



Executive Secretary  
David Wallace

# THOUGHTS

## *From The Office*

At the September board conference call, Net Merit \$ was discussed in detail and the challenges the planned changes could cause. Due to those challenges, the office decided to hold off making those changes for the August Sire Summary and work on them and have them ready for the December Sire Summary.

It was discussed that breeders and commercial dairymen still use Net Merit \$ as an important tool in their mating decisions. We need to emphasize the importance of the PPR

and the difference between it and Net Merit \$. This will be done in future articles in the coming months. As we move forward it is important to have as many tools available for breeders to use in their decision process as possible.

I just returned from Colombia and was very impressed with their Brown Swiss Cows, the breeders, and the importance of U.S. genetics in their breeding programs. Semen and embryo sales have an unlimited future and advertising is very important. The

Colombians are working on a milk marketing program and, when it comes together, production will be more important than it is today. Crossbred herds already are looking at more milk and pounds of protein. The Brown Swiss is the breed of choice for crossbreeding and the future is very bright for Swiss. The Brown Swiss can work in Colombia's climates and the health traits, udder traits and the strength of the cow is very important to this process.

*Take care and have a safe harvest.*