Just on the outskirts of Lancaster resides the 1,200 cow operation, Majestic View Dairy. STgenetics had the opportunity to tour the farm with Amanda Buschor, the herd manager and daughter of owners Ron and Terri Abing. Ron and Terri started farming in Lancaster when they joined John Haskins in 1983, this partnership expanded in 1999 to 600 cows and then again in 2003 to 1,000 cows. Today they are up to 1,200 cows with 960 of them milking. They currently have an impressive 32,000 RHA with a 3.3 Fat and a 3.1 Protein.

As we were walking one of their free-stall barns, Buschor gave us an overall goal when it come to producing their next generation. “We want to be producing cows that have high quality milk that will stick around and be sound cows. We are looking at NMR, DPR and FL, those are the traits that are going to keep cows around, producing quality milk and pay the bills.” She detailed.

Majestic View Dairy made the transition to STgenetics in the past year with Pete Duessengesser as their STgenetics Representative. “The main reason we switched to STgenetics is because the knowledge and support that comes with the company, and the proof was in the pudding when we put them side by side with sexed semen, there was no question. We’re paying the same price for better bulls, with bulls that settle 10-12% higher, it was a no brainer.” Stated Buschor.

As we continued to tour around Majestic View we made our way to their calf barn where we walked by pen after pen of extremely healthy and clean looking calves. They currently Genomic Test all of their Holstein heifer calves, when they transitioned to STgenetics services they made the switch from testing only half their female calves to 100%. Buschor went on to explain their decision for this management practice, “We do this because I don’t feel like we can fully take advantage of STgenetics mating program, Chromosomal Mating, without all the genomic data. We believe these two programs together help us reach our goals more quickly and more efficiently.”

Making our way back to one of their free-stall barns we started to talk about their sire selection and what goes into their decisions. Buschor went on to tell us, “Since we have recently switched to STgenetics our numbers have changed because of the quality bulls STgenetics can provide. Our sire NMR cut off is now ~900 and DPR is nothing under ~9.5. We also look at haplotypes, because we do our genomic testing and breeding program through STgenetics as well and believe we are able to achieve our goals quicker by making sure these haplotypes aren’t entering the herd.” It was also mentioned that any cow under ~600 NMR is bred to beef semen, currently this is about 60% of their milking herd. All their heifers get 2 straws of sexed semen and about 90% of our virgin heifers are settling with this practice.

When discussing their mating decisions we learned about the relationship Majestic View Diary has with their STgenetics representative, Pete Duessengesser. They currently trust Pete and STgenetics with their management decisions through STgenetics Chromosomal Mating Program, working to increase their outcross herd and making the right decisions for their herds genetic progress. Buschor went into more detail, “I don’t have to do anything for the mating program and in all honesty I believe that is how it should be. We should have enough trust in the stud companies that they are putting in the right bulls and mating our cows properly, that’s their job and that is what they should be doing.”

STgenetics is proud to be a small part of their success and pride ourselves on being able to help them continue to accomplish their genetic goals.

After spending the morning at Majestic View we observed numerous detailed procedures their employees practice. Their management team believes in protocol consistency and clear communication. Each employee is trained and knows expectations when it comes to safe and respectful practices and that they can come to anyone on the management team to help improve or fix anything they see fit. Believing in open communication has always been a priority at Majestic View.

When we talked about what was next in the industry Buschor made a great point when it comes to animal welfare. “In today’s world we have to be more aware, empathetic and conscientious of what the consumer wants. Here at Majestic View we try to have an open door policy with our protocols implemented and animal welfare rules implemented and taken care of, we are a part of the FARM Program through Foremost Farms and have scored 100% on that. We are making sure we are doing everything we can to ensure that the consumer is comfortable buying our product.”

Majestic View has been really proactive when it comes to helping consumer awareness, every spring they tour 300-400 elementary students around their area to teach them about the dairy industry. Student are shown where their milk comes from, they allow them to pet the cows, play in the feed and also get the parent chaperones involved as well. The farm also sends home pamphlets and information for the students to share with their parents at home too. They also utilize social media to show what happens during these tours and try to enlighten their local area about the industry and where their dairy products come from.

The time spent at Majestic View Dairy was nothing less than impressive, a herd well managed with exceptional heifer development, production, conception rates and consumer awareness. STgenetics is proud to be a small part of their success and pride ourselves on being able to help them continue to accomplish their genetic goals.