



Holstein Association Names Herzog Elite Breeder Award Winner

Brattleboro, Vermont (June 30, 2008)...Max (Kip) Herzog, Petaluma, Calif., has been selected as the recipient of Holstein Association USA's 2008 Elite Breeder Award. Herzog was honored at the recent National Holstein Convention in Wisconsin Dells, Wis. The award recognizes those who have bred outstanding animals, thereby making a notable contribution to the advancement of the Holstein breed in the United States.

Sleepy Hollow Dairy started in the Holstein business in 1903, and for nearly 100 years, was one of the most respected providers of outstanding Registered Holstein genetics in the dairy industry. The first registered animal entered the herd in 1925 and three years later, the herd was moved by Kip's dad, Max, to Petaluma. Kip became a partner in 1961 and managed the herd until it was sold to Ron Pietersma in 2000.

From the time Kip took over the herd until it was sold, the name Sleepy Hollow was synonymous with superior genetics. Numerous internationally recognized cow families were developed at Sleepy Hollow, among which 151 cows were designated Gold Medal Dams and 77 Dams of Merit. A total of 173 cows were classified Excellent.

For years, Sleepy Hollow led the nation in the development of Gold Medal Dams, which showcased the strength of their breeding and reproductive programs. The herd also regularly stood at the top of the DHIR and Production Honor lists. Breeding and developing cows that produced and reproduced at this elite level set the herd apart from its peers.

The Sleepy Hollow prefix was an international legend for years, first in Japan and later in Europe. More Sleepy Hollow bulls were sold to Germany and France than from any other U.S. breeder, not only because of the outstanding genetics, but also because of the honesty and integrity of the breeding program.

Kip tended to use bloodlines that originated from outstanding cow families because he knew they would breed true and maintain the values he wanted in his cows...long-necked dairy machines with huge, open ribs, high and wide rear udders and more substance of bone than most herds. This breeding philosophy was why there were so many older cows in the herd that just kept calving year after year and adding to their lifetime milk totals generation after generation.

Breeding cows that became brood cows, providing the seed stock for dairy producers worldwide, and providing leadership locally and within the Holstein industry are what set Kip Herzog apart from the average breeder. The respect other breeders had for him and the reputation he earned as a man of honor and integrity truly made him an Elite Breeder