

Ainsworth named Select Mating Service Consultant of the Year

NorthStar Cooperative genetic consultant Julie Ainsworth, has been honored as the 2010 Select Mating Service™ (SMS™) consultant of the year. A 22-year veteran, Ainsworth received this award at the Select Sires' national SMS consultants' conference held in Pennsylvania in May.

This national award is presented annually to a genetic consultant that exemplifies the qualities that makes SMS known world-wide as the premier mating program in the industry to assist dairy producers in developing genetic business plans. The recipient must have years of superior service, a history of high-quality evaluations and the ability to build and maintain successful relationships with dairy producers.

“Julie Ainsworth receives this recognition due to her dedication to the dairies she services, her instrumental leadership, and aggressiveness in learning new skills,” states Lon Peters, vice president of dairy sire product services and international for Select Sires. “She has earned the respect and confidence from her dairy customers due to her strong desire to help her herds by designing breeding programs that fit their needs and goals.”



Lon Peters, vice president of dairy sire product services and international for Select Sires, awarded Julie Ainsworth with the 2010 Select Sires SMS Consultant of the Year award.

Ainsworth grew up on a Registered Holstein farm in Black River Falls, Wis., and earned a bachelor's degree in dairy science from the University of Wisconsin – River Falls. After graduation, she worked as a herds person and then worked in dairy evaluation within the A.I. industry before she joined the NorthStar Cooperative family in 1987 as a SMS consultant. In 1998, she added Select Reproductive Solutions™ (SRS™) specialist to her résumé, while still serving as a genetic consultant for several herds. Julie also serves as coordinator for the Program for Fertility Advancement™;

serves as a member of the products team and performs records analysis.

Over the past 10 years, Ainsworth has completed more than 110,000 new evaluations, greater than 57,000 pedigree matings and in excess of 700,000 total recommendations.

She is an approved judge for the North American Intercollegiate Dairy Challenge and has served as a judge at several national events. In addition, she is a member of the American Registry of Professional Animal Scientists. Last year, Ainsworth was named the 2009 SRS Specialist of the Year.

Since 1973, SMS has provided dairy producers with a labor saving, user-friendly approach to mating programs. Professional SMS consultants work with herd managers to understand breeding objectives and use research and computerized analysis to develop matings. ★

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