



January 31, 2012

Dear Industry Partner,

As a member of the Council of Dairy Cattle Breeding's Dairy Data Business Development committee, I was asked to assist to educate producers on these efforts.

Attached you will find a copy of the frequently asked questions pertaining to the proactive activity of the Council on Dairy Cattle Breeding regarding the effect of genomics on the dairy industry. This process started in 2009. The document entitled 'Frequently Asked Questions' is to inform all US producers of the Council structure, cooperative efforts, and work to understand the affects these new tools will have on the data gathering of the industry, maximize implementation and secure the data needs for future improvement. This information has been developed in a cooperative effort of various Council representatives. I am asking that your organization considers educating your readers about these questions so that they can understand the extensive efforts that have been accomplished and those that are underway to ensure the American dairyman their genetic and management programs are the best in the world. I encourage you to print this article in its entirety.

As you know, the technology revolution is affecting every part of business including the dairy industry. One of the major revolutions is genomics and the effect on the U.S. and the world's dairy herds. This technology is an improved tool for producers to improve their operations. This innovation will have dramatic affects on dairy management, breeding, and data collection. This discovery has been accomplished in large part by industry organizations working cooperatively together for the good of U.S. producers. These genetic accomplishments of the U.S. have not been replicated by any one country in the world. To continue this success, it is the belief of the people involved in this investigation that cooperation of the industry on behalf of the U.S. dairyman is in order to assure continued success harnessing this management technology for the benefit of U.S. dairyman.

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If you have further questions, you can contact me at 614-873-4683 or dcthorbahn@selectsires.com. You could also contact other initial committee members involved in this process. Those are Jay Mattison, CEO National Dairy Herd Improvement Association at 608/848-6455 or jmattison@requestltd.com and/or Mr. Neal Smith, AJCA-NAJ Executive Secretary and Chief Executive Officer, at 614/861-3636 or nsmith@usjersey.com as both have been on all of the committees and represent different sectors of the Council. Also Dr. Bennett Cassell, Professor Emeritus Virginia Tech was on the original committee called the Dairy Data Working Group Committee and could give an independent third party perspective. Feel free to contact Dr. Cassell at 540/231-4762 or bcassell@vt.edu.

Thanks for your consideration.

Sincerely,

A handwritten signature in black ink that reads "David C. Thorbahn".

David C. Thorbahn
President and Chief Executive Officer
Select Sires Inc.