

MANAGING THROUGH CHALLENGING TIMES



BY: JOEL GROSCKREUTZ, PRESIDENT & CEO

The latest wild swings in the global agriculture economy have thrown all of us a little off balance. Experts are predicting that...whether producers or suppliers... we need to prepare for even more extreme 'highs' and 'lows' in the marketplace in the future. However, history has taught us that those that plan for 'rainy days' will weather the economic storms best. That is why we must all manage through challenging times. At Accelerated Genetics we have been optimizing our business and operational efficiencies while increasing the standard of products and services to you, our valued customers.

POWER-PACKED SIRE LINEUP

The history-making sire lineup at Accelerated Genetics following the April Dairy Sire Summary is highlighted by numerous breed-leading sires that will be sure to have a global impact.

INDUSTRY LEADER IN GENOMICS

The 20 years of genetic research at our wholly owned subsidiary, Genetic Visions, Inc., has been at the forefront of the new industry selection tool...genomics. This new commercially available data will assist the dairy industry in identifying sires and females that are more likely to transmit the desired traits. You can be proud that your cooperative leadership recognized and invested in the research and in a recent purchase of scanning equipment at Genetic Visions...making it one of only three bovine labs for this purpose in the nation.



ACC-SS™ SEMEN MOVING OUT

We are excited with the launch of ACC-SS sexed semen to producers around the world. Sexing Technologies of Navasota, Texas, has an operational semen-sexing lab at our Westby Production Facility. Because YOU asked, we have chosen to focus on providing our high-end genetic sires in ACC-SS sexed semen.

REPROCONNECTIONS OFFERS GREATER CUSTOMER SUPPORT

Whether you need an A.I. refresher course, help identifying the best timed A.I. protocol for your herd or need assistance in analyzing your herd's reproductive efficiency... Accelerated Genetics' resources are available to you through ReproConnections.

INVESTMENTS IN QUALITY PRODUCT

Accelerated Genetics stands firm in our commitment to provide top quality semen products to all of our customers. Recently we have reviewed many of our procedures and policies and incorporated the latest science-based methods to achieve the best results. We have continued to reinvest in the core operations that add to production efficiencies and capacity of your bull stud.

Bull environment has been enhanced with the addition of rubber matting, more efficient air exchange and temperature control, and new



feed bunks for key facilities. Upgraded feed storage, ration balancing and body scoring have been implemented to be sure the sires are at optimal health and weight. This translates to maximum semen quality and quantity.

In January, Dr. Aziz Siddiqui joined Accelerated Genetics as the Director of Quality Control. He has created stringent semen processing guidelines utilizing the latest science and equipment to analyze every semen collection through all phases of production.

MOST IMPORTANT SILVER LINING AT ACCELERATED GENETICS...THE PEOPLE!

Accelerated Genetics strives to be your choice as a reproductive partner. That means going above and beyond the status quo to provide unmatched genetics, products, research and service for our valuable customers. In recent months the employees of Accelerated Genetics have done just that by reinforcing some previous and adding many new resources and services. I can share with you that the silver lining to the current economic woes is the people at Accelerated Genetics. Their skills, knowledge, experience and dedication to provide breed-leading genetics, industry-leading research, solution-based products and value-added services are unmatched. At Accelerated Genetics...we have a passion for the industry and will manage with you through challenging times.



Photos by Angie Lindell

A single straw of semen from Accelerated Genetics begins with proper bull nutrition and care, continues with proper lab techniques and quality control and it is further handled with care as it gets put into nitrogen tanks. Through this whole process, it takes a whole team of experienced people to work together for one common goal, producing the highest quality product they can for Accelerated Genetics customers around the world.