kgs
Shed Temperament	0.40			placid	Protein	42 kgs
Milking Speed	0.20			fast	Milk	638 Litres
Overall Opinion	0.50			desirable	Liveweight	61 kgs
Conformation	-0.5	0	0.5	1	Functional Survival	4.0%
Stature	0.73			tall	Milkfat %	5.3%
Capacity	0.44			capacious	Protein %	4.1%
Rump Angle	-0.12			sloping	Heifer Calving Dif	7.2%
Rump Width	0.55			wide	Cow Calving Dif	1.7%
Legs	-0.05			curved	Fertility	3.4%
Udder Support	0.77			strong	SCC	-0.12
Front Udder	0.69			strong	BCS	0.11
Rear Udder	0.57			high	NB: the reliability of a team of bulls is always higher than using just one bull	
Front Teat Placement	0.27			close		
Rear Teat Placement	0.51			close		
Teat Length	-0.36			Long		
Udder Overall	0.76			desirable		
Dairy Conformation	0.53			desirable		

HOOFPRINT®

Nitrogen Efficiency

Methane Efficiency



Date 16/05/2025

Potential 2025 Spring Holstein-Fresian **Forward Pack** Team (A2A2)

Sire		Sire
121005	PEMBERTON GG PROPANE	124058 WAIMATA SHOOTER RITCHIE S2F
121035	BALANTIS TR TRICK-ET S1F	124048 MEANDERS S ALCHEMIST-ET S2F
120003	SCOTTS BV DARIUS-ET	124027 WAITARIA RAFA HARVARD-ET S1F
121092	PRATTLEYS RS IDEALIST S1F	124007 ATAWHAI GENTLE COSTELLO S1F
121040	SPRING RIVER GG SPYRO S1F	124024 MASSEY MON POLLARIS-P S2F
121083	MAIRE TS JAGER-ET S1F	124052 GOLDEN DM GLOBES S1F
123058	WITTENHAM JACKPOT AEGON-ET S2F	122034 BUELIN MB BLAST-OFF S1F
123067	MEANDER MANU ALLEGIANCE S1F	124055 WAIMATA OR RENDEZVOUS-ET S1F
122049	LIGHTBURN SAQ GASOLINE-ET	124060 OREILLY GASOLINE WAIRERE S3F

WEIGHTED AVERAGES OF PREMIER SIRES

\$535/98%

Management	-0.5	0	0.5	1	gBW/Rel%	\$535/98
Adapts to Milking	0.38			quickly	Milkfat	59 kgs
Shed Temperament	0.39			placid	Protein	43kgs
Milking Speed	0.24			fast	Milk	693 Litres
Overall Opinion	0.51			desirable	Liveweight	60kgs
Conformation	-0.5	0	0.5	1	Functional Survival	3.8%
Stature	0.64			tall	Milkfat %	5.2%
Capacity	0.49			capacious	Protein %	4.1%
Rump Angle	-0.03			sloping	Heifer Calving Dif	7.8%
Rump Width	0.57			wide	Cow Calving Dif	0.9%
Legs	-0.05			curved	Fertility	4.5%
Udder Support	0.55			strong	SCC	-0.06
Front Udder	0.51			strong	BCS	0.15
Rear Udder	0.43			high	NB: the reliability of a team of bulls is always higher than using just one bull	
Front Teat Placement	0.16			close		
Rear Teat Placement	0.24			close		
Teat Length	-0.23			Long		
Udder Overall	0.55			desirable		
Dairy Conformation	0.54			desirable		

HOOFPRINT®

Nitrogen Efficiency

Methane Efficiency



Date 16/05/2025

Potential 2025 Spring KiwiCross **Daughter Proven** Team (A2A2)

Sire		Sire
521015	PAYNES STAMINA-ET	520091 MARSHALL PAPAMOA
521011	PAYNES SCHOLAR-ET	521034 CAWDOR POHARA
520063	SANSON SEMERALD-ET	521002 PAYNES MANOEUVRE-ET
519034	GORDONS FLASH-GORDON	
521035	WIFFENS CENTURION	
521048	PHANTANA IRIS ET	
520048	BALDRICKS TOUCHDOWN	
521060	STONY CREEK NEPTUNE-ET	
521059	HACKER ADVANTAGE-ET	

\$535/99%

Management	-0.5	0	0.5	1	gBW/Rel%	\$535/99
Adapts to Milking	0.38			quickly	Milkfat	54 kgs
Shed Temperament	0.38			placid	Protein	33 kgs
Milking Speed	0.16			fast	Milk	385 Litres
Overall Opinion	0.44			desirable	Liveweight	15 kgs
Conformation	-0.5	0	0.5	1	Functional Survival	3.6%
Stature	-0.12			tall	Milkfat %	5.5%
Capacity	0.52			capacious	Protein %	4.2%
Rump Angle	-0.03			sloping	Heifer Calving Dif	-1.3%
Rump Width	-0.01			wide	Cow Calving Dif	-0.6%
Legs	-0.01			curved	Fertility	4.1%
Udder Support	0.70			strong	SCC	0.06
Front Udder	0.62			strong	BCS	0.16
Rear Udder	0.85			high	NB: the reliability of a team of bulls is always higher than using just one bull	
Front Teat Placement	0.07			close		
Rear Teat Placement	0.37			close		
Teat Length	-0.44			Long		
Udder Overall	0.74			desirable		
Dairy Conformation	0.57			desirable	Date 16/05/2025	



Potential 2025 Spring KiwiCross **Sexed** Team (A2A2)

Sire		Sire
523001	PAYNES SALVATION-ET	524017 KAINUI COBBER-ET
524007	PAYNES SCHEDULE-ET	523092 PLATEAU DEMBE
522038	ARKANS COMMANDO-ET	522050 JULIAN TU-MEKE
524064	RHANTANA CHEIFTAIN	524057 STONY CREEK NUANCE-ET
524039	WITTENHAM HOTSHOT	524004 PAYNES PARCHMENT-ET
522064	BROWNS RANDY	523033 STEEGHS TURBULENCE
524005	PAYNES PROUDLOCK-ET	522032 KAINUI DREAMER-ET
524051	PUKERIMU STALLONE-ET	
524067	JULIAN ONIT	

\$588/97%

Management	-0.5	0	0.5	1	gBW/Rel%	\$588/97
Adapts to Milking	0.29			quickly	Milkfat	56 kgs
Shed Temperament	0.30			placid	Protein	35 kgs
Milking Speed	0.12			fast	Milk	198 Litres
Overall Opinion	0.35			desirable	Liveweight	14 kgs
Conformation	-0.5	0	0.5	1	Functional Survival	3.9%
Stature	-0.06			tall	Milkfat %	5.7%
Capacity	0.71			capacious	Protein %	4.4%
Rump Angle	0.00			sloping	Heifer Calving Dif	-2.2%
Rump Width	0.08			wide	Cow Calving Dif	-0.3%
Legs	0.08			curved	Fertility	5.4%
Udder Support	0.74			strong	SCC	0.02
Front Udder	0.70			strong	BCS	0.12
Rear Udder	0.77			high	NB: the reliability of a team of bulls is always higher than using just one bull	
Front Teat Placement	0.33			close		
Rear Teat Placement	0.65			close		
Teat Length	-0.44			Long		
Udder Overall	0.82			desirable		
Dairy Conformation	0.67			desirable	Date 16/05/2025	



Potential 2025 Spring KiwiCross **Forward Pack** Team (A2A2)

Sire		Sire
521005	PAYNES SUBLIME-ET	524063 ARKANS DYNAMIC-ET
521015	PAYNES STAMINA-ET	524024 TONGATAHA TRAILBLAZER
521011	PAYNES SCHOLAR-ET	524011 PAYNES SUCCESSION
520063	SANSON SEMERALD-ET	524028 SECRETERRY TAKODA-ET
521035	WIFFENS CENTURION	523022 BUELIN ORAN
521072	BALDRICKS SPECTACULAR	524071 ATAWHA I FERDINAND
523075	ARKANS GAMBLER	524046 BOUTONS TRADEMARK-ET
523002	PAYNES SATELLITE-ET	523087 LYNBROOK PRICELESS
524050	ANJO ROCKY-ET	523046 STONY CREEK NGAMI
524062	CROSSANS WESTBROOK-ET	524059 PLATEAU GRAYSON-ET

\$586/99%

Management	-0.5	0	0.5	1	gBW/Rel%	\$586/99
Adapts to Milking	0.33			quickly	Milkfat	57kgs
Shed Temperament	0.33			placid	Protein	37 kgs
Milking Speed	0.24			fast	Milk	294 Litres
Overall Opinion	0.41			desirable	Liveweight	24 kgs
Conformation	-0.5	0	0.5	1	Functional Survival	4.3%
Stature	0.10			tall	Milkfat %	5.7%
Capacity	0.58			capacious	Protein %	4.3%
Rump Angle	0.03			sloping	Heifer Calving Dif	-1.7%
Rump Width	0.29			wide	Cow Calving Dif	-0.2%
Legs	-0.01			curved	Fertility	5.9%
Udder Support	0.80			strong	SCC	0.08
Front Udder	0.80			strong	BCS	0.13
Rear Udder	0.79			high	NB: the reliability of a team of bulls is always higher than using just one bull	
Front Teat Placement	0.27			close		
Rear Teat Placement	0.45			close		
Teat Length	-0.46			Long		
Udder Overall	0.88			desirable		
Dairy Conformation	0.60			desirable	Date 16/05/2025	



Future-proofing herds through genetics

As Head of Genetics at LIC, Izzy Willison and her team play a critical role in helping farmers achieve their herd improvement goals. With an in depth understanding of trait data they work closely with Agri Managers to provide tailored advice and ensure farmers receive the information they need to select animals that best suit their objectives.



We sat down with Izzy to talk about the power of genetics, the work her team is doing behind the scenes, and what the future holds for herd improvement in New Zealand.

Q: The genetic strategy for farmers is a key focus for your team. Can you briefly outline the main areas of focus and how they support farmers' long-term goals?

Willison: The guiding principle of our strategy is to deliver better heifers every year and maximising value on farm. By this I mean making sure every successful conception contributes value, whether the calf remains in the herd or not. To support this, we've expanded our product suite to offer farmers more options and better alignment with their needs.

In dairy, our focus is on growing your genetic asset — generation after generation — by increasing Breeding Worth (BW) with a strong emphasis on key traits like udder conformation and fertility. Of particular note, our sexed semen product continues to be a game-changer, with 18–24 day non-return rates now within 1% of conventional fresh semen. This enables farmers to confidently

Genetics play a powerful role in shaping the future performance of a herd. The more data farmers have – made available through genomic testing, herd testing, and MINDA® records- the more informed their decisions can be around which cows to keep or cull.

target their top-performing cows, maximising genetic gain while also delivering practical on-farm benefits, such as securing replacement heifers earlier in the season.

We also offer non-replacement semen options to inseminate lower BW cows, helping our farmers produce high-value beef-dairy cross calves or optimise milk, making better use of every mating.

Q: When it comes to herd improvement and the decision around cows farmers keep, how does genetics influence this decision?

Willison: Genetics play a powerful role in shaping the future performance of a herd. The more data farmers have – made available through genomic testing, herd testing, and MINDA records- the more informed their decisions can be around which cows to keep or cull.

BW is central to these decisions. High-BW cows are typically more efficient as they tend to produce more milk, have stronger fertility and often maintain a lighter body weight, requiring less feed to achieve the same or better

production. These are the cows you want to contribute to the next generation.

Equally important is recognising the bottom end of the herd. By applying selection pressure to these lower-performing animals and using targeted breeding strategies, such as ensuring they're not used to produce replacement heifers, farmers can fast-track genetic improvement.

Q: What opportunities do you see for genetic gain in herds over the coming years? Are there specific areas where farmers can expect significant improvement?

Willison: Absolutely. There is enormous opportunity for genetic gain in herds over the coming years, especially as technology and data availability continue to improve. One of the biggest areas of potential lies in the widespread adoption of genomic testing. This gives farmers earlier, and more accurate, insights into an animal's genetic potential – well before production records are available – enabling smarter breeding and culling decisions.



Izzy Willison
LIC Head of Genetics

While BW will remain a key driver, we're also seeing a growing emphasis on traits that support efficiency, animal health and environmental sustainability. Fertility and udder conformation continue to be important, but exciting developments are emerging in areas like lower methane emissions and improved heat tolerance. These traits offer farmers the ability to future-proof their herds in the face of changing regulations and a warming climate, while also aligning with consumer and market expectations.

As I mentioned before, there's also significant opportunity in targeted use of sexed and beef semen. Using sexed semen over high-BW cows and beef over the bottom end helps accelerate genetic gain, boost value of non-replacement calves.

Q: What are your main focus areas for the genetics team over the next years? Any initiatives farmers should watch for?

Willison: Because genetic progress doesn't happen overnight, the team is focused on a few key projects that will help farmers see more value and efficiency both now and down the track.

One of the most exciting developments is the introduction of two purpose-bred dairy beef options. These sires are being specifically developed with dairy systems in mind and offer benefits like calving ease, shorter gestation lengths, and clear identification.

They're designed to add value across the entire supply chain.

We're also scaling up our sexed semen capacity in response to growing on-farm demand. This allows for more purposeful breeding decisions, helping farmers maximise genetic gain and lift overall herd performance.

Lastly, we're advancing the integration of technology within our breeding programmes. By improving connectivity between farm systems and our own genetic tools, we're making it easier for farmers to access smarter, more efficient solutions tailored to their goals.

Q: What advice would you give to farmers wanting to get the most out of their genetic strategies, now and into the future?

Willison: Focus on breeding from your best animals, but don't overlook the bottom performers. Breeding from poor performers will only perpetuate the under performers in the herd. So, although it may seem like extra effort to switch to beef semen or SGL during insemination for these animals, it will pay off in the long run.

Next, remember that data is crucial. Make sure you're fully utilising all available tools. Leverage genomic evaluations, herd testing, MINDA reports, and other herd management systems to inform your breeding and culling decisions. These tools can give you real confidence in your breeding and culling decisions.

Define your herd's breeding goals clearly and focus on the traits that align with your long-term vision. Whether it's improving milk production, fertility, or health, aligning your breeding strategy with these objectives will ensure consistent progress over time.

Lastly, be patient, genetic gain takes time and often there aren't immediate results, but steady improvement of your herd year after year leads to lasting, cumulative benefits that pay off significantly in the long run.

Q: To finish, is there one message you'd like to share with farmers about the role of genetics in herd improvement and sustainability?

Willison: Genetic strategies are an investment in the future of your farm. The decisions you are making for this mating period will shape your herd in 2027 and beyond. It's a long-term game, but one that pays off through more productive and resilient animals, and one we're here to help you with. ●

Setting up for success in MINDA®

As we begin the new season, it's crucial to ensure your MINDA setup is optimised for success.



By Jessie Bedford,
LIC Product Manager - MINDA

To kick your season off with a clean slate, I suggest doing some 'herd record health checks' before you get into the thick of calving. There are a couple of key tasks that often get forgotten when things get busy, so doing a quick 10 minute review can be really useful.

1. **Review your query centre:** Start by checking your query centre for any unresolved issues. Addressing these early can prevent potential problems down the line when it starts to get busy.
2. **Update permissions:** Ensure that any staff who have left the farm no longer have access to your herd records. Conversely, make sure you grant access to new staff members to keep your records secure and up to date.
3. **Clean up groups:** Review and remove any groups that are no longer needed – you'll see who these were created by and when, to help make decisions around which need to stick around.

The next step is to get prepared for your upcoming calving period. To help manage your calvings effectively, there are a couple of reports that can help.

- **Expected calving report by cow:** This helps you to identify when calves are due, their expected parentage, and their genetic potential. With the data from this calving report, you can decide which animals to keep and which to consider selling, ensuring your herd remains strong and productive.
- **Expected calving report by date:** If you want to visualise your upcoming calving spread, this report helps you see the number of animals expected to calve each day. It helps you see which days are going to be busiest and potentially when you might need an extra hand or two.

Don't forget to make use of the help centre available within MINDA, under the looking glass icon. It's a valuable resource for when you need a little bit more information, or learning new features to get the most out of MINDA.

Remember, a little preparation now can save you time and effort when things get busy. Here's to a productive calving season! ●



Nicole and Kevin Oppert, Contract Milkers & Equity Partners of Mangorewa Pastures Limited

MINDA® integrations behind the farm gate

In the heart of the Bay of Plenty, Kevin and Nicole Oppert are optimising their farm's operation with on-farm technology. Milking 750 cows, the Opperts have embraced a range of on-farm technologies that are helping them work smarter, not harder.

By integrating their herd improvement software and wearables they've streamlined their operations and unlocked new levels of efficiency, particularly during one of the busiest times of the year: mating season.

Last season, Kevin and Nicole used integrations between MINDA, CowManager®, and Protrack® to automatically draft cows on heat. This meant fewer hours spent manually checking and drafting, and one less person needed in the shed.

"As a result of this technology, we've extended our mating period to 11-weeks exclusively using AB, and saw a 7% increase in our six-week in-calf rate. Importantly, we also experienced less fatigue and stress during one of the busiest times on farm," says Kevin. "This integration not only saves time but also ensures accuracy, making the process more efficient and less labour-intensive."

CowManager sharing data with MINDA records has been a game-changer for herd monitoring. With continuous updates on cow health and reproduction, it gives Kevin and Nicole real-time insights that would otherwise take hours of observation.

"This technology takes the pressure off staff to identify strong heats," says Kevin. "It's helping us bridge the gap with labour challenges, especially around heat detection."

Jared Bekhuis, National Manager for CowManager says: "We're thrilled by the progress in data sharing amongst the sector, it's great to see farmers such as Kevin and Nicole reaping the benefits and seeing the true value of wearables, CowManager is proud to be one of the early integration partners of MINDA."

By automating processes and ensuring accurate data sharing, Kevin can focus on other jobs to be done. "It has changed farming for the better, in fact it makes it a hell of a lot easier".

The Opperts are also utilising the MINDA integration with Farm Source. They see this helping with compliance and auditing by automatically updating records, reducing the need for manual paperwork and ensuring accurate data by keeping their MINDA records up to date.

Kevin explains, “Having our MINDA integrated with other tools we use is helping with compliance on farm and allows us to breeze through inspections with all information on hand. I don’t know how we ever used to be without it!”

Amongst the technology upgrades, the Opperts remain focused on balance. “We’re committed to maintaining strong animal interaction alongside technology,” says Kevin. “It’s about finding the sweet spot between efficiency and care.”

Always top of mind for Kevin and Nicole is their return on investment, while reducing labour and stress is a win, any new technology must be efficient and ultimately pay for itself.

With MINDA seamlessly data sharing with other farm technology, the return on investment was clear. The right data was available exactly when and where it was needed, turning insights into action and technology into tangible value.

Looking ahead, Kevin is keen to explore additional technologies that could further enhance farm operations, such as body condition and lameness cameras. The DairyNZ 2023 technology survey found drafting and mastitis detection to be high up in terms of farmer wish lists.

By leveraging new technologies on farm and utilising MINDA integrations, Kevin and Nicole have been able to streamline operations, improve accuracy, reduce stress, and change partnerships to collaborations or integrations. ●

L-R: Amy Hazleton, LIC MINDA Product Specialist, Grant Kay LIC MINDA Product Manager, Kevin Oppert and Nicole Oppert



“Farmers don’t get out of bed to spend time in front of a computer screen. We have been working hard to build integrations with companies who farmers rely on to help them with the day-to-day.

MINDA has 17 current integration partners with more to come stretching across multiple areas behind the farm gate – including wearables, financial reporting software and milk processors. Adoption of technology is likely to continue at a rapid pace as further farmer benefits are unlocked.

LIC knows that there is big role for MINDA in supporting farmers to optimise the use of on-farm technology.”



Grant Kay,
LIC Product Manager - MINDA integrations

Farm facts

Farm owners:
Equity Partnership - Don and Andrea Hammond, Kevin and Nicole Oppert

Contract milkers:
Kevin and Nicole Oppert

Name of farm:
Mangorewa Pastures Limited

Herd size:
750 Peak

Location:
Te Matai Road, Bay of Plenty

On-Farm tech

- CowManager
- Protrack 3 way draft
- Automatic cup removers
- Auto teat spray
- Pasture .IO

Maximising potential: The Altavady Group's strategic use of sexed semen

Joe and Becky Laming of Altavady Group near Ōamaru, are managing a large dairy operation in North Otago with precision and a sharp eye on the future. With over 3,200 cows across their four herds and more than 1,900 rising one- and two-year-olds, this is a business not only focused on scale, but sustainability, efficiency, and genetic progress.

Working alongside their LIC Agri Manager, Amanda Bisset, the Lamings have embraced sexed semen as a cornerstone of their mating plans, with the aim to streamline dairy beef integration and accelerate their genetic gain.

"We've got a fair bit of run-off land and are quite motivated in terms of sustainability. We're a pretty big business with a milking herd of 3,200, so we're trying to push our dairy beef quite hard," says Joe.

He continues; "We're targeting about 1,000 heifer replacements and about 1,000 dairy beef at the same time, but with 3,200 cows you're really pushing your limits with conventional dairy semen. "We're trying to breed more dairy beef.

That's a tall order using conventional semen alone. That's where sexed semen comes in.

"We're really trying to progress our dairy beef product, while also working out what direction it's best to head in, sexed semen is helping us explore all the opportunities... it gives us much more scope to try different (beef) breeds and still get early-calving," explains Joe.

By almost doubling the chances of getting a heifer replacement through use of sexed semen, Joe says he targets his best gBW, and youngest, genetics with the product:

"We're inseminating our heifers (with sexed and conventional) using a synchrony programme, and then targeting our very best gBW, or best genetic cows for sexed. This allows us to target our larger more-Friesian animals for the dairy beef."

Their automated drafting system combined with SenseHub® Dairy collars ensures heat detection and cow selection are efficient and highly targeted.

"Before the AB tech even arrives, everything's already mapped out," says Joe. "We plug all the data, BW, breed makeup, into a spreadsheet, and it tells us exactly what semen to use for each cow. It's streamlined, and it works."

Their targeted approach is delivering results, with genetic gains outpacing the national average, a trend the Lamings attribute largely to their use of sexed semen. "The rate of improvement in our herd is way faster than the national average - we're making really significant gains, really quickly, with sexed semen," says Joe.

"To make sure we target the highest-BW animals we fix how much sexed semen we want, and we'll make sure about two-thirds of that is allocated to the first three weeks, so then the other third we'll still use to target those higher-BW animals on their return... rather than putting it all in the first three weeks, and having to compromise your top BW group," they say.

For the Lamings, the aim is to breed more valuable dairy beef animals—and finish them all in-house. That means beef calves must not just be high-performing but fit within the broader system.

Calving date is critical Joe explains; "With conventional semen, beef calves would come later, and suddenly they're five weeks behind the start line. Sexed semen lets us front-load the beef animals too."

Having moved away from short gestation Angus, the group is now trialling breeds like Profit Maker®, Charolais, Belgian Blue and Stabilizer®, closely monitoring performance and weights to find the best fit. "The dairy beef has to complement our system and not compromise it."

"We're doing in-house trial work by looking at regular weights and that sort of thing. We have really prime land both on our dairy farms and run-offs and we can't afford to be taking our dairy beef through a second winter because it puts pressure on our winter grazing system.



Joe and Becky Laming - Altavady Group



"The rate of improvement in our herd is way faster than the national average - we're making really significant gains, really quickly, with sexed semen," says Joe.

Joe and Becky explain that's why they need to get the dairy beef in as early in the mating as possible, as opposed to after six weeks traditionally.

Joe and Becky are always looking for ways technology can help their business become more efficient, and collar technology certainly helped them in this space.

"We put Allflex collars (now SenseHub® Dairy collars) on about three years ago. In terms of my workload, and the way they work in the heat detection space, they certainly pay for themselves."

Before the AB Tech arrives, Joe and Becky have already got a list of the cows that have been drafted and noted whether they're getting sexed, beef, or conventional semen. "It's made it really easy. Traditionally you don't know what cows are going to be on-heat, but now we know what cows are on heat before milking finishes, which allows us to be more organised and efficient."

Looking ahead

With GeneMark® Genomics, herd testing, and regular JD and BVD bulk milk screening, the Lamings are building a high-performance herd with strong health, robust replacements, and real beef value.

Sexed semen, Joe says, is a critical part of that strategy.

"It's a developing product. Conception rates have improved with stronger dosage rates, and we won't be going away from it any time soon."

For the Lamings, when you farm at scale it's about doing it smarter, faster, and more sustainably. ●

Farm facts

Farm owners:

Altavady Group

Four operations:

QJVT: Fortitude Farm - 1480 cows - 397 ha effective (2 dairy sheds)

TPVL: 410 cows - Glenkerry Farm - 133 ha effective

TWLT: 970 R1s, 985 R2s - Altavady Group Youngstock

NBJT - Providence Farm - 355 ha effective

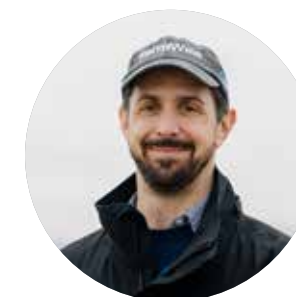
All farms:

Waitaki Plains, North Otago

Herd improvement tools used:

- GeneMark Genomics - DNA testing
- Herd testing
- Johne's disease testing
- BVD test

More milk; more feed: Why better mating KPIs require a smarter feed strategy



By Charlie McCaig,
LIC National FarmWise Manager

For Rob*, last spring was one of his best calving seasons yet. His cows were milking well, calving was more compact, and production was up more than 4,000kgMS by the end of August.

***Disclaimer:** Rob is a fictional example used to illustrate real scenarios faced by New Zealand dairy farmers. While the story is based on true events and typical outcomes observed on New Zealand farms, Rob is not a real individual. The article reflects common experiences, and are intended to support learning and discussion, not to represent a specific farm or person.

Despite a good run of weather and the usual feed on hand, he had a confusingly lower-than-expected average pasture cover of 1800kgDM/ha by the end of August, his herd's Body Condition Score was lower than he wanted, and he had made two unplanned supplementary feed purchases. With the extra milk came something he hadn't quite planned for, a higher feed demand.

Modern mating tools, like heat detection aids, prostaglandin programmes, CIDR® cattle inserts, and short gestation sires are giving farmers more control than ever over their calving patterns. These tools enable:

- Earlier mean calving dates
- Improved six-week in-calf rates
- Shorter, more compact mating windows

Together, these changes deliver more Days in Milk (DIM) per cow and a higher overall production potential. That's a win for production, farm workflow, and for many, family time.

But just as tighter calving changes the production curve, it also shifts the feed demand curve. Planning for that shift is what turns initial gains into sustainable success.

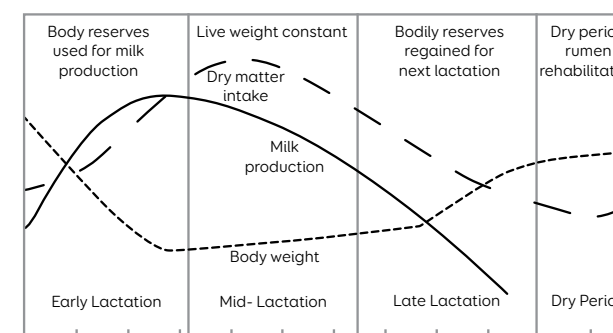
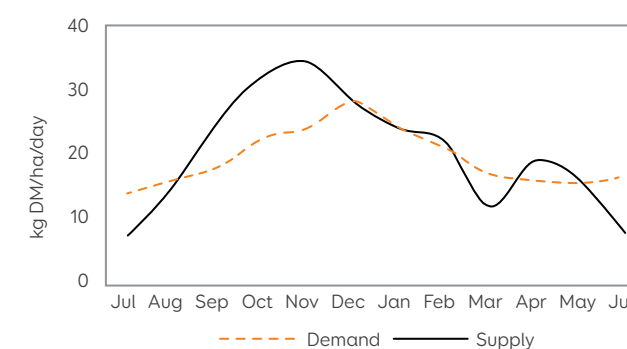
More milk = more feed

Historically, the NZ pastoral farming system was built on matching your feed supply curve with your feed demand curve as best you could, while conserving spring surpluses to be fed during summer and winter deficits.

Improving reproductive performance unlocks production gains through more DIM, but it also means more feed is needed earlier changing the shape of the feed demand curve. Here's how it works:

- Each day a cow is in milk adds to the farm's total milksolids.
- Earlier calving means more early lactation, increasing feed demand at a time when pasture growth is still ramping up.
- Over time, genetic gain and negative gestation length breeding values also move calving earlier, increasing feed demand at a time when pasture growth is still ramping up.

Calving spread - week by week



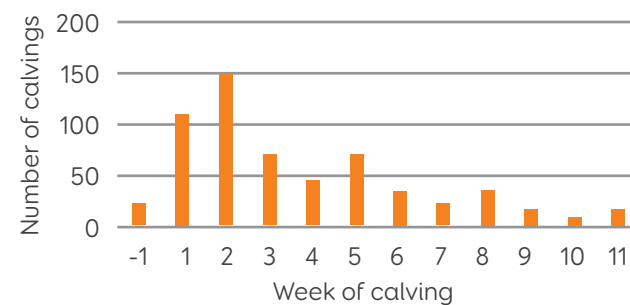
Let's put it into numbers.

If a 600-cow herd moves its mean calving date forward by just one week, that's an extra 4,200 days in milk. A milking cow eats about 10kgDM more than a dry cow. That means 42 tonnes of additional feed is required, and that can translate to over 6,000kgMS in extra milk. But that milk only materialises if the feed is there to support it.

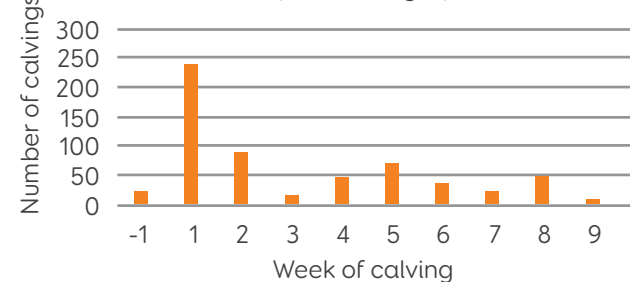
Let's go back to Rob's story: production up, pressure on

Rob's changes were intentional. He wanted a more compact calving to align better with his family life. He implemented a prostaglandin programme, reduced mating length to 10 weeks, and used short gestation sires to finish the season.

Calving spread - week by week



Calving spread - week by week (after changes)



The results were impressive:

- Mean calving date shifted 5 days earlier (Aug 24 → Aug 19)
- Six-week in-calf rate increased slightly (70% → 72%)
- Total DIM rose by 3,000 days
- Milk production jumped 4,000kgMS
- Milk value after working expenses: approx. \$20,000

But his feed demand also jumped.

His average pasture cover fell short by 200kgDM/ha, and he had to purchase 60 tonnes of supplementary feed, costing \$24,000. Despite the extra milk, Rob ended up with a net loss of \$4,000.

The real takeaway? Rob's system needed better alignment between his reproductive success and his feed strategy.

Feed planning: The secret to sustained gains

Compact calving and higher milk production are goals worth pursuing, but they come with a need for more feed planning. When changes to your mating programme bring calving earlier and boost DIM, your feed demand curve shifts with it. Rob's example demonstrates the need to take a "whole farm system" approach to making changes to your mating programme.

Here's how to stay ahead of it:

1. Build a feed budget

Using mating records, pregnancy scans, and pasture growth data, create a budget that reflects actual feed demand during calving.

2. Plan your spring rotation

With calving more condensed, pasture allocation and rotation planning become more critical than ever. Use a spring rotation planner to guide decisions.

3. Be strategic with supplementation

If your farm is already optimised for calving-time utilisation, any extra DIM may require additional purchased feed. Assess the cost-benefit clearly before making decisions.

4. Monitor body condition score (BCS)

More DIM = higher nutritional demands. If cows aren't fed to match, they'll produce milk at the expense of condition. Keep BCS in check from calving through to mating.

Is your system set up for success?

Ask yourself:

- Have I accounted for the extra feed needs from earlier DIM?
- Is my spring feed plan equipped to handle a tighter calving spread?
- Do I have cost-effective supplementary feed options ready?
- Can my herd consistently meet BCS targets during the transition?

If you're unsure, now's the time to act, not when pasture cover dips below target in August. And, if feed budgets and spring rotation planners don't get you excited, then consider using an LIC FarmWise® consultant for advice tailored to your specific farm's needs.

Rob's new plan: Compact calving that fits the system

Rob wanted more time with his young family, and this was the primary driver to have a more compact calving. That way he and his partner could finish the toughest part of the year sooner and spend more time off farm with the kids. Extra days in milk was a secondary consideration.

After reviewing his feed budget and system capacity, he made a simple adjustment and moved his mating five days later. This preserved his calving compaction but reduced early-season DIM, easing feed pressure when pasture growth was tight.

The result? A plan that aligned with his goals, his feed system, and his risk appetite. Most importantly, Rob and his partner headed into the season with confidence, and got their extra family time from a more condensed calving spread.

Final thought: Feed for the future

Improved mating performance is a powerful tool for profitability and work-life balance on farm. But to make the most of it, you've got to plan for the extra feed it demands.

Whether you're chasing more milk, fewer calving weeks, or both, feed is the fuel that makes it happen. Align your reproductive strategy with your feed system, and those extra Days in Milk will pay off the way they should.

Need help building a plan? A FarmWise consultant can help you match your goals with your system, and make sure the milk gains come with profit, not pressure. ●



New Zealand dairy beef genetics enter a rapid growth phase

The past 12 months have seen considerable growth and change for dairy beef – both domestically and overseas.



By Paul Charteris,
LIC Product Manager – Dairy Beef and SGL

Low beef cattle numbers in the United States have contributed to record high prices for 4-10 day old dairy beef calves – hitting as much as \$1,000 USD for solid black beef x Holstein-Friesian bull calves. This has spurred investment, by both independent breeders and artificial breeding (AB) companies to breed more beef over dairy cows.

In the UK, increased use of sexed semen has enabled a higher uptake of beef genetics. In June last year, straw sales of beef genetics into dairy herds outstripped dairy for the first time, with beef now representing 52% of all semen sold to UK dairy farms.

These same trends are happening in New Zealand.

Cow wearables, such as cow collars and ear sensors, are being used more and more on New Zealand dairy farms to help monitor and manage animal performance, health and fertility. Mating plans are clearly evolving to take advantage of these technologies.

More beef straws are being used from day one of the AB season – a ‘Beef up front’ strategy. Lower BW cows are identified and inseminated with a valuable beef straw to improve the chances of selling calves for good prices early in the season. The most noticeable

change has been a large uptick in Charolais straws used in the early season.

The continued increased use of beef since 2014, has many underlying drivers. Certainly, SGL Hereford has been an extremely popular and reliable option to produce a saleable dairy beef calf without sacrificing days in milk.

Any increase in the use of sexed semen to produce dairy replacements will open more opportunities during the AB period to use beef straws. Farmers have been drawn to beef straws to enable more saleable dairy beef calves in the first six weeks of AB.

The New Zealand beef sector itself has not been standing still. There is an accepted recognition that dairy beef can reduce greenhouse gas emissions per kg of carcass weight by one-third, compared with traditional cow-calf systems¹.

In the UK, the GameChanger beef programme is an innovative integrated value chain that delivers consistent, lower carbon dairy beef on Sainsbury’s supermarket shelves. All of the product supplied is dairy beef.

Some beef finishers who are early adopters of virtual fencing technologies such as Halter, have reported impressive results with a substantial increase in pasture utilisation and pasture quality

improvements.² This resulting in increased carcass weight per hectare, allowing more dairy beef cattle to be finished on pasture.

Several beef breeding programmes are becoming increasingly sophisticated and focused on supplying bulls for our annual LIC Genetics catalogue. These breeders are continually refining their selection criteria, investing in embryo transfer programmes, genomics and deploying economic selection indices focused on the dairy beef value chain profitability.

A few highlights that come to mind are Shrimpton’s Hill Herefords who were a pioneer in this area – with the development of their SGL Hereford breeding programme. Kakahu Charolais have taken their breeding programme to the next level, identifying Charolais for both calving ease, growth and carcass traits to a position that would have thought to be virtually impossible a few years ago. Rissington Cattle Company have also taken their breeding programme a step further with sires being evaluated for net feed conversion efficiency.

Today’s beef genetics for the New Zealand dairy market are a step change from as little as five years ago.

LIC’s response to this change is to continue to work with some of the best beef bull breeders in the

country. Similar to the process it takes to bring a premier dairy sire to market, we evaluate the estimated breeding values, genomic information, Dairy Beef Progeny Test data, and importantly the wisdom of beef bull breeders – all before a bull makes it to the LIC catalogue.

Throughout the season, we constantly monitor the performance of all beef bulls for non-return rates and also calving difficulty in MINDA® records. A constant feedback loop allows us to revise and refine selection decisions throughout the season.

LIC sees a bright future in dairy beef. It’s an area that has an over-abundance of opportunity. For the past few years our co-op has invested in dairy beef breeding programmes, the results of which will be in the catalogue for years to come. ●



¹ Reducing greenhouse gas emissions of New Zealand beef through better integration of dairy and beef production – Volume 186, January 2021

² Unlocking beef returns from the top down – Backing Farmers Country Wide



Breeders' Day highlights strong future for our national herd

Last month LIC was delighted to host more than 160 breeders at our annual Breeders' Day. The event is an opportunity to highlight the hard work breeders do and showcase how important this work is to the enduring success of both our co-operative and the national herd.

LIC Chair Corrigan Sowman says Breeders' Day is a great way to reflect on how far the co-operative has come, while looking ahead.

"Breeding never stands still and neither does our co-operative. LIC is committed to staying ahead of the game and continuing to evolve across all areas including technology, sustainability, on-farm services and consumer demand."

Breeders were treated to lunch at LIC followed by a Research and Development discussion and a bull parade at LIC's Bull Barn (where semen collection takes place year-round).

That evening the main awards were presented at a dinner at Claudelands Events Centre in Hamilton. This included the presentation of the SPS Farmer of the Year award, which was won by Hannah and Craig Fulton of Ashburton.

Hannah and Craig run a 640 dairy cow operation, on 175-hectares. Their herd is made up of 71% Holstein-Friesian and 28% Jerseys. They first joined our Sire Proving

Scheme in 2014, and their award showcases their dedication to both the Sire Proving Scheme and the wider sector.

Craig says the couple were honoured to receive the award but couldn't do what they do without the support of other breeders, farmers and LIC.

"For us it's about future proofing the industry. We see the work we do as just a small part of a greater goal, to continually lift the quality of our national herd and ensure New Zealand remains a strong farming nation."

Other stand out awards of the evening included:

Top Genomic Inseminations KiwiCross® 2024:
523004 -Paynes Sorcerer-ET
Brad and Claire Payne

Top Genomic Inseminations Jersey 2024:
323028 - Hawthorn Grove L
Zoltin-ET
Ron and Jackie Monk

Top Genomic Inseminations Friesian 2024:
122049 - Lightburn SAQ
Gasoline-ET
John and Wendy Allen

Graduate of Year:
121035 - Balantis TR Trick-ET S1F
Harman & Manpreet Singh

International Sire of the Year KiwiCross 2024:
519034 - Gordons Flash-Gordon
Stuart & Sarah Gordon

International Sire of the Year Jersey 2024:
319066 - Tironui GB Montage-ET
Murray & Janet Gibb

International Sire of the Year Friesian 2024:
119034 - Tafts RHD Officer-ET S2F
Geoff & Lynette Taft

National SPS Farmer of the Year:
Hannah & Craig Fulton

Hall of Fame Inductee:
Meander FMI April
Robert and Annemarie Bruin



HOF Breeders Robert & Annemarie Bruin

April makes Hall of Fame history
LIC's most recent addition to the Hall of Fame has made history as the second ever Dam to join an illustrious group of animals that have delivered a significant contribution to the dairy sector.

Meander FMI April, known as 'April' has produced 111 offspring, significantly more than the average dam who will produce five. Her outstanding traits like high genetic merit (Breeding Worth) and high milksolids have been inherited by many of her daughters, granddaughters and sons.

25 of April's sons have been purchased within the industry. Nine were bought by LIC, and six which made the 'Premier Sires®' team. Her maternal grandsons have also been incredibly successful. 23 have been purchased by LIC, of which 10 made the Premier Sires team. April also has 22 maternal great grandsons, with a number being marketed this year.

LIC Livestock Selection Manager Simon Worth says he first encountered April during the

contract inspections of 2014, and she was, without a doubt, the best cow he saw that season.

"Genomics had helped identify her as a yearling heifer, but it was also April's impressive pedigree that made her stand out. She is a daughter of the outstanding Farside M Illustrious S3F, who was himself inducted into the LIC Hall of Fame in 2024. Her dam was sired by the renowned Oman and lasted for nine lactations - calving every single year. The next dam back was from none other than Skelton, who also lasted nine lactations.

"April's journey into industry leadership started with one of her very first sons, Meander Wingman — a product of the Discovery Project, the joint venture programme between LIC and Holstein-Friesian New Zealand. It was an early sign that April's genetics were something special."

April's breeders, Robert and Annemarie Bruin of Southland, describe April as a once in a lifetime cow, who was a standout from day one.



Simon Worth presenting HOF Inductee

"It's very special and fantastic acknowledgment. To see her genetics shine through in so many daughters, granddaughters and sons is incredibly rewarding, we always knew she was special."

While many cows contribute quietly to their herds and farms, April has done something far greater. She has left a legacy that has, and continues to, ripple across the entire dairy sector. ●



SPS Farmers of the Year Craig and Hannah Fulton with Ann Scott



Simon Worth, Cherie and Michael Berkers



Simon Worth, Karen and Pat Baker



Simon Worth, Lynette and Geoff Taft



Simon Worth, Austin, Brad, Archie, Claire and Rex Payne



Simon Worth, Shaun and Michele Gardner



Simon Worth, Stewart Anderson, Rochelle Lamborn



Simon Worth, Rachel and Kevin Julian



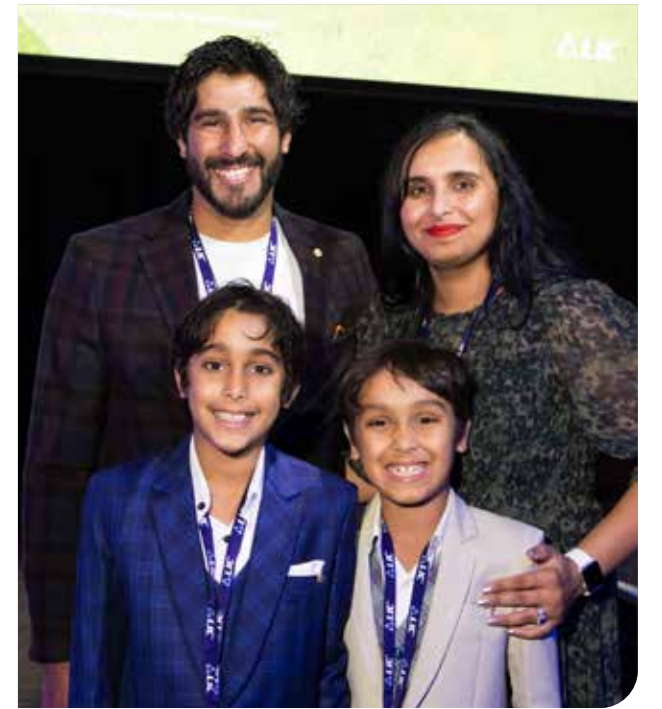
John McKerchar, Izzy Willison, Liz McKerchar, Geoff Corbett



Alice Eastwood, Sara Greene, Justin Sanson, Kelli Buckley



George, Shaun and Anna Baxter



Harman, Manpreet, Rene, Rivers Singh



Kelvin and Janet Horsford



Tim O'Connor and Bree Thompson



Stacey White



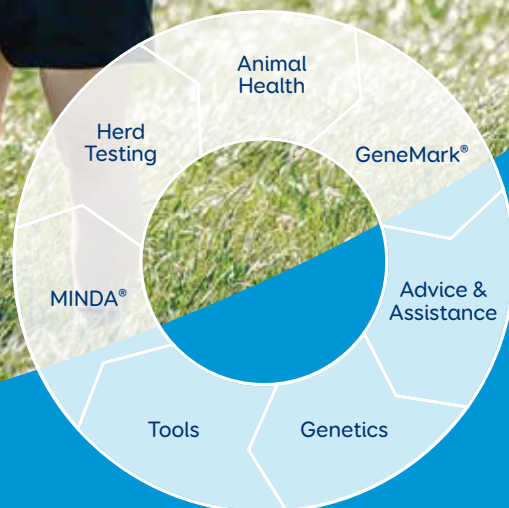
Kurt Johnson and Paula Dimock



Bruce Morrison, Andrew Wiffen, Christopher and Pauline Prattley



Continue working on your breeding goals



With the new season on the horizon, now's the time to work on your herd improvement strategy.

The best cows are more efficient at turning feed into milk. They produce more, weigh less, have a fertility advantage, and are more emissions-efficient.

By selecting elite teams or sexed semen, you're actively shaping the next generation of high-genetic-merit replacements. And by making the most of your lower-performing cows you can

continue to add value, extending days-in-milk with SGL options or introducing beef genetics to tap into new revenue streams.

When you make smart breeding choices today, it will contribute to a more productive and profitable future.

Talk to your Agri Manager about working together to build a more efficient herd for tomorrow.

There's always room for improvement

