

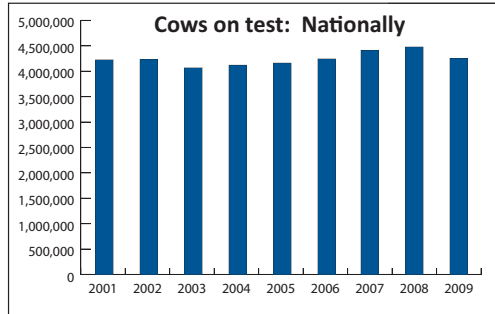
Talk about a lot of bang for your buck!

Mark Adam, Director, Integrated Services



DHI records provide

a HUGE return on investment. Did you know DHI accounts for less than 1/2 of 1 percent of all expenses on the average dairy? Yes, that's right and this statistic is the result of a recent dairy business analysis



summary published by several land grant institutions.

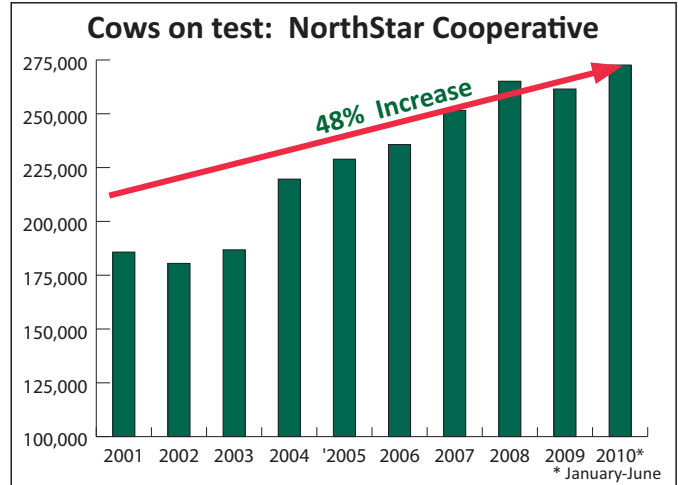
While the investment in DHI is very, very small, the study also cites the tremendous benefits that are received. According to the study, DHI records are used for a vast-range of business decisions on the dairy. DHI records are consulted for 42 percent of total dairy expenses, as well as 84 percent of a dairy farm's income.

It is this return-on-investment of DHI records that has allowed NorthStar Cooperative's DHI Services to grow significantly over the past decade. Since 2001 we have grown cow numbers by 48 percent, which far exceeds the national average. We are proud of this growth, particularly during a decade of volatile dairy economics.

The main message we consistently hear from you and your consultants is: "give us accurate, detailed, concise, and proper information to manage our dairy and that investment will far outweigh the expense."

DHI records continue to be the most universally accepted dairy records available. They are used for research, herd and cow management, genetic evaluations, as well as dairy business strategic planning. What a powerful tool DHI is when we analyze all the information that is at our fingertips to make decisions from!

If you are currently on test with NorthStar DHI and feel there is more you can do/learn with your data talk to your area NorthStar representative for assistance. If you are not currently utilizing NorthStar's DHI services, we



encourage you to consider all the benefits this very minor investment has to offer.

The minimal investment (less than half of 1 percent) made in DHI records pays off substantially when it comes to managing your farms. Talk about getting a lot of bang for your buck! ☆

Just Released!

Shottle Sons

Shottle made his mark on the Holstein breed and now you have the opportunity to use his sons. Select Sires graduated four Shottle sons, from deep-pedigreed dams providing you balanced, profitable cows.



BRAXTON

WOW ... +3.98 Type. All-around extreme udder improver. Sires frames that are made for the colored shavings. ENOUGH SAID!



ERNIE

Breed leading udder improver in all traits (+2.76 UDC) that's plus for components. At +3.19 Type ERNIE is high for all composites and sires tall, stylish cows with excellent dairyness, and greatly improves strength, depth and width.

USDA/HA Genomic Evaluation 8/10 % Rel. Yield, Type. BRAXTON 87, 80; ERNIE 91, 85.