

# → Global Appeal in Many Different Markets

Known worldwide as one of the most adored Durham daughters, this 11-year-old cow continues to make an impact on the Holstein breed. With high type and high index daughters and granddaughters showing up on top genomic lists, show results and sale catalogs, Altitude continues to captivate Holstein enthusiasts worldwide. Even more impressive is when this seasoned veteran showed up as #2 on the Top GTPI Red/\*RC Cows from the Locator List on the August 2011 proof run.

## The Beginning

Good things happen to good people and that is exactly what happened when three young college students purchased this young but promising Durham daughter off their dairy club sale in 2000. At the time their thoughts were on their drained bank accounts and little did they know the impact that one individual cow could have on their lives and the Holstein breed.

The original flush of Durham to the Excellent-93 3E DOM Ronnybrook Prelude, Clover-Mist Alisha-ET \*RC, resulted in just one heifer and seven bulls. Owned by Richard and Ryan Kamps, Belmont, Wis. they decided to support the local University of Wisconsin-Platteville Club Sale by consigning this 10-month old Durham daughter, Kamps-Hollow Altitude-ET \*RC. The morning of the sale the partnership of Mark Haag, Ryan Kamps and Ryan Weigel was formed and Altitude was purchased for \$5200. Since then the partnership has condensed to just Ryan Kamps and Ryan Weigel and KHW Genetics was born.

Interesting to note that Altitude was actually sold at one point early in her career; however, she popped \*CV and the sale was reversed. So what seemed to be a bad day then for KHW Genetics turned out to be

a blessing in disguise and since she has produced numerous popular daughters and sons, several which are highlighted below.

## KHW Kite Advent-Red-ET

Advent is the highly acclaimed Kite son of Altitude that needs very little introduction. His stats speak to the magnitude of his impact with more than 400 Excellent daughters in the United States and Canada alone and 105 All-American Nominated daughters in just the past five years. Forty-one of the 105 received the prestigious title of All-American or Reserve All-American according to the Red and White Dairy Cattle Association.

“I would say that Advent is the first sire to have sired all six nominations in a Red & White milking All-American class, he did this in both 2009 and 2010,” shared Stephanie Stout, Promotion Manager, Red & White Dairy Cattle Association.

Without hesitation, Advent is one of the all-time greatest show-ring sires of the red breed as daughters have accumulated various accolades at national and international shows worldwide. Advent has taken home numerous premier sire banners at the most prestigious shows nationwide including the Royal Winter Fair National Red and White Show and the Grand International Red and White Show at World Dairy Expo.

Going back to the beginning, the Kite cross on Altitude was not a contract mating but instead a decision by Ryan Kamps as Kite was a promising young \*RC sire. The flush resulted in a single red bull calf, Advent. At the time Durham was hot and Altitude was just fresh.

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### Scott Culbertson, Dairy Sire Analyst, Select Sires, Inc.

*“Advent coming to Select almost wasn’t possible. Being sired by a young sire and a competitor at that, none of us knew if we could sell enough semen to justify him. But his mother from day one was outstanding and such a great pedigree. I had seen Kite\*RC yearlings and really liked the frames and open rib structure to them so the cross did make sense.*

*He was purchased for Select but then failed leucosis. The bull was then offered to Glaze-Way Enterprises and leased back to Select and we offered him as a Super Sampler. The rest is history. His popularity was huge right from the beginning. And once his calves started winning shows, it greatly multiplied and his legacy even further upon them calving in. He is what he is. A great red show bull that makes the right kind of two-year-olds who mature so greatly. At Select we sampled right at 12 sons and are starting to graduate those.*

*The owners are as good of people as they come and it has been a great working relationship between KHW, Glaze-Way and Select. What a great impact bull for the red breed.”*





**Kamps-Hollow Altitude-ET \*RC EX-95 2E DOM**  
One of the greatest Durham daughters and tremendous brood cow!



**KHW Regiment Apple-Red-ET EX-94 DOM**  
"Million Dollar Red Cow" and All-American!



**KHW Goldwyn Aiko-ET \*RC VG-86**  
Heavily contracted \*RC Goldwyn daughter of Altitude!

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Advent passed away in March of 2009 and ended his career being one of only a handful of bulls that was never taken off collection.

## KHW Regiment Apple-Red-ET

"Million Dollar Red Cow" this headline reached not only dairy news publications worldwide but Apple was also featured on major news networks such as MSNBC and others! This widely famous cow started as an ABS Global Inc. contract mating. Even as a heifer Apple made her mark placing fourth as a spring yearling at the Grand International Red and White Holstein Show. In the summer of 2006, Apple was within a week from calving and caught the attention of Mike Deaver, Edgerton, Wis. A syndicate was formed and Apple was sold only to go on and accomplish the daunting task of earning All-American honors in both red and black divisions, a first in the industry.

## Mike Deaver, Apple Partners

"Apple was the first red cow I had seen since Scarlet that I knew could be competitive with the best of the best no matter what color."

"To make a statement you have to run her with the very best and that year the junior two-year-old class was stronger in the black and white show than the red and white," Deaver shared when asked why they decided to run her in the black and white ring at World Dairy Expo.

Apple, a seventh generation Excellent, came back in 2007 to repeat and be Nominated All-American. The following summer Apple sold fresh as Lot 1 in the Global Glamour Sale at Arethusa for an astounding \$1 million dollars. Apple returned to Wisconsin owned under a new partnership and the marketing plans of this elite red cow began.

"It is a joint effort when it comes to matings, cloning and all other marketing and management decisions. We have a sit down meeting at least once a year, everyone does their part and the partnership really works well," Deaver said.

The owners have always had a very strategic marketing plan for this exceptional red cow. When they first purchased Apple they used established proven bulls such as Stormatic and Talent to establish her as a brood cow. When the decision was made to get some red calves they used Redliner. Deaver shared that this last group is the prettiest group with the Destrys and Goldwyns being very exciting young heifers.

Most people don't think of Apple and think index but her GTPI of +1938 coupled with her extreme type and no Storm blood make for an endless array of mating opportunities. The Apple Partners plan to utilize these opportunities and use higher genomic bulls in the next round of flushes.

"The cow is making a huge contribution to the red breed and with her genomics it is allowing people to get back into it and dabble a little," Deaver said.

Every daughter of Apple that has calved has been Very Good or Excellent in the mammary as two-year-olds. There are currently nine Very Good two-year-old daughters of Apple, one Good Plus-83 two-year-old and her only second calf daughter is Excellent-90, Ms Talent Applicious-Red-ET. Applicious is sired by Talent and currently owned by Kingsmill Farm II LLC, Gene Jager and Triple Crown Genetics but will be selling in the 2011 World Classic Sale. Other daughters that may be familiar are Apples Angelina \*RC (s. Stormatic) and Apples Angel \*RC (s. Damion) and have had embryo packages selling on the Holstein Plaza Online Embryo Auctions. Angelina and Angel are both Very Good-87 as two-year-olds and housed at Morningview Holsteins, Iowa.

Also exciting are the nine Apple clones. The first two are fresh, All-American Apple2 is VG-88 and Apple 3 is also just fresh after topping the 2011 National Holstein Convention Sale in Richmond, Va. and selling to Westcoast Holsteins, Chilliwack, BC. There are also three clones born Sept. 2010 and three born Dec. 2010. The best clone from each age group will be shown on the colored shaving this fall and Apple enthusiasts will have an opportunity at first choice of the two at the 2011 World Classic Sale.

Apple sons are starting to make their mark. Big Apple-Red and Apples Absolute are both sired by Talent and showing up in sale and show catalogs across the country. Big Apple sired the junior champion at the Ontario Spring Show, Quebec Spring Show and Ontario Summer Show as well as the reserve junior champion at the Ohio Spring Dairy Expo this year! Apples Absolute sired three class winners at the recent New York State Fair Red & White Show. Other sons to keep an eye out for are Apples Avatar by Shottle, Redbull by Tribute, Armani by Goldwyn and Invasion by Stormatic.



It is an exciting time for the Apple Partners, Apple was fresh in June with her fourth calf and ready for Madison. Those that have seen her agree it is the best she has ever looked!

## Aiko, Hattie and More

With high global demand for her genetics, KHW Goldwyn Aiko-ET is currently the most heavily marketed individual at KHW Genetics. The +2050 GTPI red carrier Goldwyn daughter of Altitude has sold embryos to six countries with still more contracts in place. Aiko's daughters are also making quite a splash. KHW-I Aika Baxter \*RC VG-87-2YR-CAN is currently the #15 GLPI Cow in Canada at +2909 GLPI and +2199 GTPI making her one of the highest Baxters and one of the highest \*RC cows in the breed. Aika is owned by Gen-I-Beq and has daughters by Sahara, Bogart and Beacon. Aika's son by Sahara is currently the #8 gRZG bull for Red & White in Germany with a g RZG +141. Aika's daughter, De Jonge Aiko \*RC, is a \*RC Sahara and the #1 GTPI Sahara in the breed with a GTPI of +2093 and a PTAT of +3.82. This tremendous heifer is contracted for numerous embryos.

RR KHW Real Aiko \*RC (s. Reality Red) is an Aiko daughter which sold through the Eurogenes Online Heifer Sale to Bolleholster Holsteins, Netherlands. Real Aiko is one of the very best heifers ever in the Bolleholster Holsteins herd and was reserve junior champion at the Summershow 2011. KHW Amabel-Red-ET VG-86-2YR is the very promising Redliner daughter of Aiko at KHW Genetics. An Aiko son, Amor Red, by Lawn Boy is currently the #15 gRZG bull in Germany and an international sire of sons.

KHW Genetics is excited to continue working with this promising young \*RC Goldwyn daughter. Aiko is due early fall to Redman and has pregnancies by Shamrock, Kramer, Colt P, Bookem and Lewis. Other young daughters at KHW are sired by Lawn Boy, Million, Sanchez, Super, Meteor, Freddie, Alexander and Jeeves, many of these are also \*RC including the highest \*RC daughter in the United States, KHW Super Aderyn-ET GTPI+2328. There is also a \*RC Super son, Holbra Aisikon \*RC at WWS Germany. Aisikon sold through the Online Elite Bull Sale with a GTPI of +2260 and already has a lot of interest in using as a sire of sons.

KHW Sept Storm Hattie-ET \*RC is the Excellent-91 September Storm daughter of Altitude. Hattie is owned by KHW Genetics and Rosedale Genetics with several exciting daughters currently being developed by Mark Rueth and Nicky Reape at Rosedale including a VG-87-2YR Shottle daughter.

## More Proven Sires

There is no arguing Altitude's brood cow status after taking a closer look at Advent, Apple, Aiko and others but equally important are the other proven sires Altitude has delivered to the industry. Jotan-Red-ET is the Jordan son of Altitude and the German proven bull at Masterrind with daughters worldwide. Acme \*RC available through Trans-World Genetics is sired by Talent and also direct from Altitude. A type specialist, he is +2.82 for type and +3.19 for udder composite with a GTPI of +1912. Axion-Red is the Marmax son available through Semex and a unique outcross red bull. To further compliment Altitude, every bull she has put into stud has made the active line-up.

## The Future

"Really exciting are the heifers due this fall including Regiments, \*RC Macs and \*RC Shottles," Weigel said. Also just fresh are four full sisters to Altitude that look very promising.

The potential for this family is beyond barriers. Altitude at 11-years-old continues to still be flushed IVF with pregnancies by Destry and Alchemy. Altitude's dam by Prelude, Alisha, is also still roaming the pastures of KHW Genetics and will be IVF flushed again this fall.

Going forward, KHW Genetics plans to genomic test everything out of this high profile family and use the high genomic sires with ample type so Destry sons are currently on their radar. In their breeding philosophy it is important to keep a balance and not go too much one way or the other. KHW Genetics has been fortunate that they have been able to sell what they want.

## Ryan Kamps, KHW Genetics

"She fits a lot of different markets from index, deep cow families and show type."

Few families have had the global appeal that Altitude has in so many different markets. She is certainly unique when you consider the branches and what they are famous for from Aiko to Apple to Advent. Things are just starting to get hot for this young cow family and the future looks bright as the branches continue to be developed. So whether you are in the market for red, index or show type look no further than this proven cow family, the Altitudes!

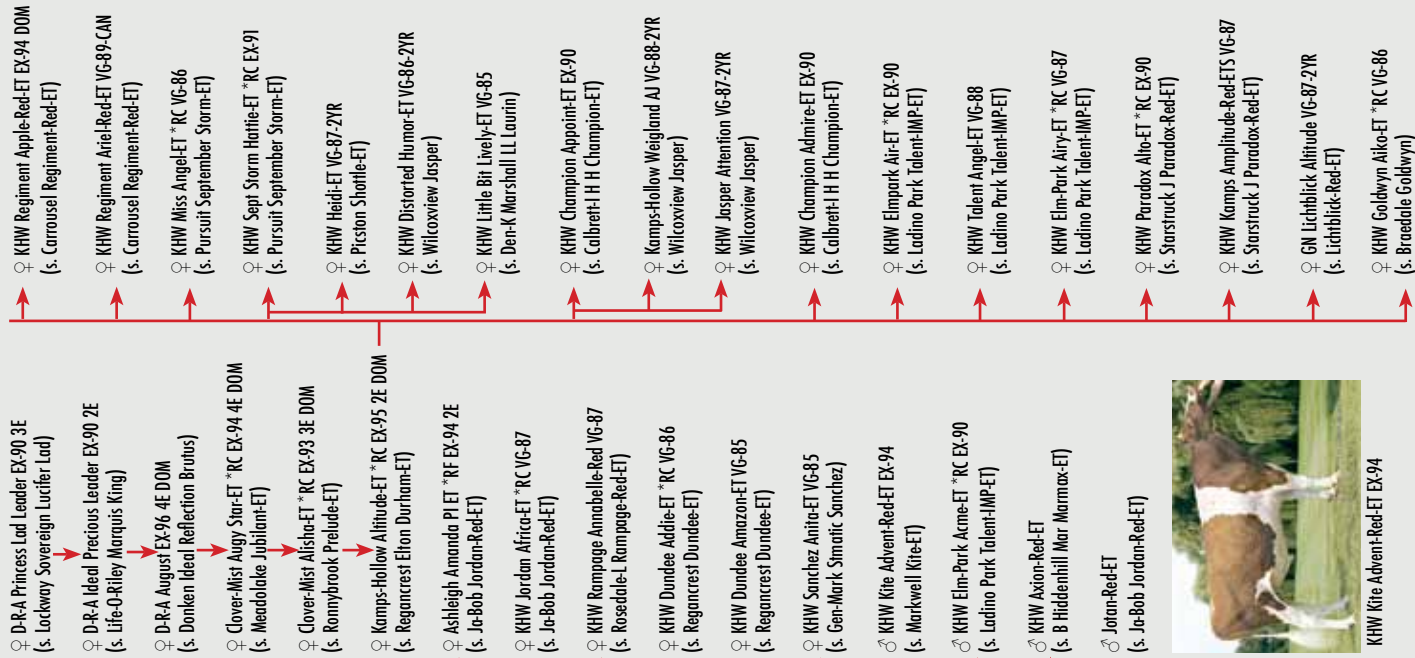


KHW Super Aderyn-ET GTPI+2328  
#1 Red/\*RC GTPI Female in the United States



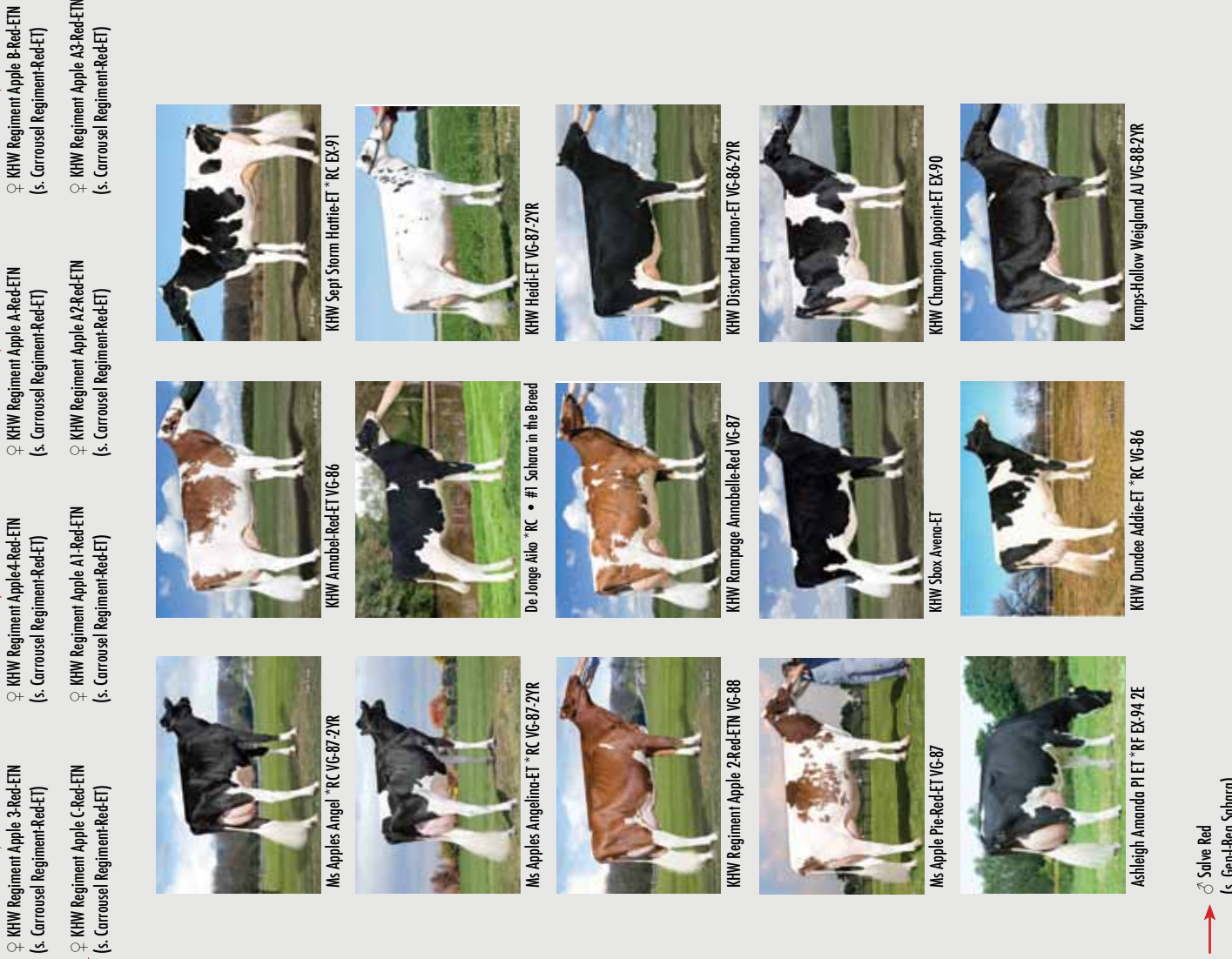
KHW-I Aika Baxter \*RC GTPI+2199 • GLPI+2909  
#15 GLPI Cow in Canada and one of the highest \*RC cows in the breed

**KAMPS-HOLLOW ALTITUDE-ET \*RC FAMILY**



KHW Kite Advent-Red-ET EX-94

**APPLE CLONES**



KHW Sept Storm Hatlie-ET \*RC EX-91



KHW Heidi-ET VG-87-2YR



KHW Distorted Humor-ET VG-86-2YR



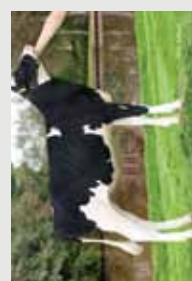
KHW Champion Appoin-ET EX-90



Kamps-Hollow Weigland AJ VG-88-2YR



KHW Amabel-Red-ET VG-86



De Jonge Aiko \*RC • #1 Sahara in the Breed



KHW Ram page Annabelle-Red VG-87



KHW Shox Avento-ET



KHW Dumdee Addie-ET \*RC VG-86



Ms Apples Angel \*RC VG-87-2YR



Ms Apples Angelina-ET \*RC VG-87-2YR



KHW R regiment Apple 2-Red-ET VG-88



Ms Apple Pie-Red-ET VG-87



Ashleigh Amanda PI ET \*RF EX-94 2E

♂ Salve Red (s. Gen-H-Beg Sahara)